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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JULY 1, 1963

Integration push, with FCC support, takes aim at radio-TV 27

What hath end of option time wrought? The answer isn't clear 62

Agencies looking at broadcasters to supply a uniform proof of performance 28

NAB board proposes industry attack against government 'encroachment' 44

COMPLETE INDEX PAGE 7

Keep close to your customers with Spot Radio

...ing suntan lotion? Your best opportunity is right
...y—while she's using the product. Spot Radio via
...se great stations will send your summer sales
...ve soaring.

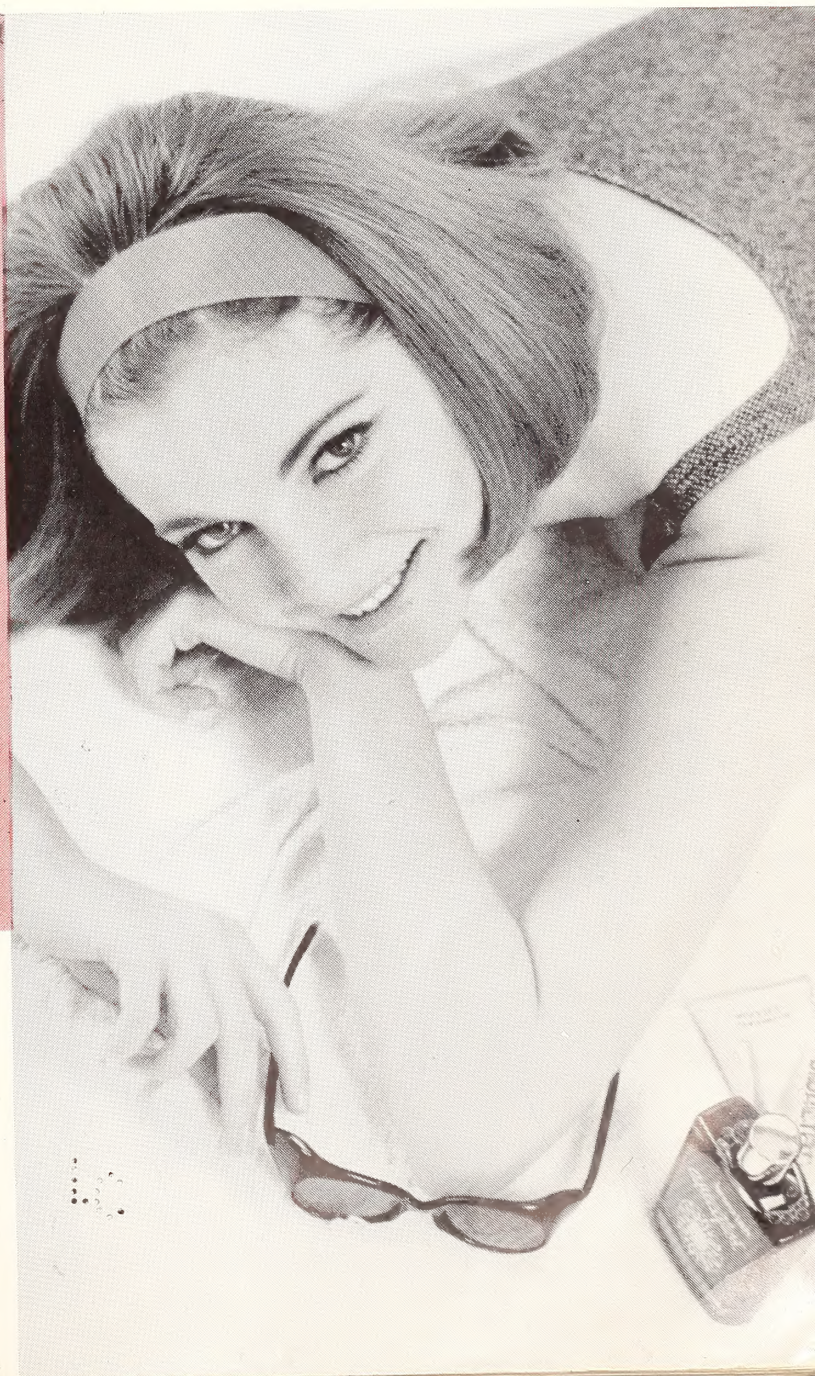
RADIO DIVISION

EDWARD PETRY & CO., INC.

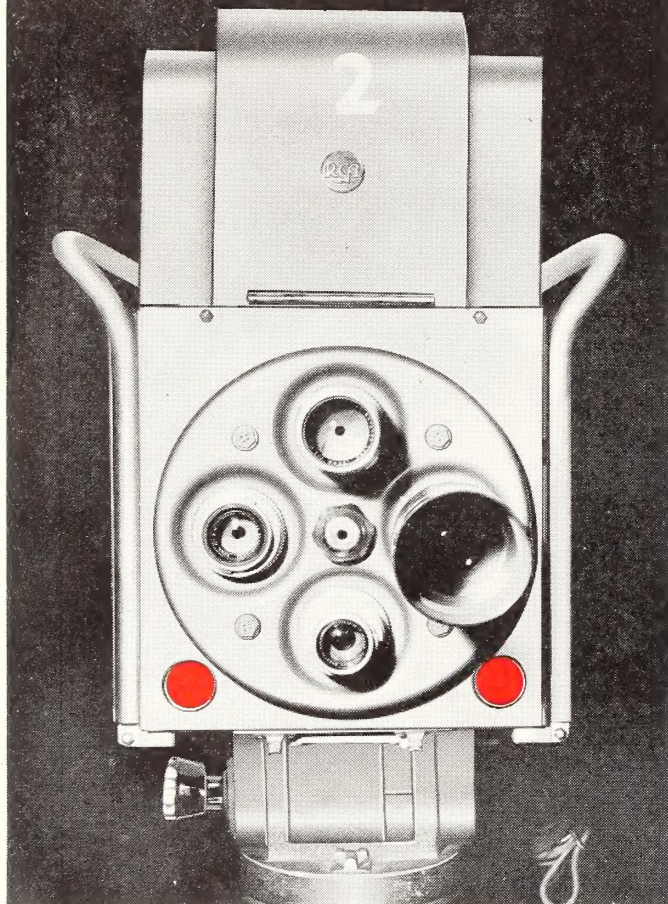
THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

3	Albuquerque	WTAR	Norfolk-Newport News
3	Atlanta	KFAB	Omaha
R	Buffalo	KPOJ	Portland
V	Chicago	WRNL	Richmond
DK	Cleveland	WROC	Rochester
A	Dallas-Ft. Worth	KCRA	Sacramento
R	Denver	KALL	Salt Lake City
L	Duluth-Superior	WOAI	San Antonio
C	Houston	KFMB	San Diego
IF	Kansas City	KYA	San Francisco
K	Little Rock	KMA	Shenandoah
C	Los Angeles	KREM	Spokane
Z	Miami	WGTO	Tampa-Lakeland-Orlando
P	Minneapolis-St. Paul	KVOO	Tulsa
	Mountain Network		Radio New York Worldwide



WHEN THE COMMERCIAL
IS LOCAL-LIVE . . .



IT'S PRODUCTION
THAT COUNTS



IN SIOUX CITY THE TOPS IN LOCAL-LIVE PRODUCTION IS ON KVTV, CHANNEL 9

It takes a lot of hands and a lot of talent to produce an effective live commercial . . . a commercial that sells . . . not just a commercial that tells. In Sioux City you'll find the "selling" commercials on KVTV, Channel 9, where a 38-man production staff achieves the finest local-live production in the midwest. Advertiser after advertiser, local, regional and national merits the tops in local production when they're "local-live on KVTV, Channel 9". The effective way to sell Siouxland's 750,000 residents is on KVTV, Channel 9. See your KATZ man.

KVTV
SIOUX CITY
KVTV
SIOUX CITY
KVTV
SIOUX CITY
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SIOUX CITY
KVTV
SIOUX CITY
KVTV
SIOUX CITY

THE KATZ AGENCY, INC.
National Representatives



KVTV

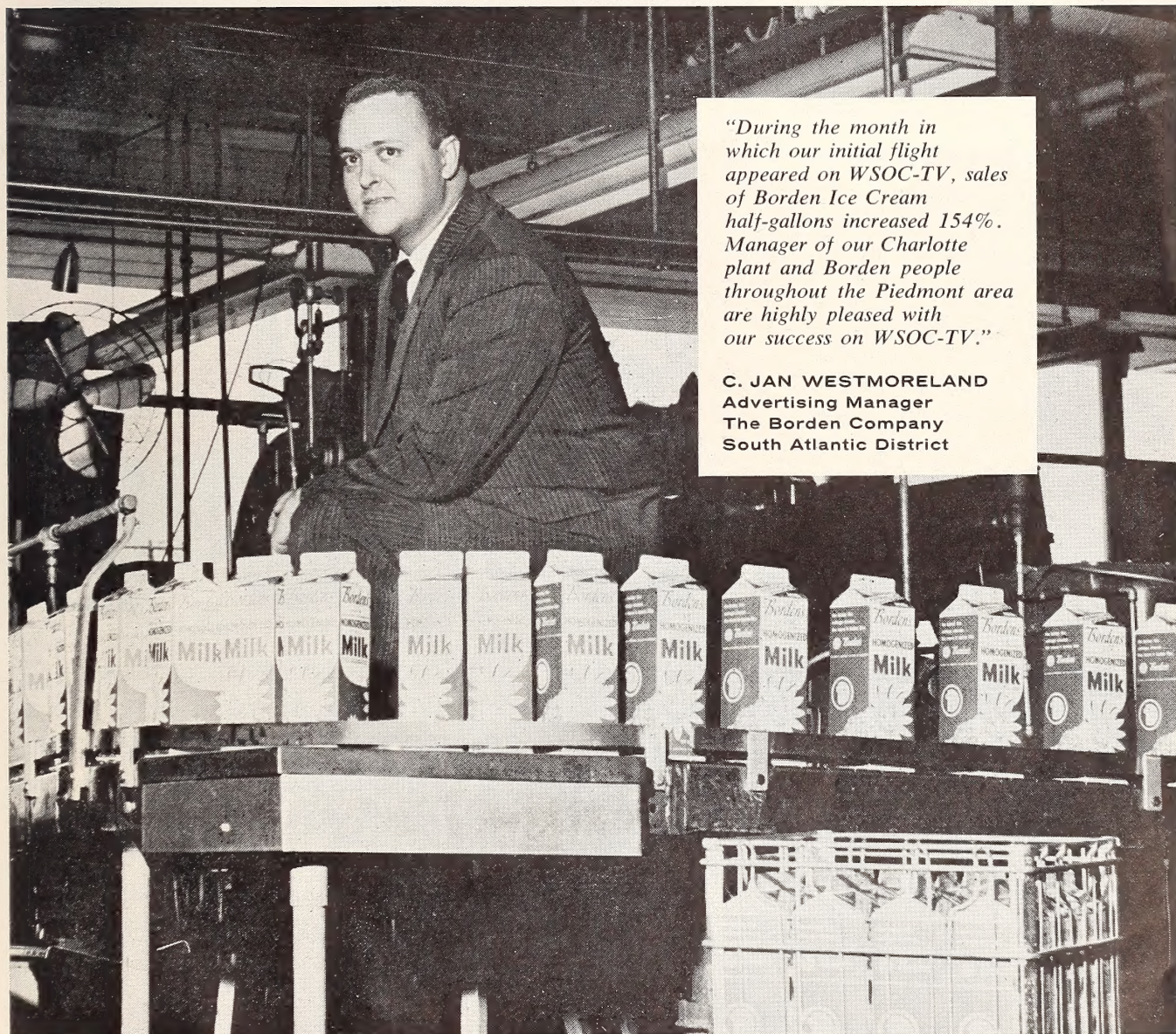
CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



PEOPLES BROADCASTING CORPORATION

KVTV Sioux City, Iowa
WNAX Yankton, South Dakota
WGAR Cleveland, Ohio
WRFD Columbus, Ohio
WMMN Fairmont, West Virginia

**"During month of our initial flight on
Charlotte's WSOC-TV, ice cream sales increased
154%" —Jan Westmoreland, Borden Co.**



"During the month in which our initial flight appeared on WSOC-TV, sales of Borden Ice Cream half-gallons increased 154%. Manager of our Charlotte plant and Borden people throughout the Piedmont area are highly pleased with our success on WSOC-TV."

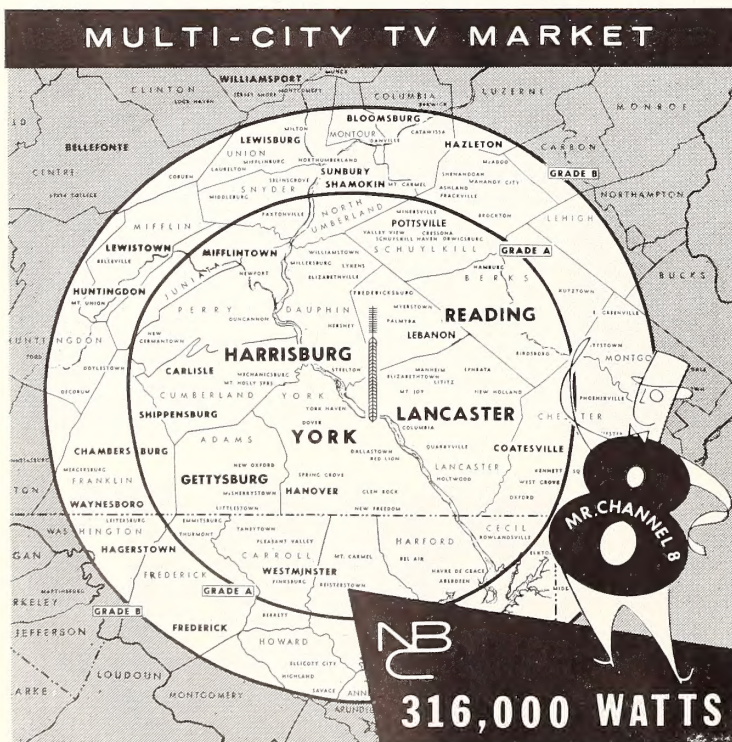
C. JAN WESTMORELAND
Advertising Manager
The Borden Company
South Atlantic District

If you like consumers with healthy appetites, like Borden does, you will like the way WSOC-TV sells America's 23rd largest tv market for you. Good market. Charlotte's retail sales per family highest of any metro area in the Southeast. 75-mile radius population also biggest in the S.E. Call us direct or let an H-R man tell you how you can get a mighty big dollar's worth on this great area station.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton, WIOD, Miami



In this multi-city market, an advertising schedule without WGAL-TV is like a **TRACTOR-TRAILER WITHOUT A TRACTOR**. Put the full sales power of Channel 8 back of your product. WGAL-TV is the only single medium that reaches the entire market and delivers viewers in far greater numbers than all other stations combined.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

Rosy promise

Inner circles of U.S. television engineers are excited about possibilities of real color breakthrough in new camera developed by big Dutch electronics firm, Philips of Eindhoven. Philips has developed color TV camera tube that is smaller than smallest black-and-white tubes now in use and 10 times more sensitive than best U.S. color tubes. If camera proves practical, it could cut color production costs to parity with black-and-white. Extra lighting and air conditioning now needed for color would be eliminated. Word is that Philips has built some prototypes that work, some that don't. It's problem of getting out the bugs and getting into production.

Share the wealth

Hoyt B. Wooten, pioneer broadcaster who sold WREC-AM-TV Memphis, which he had founded, to Cowles Magazines & Broadcasting for \$8 million cash last April (BROADCASTING, April 29), without fanfare has distributed \$1 million in gifts and bonuses to employees and associates including members of his family identified with the stations.

Mr. Wooten, now on tour of Orient, agreed to continue as chairman of the board of Cowles Broadcasting Service Inc., Memphis subsidiary set up by Cowles. He was elected to board of parent Cowles corporation and his sons-in-law, Charles Brakefield and Jack Michael, were named vice president and general manager and vice president and program director, respectively, of stations.

Fancy package

Seven Arts Associated is reported to be near closing of \$20 million deal with Universal Pictures Corp. for seven-year TV rights to 215 post-1948 Universal features. Seven Arts, it's understood, will pay \$20 million over seven years, plus percentage over specified gross.

Interesting sidelight: MCA Inc., distributor of syndicated series and Paramount pre-1948 features, owns controlling interest in Decca Records, which, in turn, controls Universal. MCA, under terms of consent decree with Justice Department at time it acquired Decca last October, was enjoined from distributing Universal features in U.S. and Canada.

Go-slow policy

Special task force appointed by Federal Communications Bar Association to study reforms of Communications Act and FCC organization has decided not to rush into its job. At

CLOSED CIRCUIT®

meeting last Friday committee decided it might take two years to prepare report. When committee was established, bar association gave it deadline of next December (BROADCASTING, May 13). Frank U. Fletcher is committee chairman.

Behind NAB scenes

There was more than met eye in NAB joint board's action at meetings last week on two proposals in which President LeRoy Collins had avid interest. Board rejected proposal for new program unit within NAB by tabling action until next January board meeting and deferring appropriation of \$50,000 to implement project. Second action was appointment by newly elected chairman of joint board, William B. Quarton, WMT-AM-TV Cedar Rapids, of new executive committee of five comprising himself and chairmen and vice chairmen of radio and television boards. Governor Collins felt he also should be member. It was pointed out that as president, he served ex-officio on all committees, but without vote, and that committee of six could result in tie votes.

A simmering report

Emergence of civil rights as No. 1 national issue is reviving interest in FCC staff report gathering dust for months. Report covers investigation of complaints against eight Mississippi radio and TV stations in connection with riots attending admission of Negro James Meredith to University of Mississippi, at Oxford, last Sept. 30 (CLOSED CIRCUIT, Oct. 22, 1962, et seq.). Since charges involved incitement to riot and failure to observe FCC's fairness doctrine, commission could use report as vehicle for establishing guidelines to be followed in future situations where riots are threatened. Delay is attributed, in part, to personnel changes. But potentially explosive political overtones could also be factor.

Family affair

Report (CLOSED CIRCUIT, June 24) that interests of Kerr family in Kerr-McGee stations were for sale was branded erroneous by C. B. Akers, coordinator of three broadcast properties. Moreover, Mr. Akers asserted, there are "no management problems" at stations involved: WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois, and 10% of KOCO-TV Enid, Okla. Kerr-McGee also owns 45% of KVOO-TV Tulsa. Report had originated with member of Kerr family.

Commercial misplacement

Though furor over triple-spotting and product protection has subsided, at least one major advertiser thinks whole area of station commercial practices could be cleaned up. In thousand-plus station weeks of TV monitoring in 75 markets last year, Broadcast Advertisers Reports noted 4,000 instances where this advertiser's commercials did not appear precisely according to agency specifications. With monitoring expanding to 6,000 station weeks this year, number of so-called irregularities involving this advertiser alone may reach 20,000.

Colombia experiment

Peace Corps soon will announce it's obtained services of Dr. John R. Winnie, 50, teacher, film producer and educational television consultant, to head Colombia ETV project—corps' first ETV effort (BROADCASTING, Aug. 13, 1962). Dr. Winnie joined 20 in-studio professional and technical trainees in New Mexico last week; 50 utilizers (teachers) begin Sept. 1.

Meanwhile, architect of corps' role in ETV reportedly has worked his way out of work. Tedson J. Meyers, former ABC lawyer, has been designing project and consulting corps since he left FCC as administrative assistant to Newton N. Minow year ago. Corps now is expected to watch Colombia developments before backing other ventures, although agency has big ambitions for TV in underdeveloped countries.

New blackout bill

Bill to prevent professional football leagues (NFL is target) from blacking out telecasts of games beyond usually recognized 75-mile limit as disservice to public, will be introduced in House shortly by Representative Frank A. Stubblefield (D-Ky.). It's understood measure, which would make 75-mile statutory rule now applicable to collegiate games mandatory for professionals, resulted from refusal by NFL Commissioner Pete Rozelle to rule on case involving Kentucky station more than 125 miles from city in which professional games are played. In 1961 Congress enacted limited statutory exemption from anti-trust laws which specified 75-mile limit for collegiate games and implied, but did not write into law, same restriction for professional teams.



Acquisitives* . . . live better in Cleveland

Cleveland homes top the next highest market by \$2,500 in valuation.

WJW-TV is aimed at home owners—the acquisitive with money to spend.

*Ac-quis'-i-tive—given to desire, to buy and own.

LOS ANGELES KGBS	PHILADELPHIA WIGB	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
NEW YORK W'HN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

ACQUISITIVES WATCH

WJW-TV

WEEK IN BRIEF

Move to outlaw discrimination underway in broadcasting's advertising and programming fields. FCC studying means to enforce nonsegregation; NAACP threatens boycott of film and TV centers in Hollywood. See . . .

NEGRO PUSH ON RADIO-TV . . . 27

NAB boards shoot down changes in radio code; accept only partial revision in TV code. Full complement chooses Quarton as chairman, agrees on need for public relations campaign to combat government incursions. See . . .

FCC POLICY IS NO. 1 . . . 44

Big one coming up in Washington is how broadcasters have used privilege of editorializing. House committee starts probe July 15. Subject was number one at Section 315 hearing last week. See . . .

ATTACK ON EDITORIALIZING . . . 48

There's intriguing, wholly unexpected result possible in deletion of option time: Stations may use more, not less, programs from networks since there's no bar anymore to amount they can accept. See . . .

WHO IS BEING HELPED? . . . 62

Broadcasters and agencies hear questions about certification of commercial performances at New York meeting. Affidavit procedures apparently not sufficient; need is for uniformity. See . . .

PROOF OF PERFORMANCE . . . 28

Western advertisers rally round AFA plan to set up office in Washington to combat antiadvertising climate. Convention also hears call to clean up faults, not just blind opposition to criticisms. See . . .

AAW JOINING AFA IN LOBBYING . . . 34

RKO General finds 16 agencies using automation, with growing interest in electronic computers. Survey is to help sales division understand purposes and intricacies of machine buying. See . . .

REPORT ON AUTOMATION . . . 32

Broadcasters seek to persuade Senate to repeal Section 315, but agree they'll settle for temporary suspension if that's all they can get. Issues turn on third party rights, primaries, protection. See . . .

SUSPENSION AT LEAST . . . 49

Clears get help from Harris; House Commerce Committee chairman asks FCC to hold up duplication until answers to questions are given. Thrust is on higher powers in light of prospective breakdown of channels. See . . .

LETTER TO HENRY ON CLEARS . . . 56

Commission's move of channel 2 from Springfield to St. Louis unheld by court. But it's told to accept new applications for Terre Haute. Dissenting judge says problems are FCC's own fault. See . . .

WINS CASE BUT LOSES POINT . . . 51

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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How long has it been since you saw people line up and wait hours to pay \$2.00 to see a radio broadcast?

At **WSM**
We see it

52

times a year



Every Saturday night they come to the ancient Ryman Auditorium in Nashville . . . 3,207 of them.

They come from all over America and from Canada. One couple drives down from Louisville every Saturday, back every Sunday.

This has been going on every Saturday night for 37 years. You'd think **anything** would wear out in 37

years, wouldn't you? Not this show. It gets bigger every year. No telling how many millions have heard it.

Get the full story on what may be the only radio station in America that can charge \$2.00 for admission to a radio broadcast . . . a station that delivers more **listeners** than all other Nashville stations combined. Any Christal Man or WSM's Len Hensel.

the WSMpire



WSM *CLEAR*
CHANNEL 650
NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY

BROADCASTING, July 1, 1963

THURMOND HITS 'NAACP LINE' NEWS**Stanton gets hot seat treatment on 'slanted news' charge**

Southern congressional opposition to Section 315 modification sought by broadcasters was revealed at Senate hearing Friday (June 28) to be distrust of New York-based networks "who are following the NAACP line."

"Slanted news" was hot charge fired by Senator Strom Thurmond (D-S. C.) at Dr. Frank Stanton, CBS president, who urged repeal of Section 315.

Senator Thurmond, member of Senate Communications Subcommittee, said Americans have right to know if news is slanted by networks. "You can defeat and elect candidates; you can mold public opinion," he told Dr. Stanton.

CBS and other networks slant news to favor Negroes, otherwise they'd have given some major play to slaying of white man in Lexington, N. C., as given to assassination of Medger Evers, Negro NAACP agent in Mississippi, senator said. Dr. Stanton replied CBS strives for highest level of objectivity by hiring finest professional newsmen, giving them set of policies and obligation to be fair, honest and accurate.

Heated exchange continued for more than half-hour when Senator John O. Pastore (D-R. I.), chairman, said witness should have chance to answer string of Senator Thurmond's questions. This ignited flare-up between senators, calls for "decorum" by both while witness sat waiting for chance to answer.

Stanton Gets Chance ■ Given chance, Dr. Stanton asked Senator Thurmond if he might want to withdraw request he'd made for explanation how CBS had covered three separate incidents where Negroes attacked whites. Although he'd promised subsequent reply, Dr. Stanton said if network "is to be

challenged at every turn of way, or at every significant change, I wonder if this doesn't raise the question of the freedom of news coverage."

Senator Pastore said senators could properly ask questions of licensees, but shouldn't tell them what to do. Such questions, Dr. Stanton said, "come perilously close."

Answering another question from Senator Thurmond, Dr. Stanton said third party presidential candidate would be covered if "newsworthy."

Back on Section 315, Dr. Stanton showed first change in his consistent battle for abolition of section. Equal time provision might be OK for time paid for by candidate or his supporters, he said, but otherwise removed.

Other witnesses followed line they'd given to House this spring. Vincent T. Wasilewski, executive vice president of NAB said association wanted complete repeal of section.

John M. Bailey, chairman of Democratic National Committee, agreed with his Republican counterpart (see page 49) that section should be suspended only for presidential and vice presidential races next year.

Peter Straus, president of WMCA New York, sent statement Friday supporting repeal but opposing repeal or suspension if limited to "the higher elective offices."

Limiting to top offices, he said, would make it impossible for stations to present local candidates and thus prevent their doing local-level job comparable to that done nationally by networks. Any responsible broadcaster, he said, can be trusted "to distinguish between the serious candidate and the publicity-seeking jackass."

Next, the commercials

Now that tobacco companies are withdrawing campus newspaper advertising they also should reduce TV commercials with "appeals to youth," said Senator Frank E. Moss (D-Utah) in letters to six firms Friday (June 28). Senator Moss called for cessation of ads which couple "manliness, popularity and maturity to the use of tobacco."

Coty pleads guilty, gets \$20,000 fine

Coty Inc., New York, has been fined \$20,000 as result of radio-TV and other advertisements for its L'Aimant perfume in violation of 1939 consent decree, Federal Trade Commission announced Friday (June 28).

Order prohibited Coty from using French names for domestically-produced perfumes without clearly disclosing fact they were made in U. S. FTC said Coty pleaded guilty to 37-count civil penalty action filed by Justice Department.

Coty's L'Aimant ads were placed on radio and TV stations in major cities and in two nationally circulated magazines. Judgment was issued by U. S. District Court in Delaware.

Harris's hint expected to be voted down

FCC is scheduled to meet today (July 1) and—it's expected—vote to reject suggestion commission voluntarily extend moratorium on plan to duplicate 13 of nation's 25 clear channels.

Suggestion was received Thursday from Representative Oren Harris (D-Ark.), chairman of House Commerce Committee (see story, page 56).

Commission was reported determined to get reply back to congressman before July 2 expiration date of one-year moratorium imposed on duplication plan at request of House.

FCC officials indicated little chance commission would agree to study matter further, as suggested by Mr. Harris.

Prudential back on 'Century'

Prudential Insurance Co. of America announced Friday (June 28) it will sponsor for seventh straight year CBS-TV's *The Twentieth Century* (Sunday, 6-6:30 p.m.), starting next fall. Agency is Reach, McClinton & Co., New York and Newark.

Henry on discrimination

FCC Chairman E. William Henry said Friday (June 28) he thinks commission should make clear it feels discrimination in broadcasting, both in employment practices and programing, "is not in the public interest" (see story, page 27).

Chairman Henry said he has always felt issue of whether broadcaster discriminates in hiring comes within broad scope of operating in "public interest."

Only question remaining, he said, is whether, in view of acuteness of

racial issue, commission should clarify its position. "I think it should," he said.

He will ask commission whether policy statement should be issued and, if so, what form it should take. He also said policy could encompass programing practices. He would frame that aspect of question in terms of commission's 1960 programing policy statement, which requires broadcaster to search out needs and interests of community and to serve them.

WEEK'S HEADLINERS

William B. Quarton, president of WMT-TV Cedar Rapids, Iowa, elected to one-year term as chairman of joint board of directors of National Association of Broadcasters, succeeding **Clair R. McCollough**, president and general manager of Steinman Stations, Lancaster, Pa., who had served for two terms and was ineligible for re-election. **James D. Russell**, president of TV Colorado Inc. and general manager of KKTU (TV) Colorado Springs, elected chairman of NAB TV board of directors, succeeding Mr. Quarton. **Glenn Marshall Jr.**, president and general manager of WJXT(TV) Jacksonville, Fla., elected vice chairman of TV board, succeeding Mr. Russell (see story page 44).

David Schoenbrun resigned as chief European correspondent for CBS News last Tuesday (June 25). CBS said it will not fill vacancy. Mr. Schoenbrun stated Friday that after finishing book



Mr. Schoenbrun



Mr. Small

he is now writing on life of French President Charles de Gaulle, he would sign contract with another network as worldwide correspondent and would also write articles for newspapers and magazines. **Bill Small**, director of news for CBS News' Washington bureau, named bureau manager and news director. As bureau manager, Mr. Small succeeds **Bob Allison**, who has been named producer-director for Europe for CBS News. Mr. Small was news director of WHAS-AM-TV Louisville, Ky., before joining CBS last July.

Chester R. Simmons appointed VP and general manager, and **Roone Arledge**, VP and executive producer of Sports Programs Inc., wholly owned subsidiary of American Broadcasting-Paramount Theatres, which handles sports for ABC-TV network. Mr. Simmons, formerly VP of Sports Programs, has overall supervision of all ABC-TV sports and sports production personnel. Mr. Arledge is in charge of all production elements on sports programs produced for TV network. Mr. Simmons

has been with Sports Programs since February 1957, joining firm five months after it was formed by Edgar J. Scherick, now ABC VP in charge of TV programming. Prior to that Mr. Simmons was with Dancer-Fitzgerald-Sample. Mr. Arledge joined Sports Programs in April 1960 as producer of NCAA football telecasts. Previously he was with NBC-TV from 1954 in capacities of stage manager, unit manager, director and producer.



Mr. Arledge



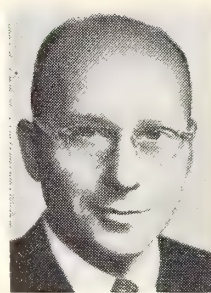
Mr. Simmons

Lawrence Barnett, former VP of MCA Inc., with which he had been associated for 27 years, named board chairman and chief executive officer of General Artists Corp. and director of Baldwin-Montrose Chemical Co., parent company of GAC. **Herbert J. Siegel**, board chairman of Baldwin-Montrose, continues as president of GAC, talent agency active in TV, motion pictures, and literary field.



Mr. Shapp

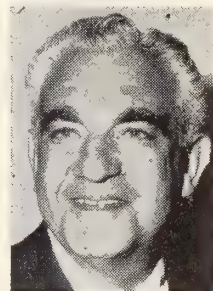
ics Corp. in 1948 and who was firm's president until 1961, succeeds **Sidney Harman**, who disposed of all interests in company and resigned. New directors elected, in addition to Mr. Shapp, are **Muriel Shapp**; **Alex Satinsky**, corporation's secretary; **Frank A. Weil**; **Edward H. Weitzen**; and **Simon Pomerantz**, treasurer and assistant secretary. Mr. Shapp, among numerous other affiliations, is currently consultant to U. S. Department of Commerce, vice chairman of National Public Advisory Committee on Area Redevelopment, and special consultant to Peace Corps.



Mr. Wisser

Lawrence Wisser, senior VP and creative director at Weiss & Geller, New York, elected president. Mr. Wisser succeeds **Dr. Max A. Geller**, founder of agency, who assumes new post of board chairman. **Max Tendrich**, executive VP and media director, named chairman of agency's executive committee, position formerly held by Dr. Geller. Mr. Wisser joined Weiss & Geller in 1957. He is responsible for words and music in jingles used for Yoo Hoo chocolate drink, Procter-Silex appliances and Krylon spray paints.

Robert M. Weitman, VP in charge of all production at Metro-Goldwyn - Mayer Inc., elected to firm's board of directors, replacing **Joseph R. Vogel**, who has severed all affiliation with company. Mr. Weitman, former VP in charge of outside productions for CBS-TV, joined MGM in 1960 as VP in charge of TV production. Prior to joining CBS-TV he was VP for programming and talent at ABC-TV. Mr. Vogel served as president, then chairman of MGM (Ar DEADLINE, Jan. 14). Later in year he failed re-election as board chairman.



Mr. Weitman



Mr. Dearth



Mr. Dietz

Stephen S. Dietz and **Robert A. Dearth**, senior VP's of Kenyon & Eckhardt, New York, elected executive VP's. Mr. Dietz joined K&E in 1955 as VP and account supervisor. He is a member of executive committee. Mr. Dearth came to agency in 1961 as senior VP and Detroit office manager.

For other personnel changes of the week see **FATES & FORTUNES**

GREAT FOURSOME!

DOUG FORD
JIMMY DEMARET
TONY LEMA
COLUMBIA FEATURES



The COLUMBIA features can be seen
currently in more than 130 markets.

Distributed exclusively by

SCREEN  GEMS, INC.

Dear Charlie, Dick, Lynn,
Everett, Carter, George,
John, Frank, Roy, Walter,
Gordon, Vergie, Bob, Tom,
Rik, Ves, Chuck, Syd, Sil,
Dan, Plum, Henderson, Ed,
Hank, Ted, Harley, August,
23 Radio & 21 TV Stations

**B. G., Bill, Zach, Clyde, Don,
Sam, Claud, Ken, Carl, Hal,
Art, Paul, Wayne, T. B., Jim,
Fred, Dusty, Kevin, Hebe,
Gene, Henry, Mort, Jack,
Vann, Hilliard, Houston,
Les, Stu, & everyone at the
we represent: **thanks!****

**TODAY, JULY 1, WE START OUR THIRD YEAR IN
BUSINESS. WE'VE NEVER WORKED HARDER OR
HAD A BETTER TIME DOING IT!**

**TO THESE BROADCASTERS WHO GAVE US THE CHANCE
TO BUILD OUR REP FIRM—AND WHO HELP US
MAKE IT GROW—OUR SINCERE APPRECIATION.**



ADVERTISING TIME SALES, INC., 247 PARK AVE., NEW YORK 17, N. Y.

Tom Campbell, PRESIDENT / Bill Davidson, VICE PRESIDENT / Jack Thompson, VICE PRESIDENT / George Harding, VICE PRESIDENT

NEW YORK • CHICAGO • DETROIT • DALLAS • ATLANTA • LOS ANGELES • SAN FRANCISCO • MINNEAPOLIS • ST. LOUIS

C.P.M.

We sell homes reached per dollar
...not just ratings.
Research is our key to
more business for
the stations we rep.

Our salesmen visit our stations.

Station Reps

BOB DORE

ASSOCIATES

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO

There's Nothing Puzzling About WMAL-TV's Straw Hat Plan

It's as simple as compound interest!

From June 2 to
August 31 you get a

25% BONUS IN FREE SPOTS

on all spot purchases over
\$300 per week



All this plus WMAL-TV's big viewing audience all summer long—additional exposure without additional cost. Programs figured on the same basis. Frequency discount rates not affected. Check Harrington, Righter & Parsons, Inc. for full details.

wmal-tv 
Evening Star Broadcasting Company
Washington, D. C.

Represented by:
HARRINGTON, RIGHTER &
PARSONS, INC.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

JULY

June 30-July 12—Fifth annual Advertising Federation of America marketing management and advertising seminar, Harvard Business School, Cambridge, Mass.

June 30-July 4—Annual convention of Kiwanis International, Convention Hall, Atlantic City, N. J. Ward Quaal, executive vice president of WGN Inc., Chicago, will speak July 2 on "Responsibility for Developing, Strengthening, and Preserving Free Enterprise." Other speakers include Merle H. Tucker, president of Kiwanis International and president and general manager of KGAK Gallup, N. M.; Secretary of State Dean Rusk; and Washington correspondent Max Freedman.

July 8-19—ETV Workshop, sponsored jointly by telecommunications division of San Bernardino Valley College and the University of Redlands. For further information, write: Dr. Robert West, director of summer sessions, University of Redlands, Redlands, Calif.

July 9—Annual stockholders meeting, Taft Broadcasting Co., 1906 Highland Ave., Cincinnati, Ohio.

July 10—Annual meeting of Broadcast Pioneers, Park Lane hotel, New York City.

July 10-14—Convention of American Federation of Television and Radio Artists, Ambassador hotel, Los Angeles. Keynote speakers will be California Governor Edmund Brown and Mayor Samuel Yorty.

July 10-20—Fourteenth International Festival of Documentary Film, Venice, Italy.

July 11-13—Annual convention of Idaho Broadcasters Association, Moscow, Idaho.

July 14-16—Summer convention of South Carolina Broadcasters Association, Ocean Forest hotel, Myrtle Beach. A. P. Skinner, general manager of WOLS Florence, is convention's general chairman.

July 14-26—Fourth annual NAB Executive Development Seminar, Harvard Business School, Cambridge, Mass. The general outline of subject matter includes: (1) development of the executive; (2) formulation and execution of competitive strategy; (3) organization and delegation of work; (4) planning, budgeting and controlling costs; (5) management of people; (6) review and appraisal of management performance.

*July 16—Fifth annual International Radio & Television Society fun day at Wykagyl Country Club in New Rochelle, N. Y.

*July 16—National Association For Better Radio and Television (NAFBRAT) annual awards banquet, Wilshire County Club, Los Angeles.

July 17—Comments are due on FCC rule-making to control development of AM and FM radio services.

July 18—Effective date for FCC's new automatic logging rules, requiring daily, five times a week inspection of transmitter facilities.

July 20—Florida AP Broadcasters annual meeting, Cape Colony Inn, Cocoa Beach, Fla. News panels in the morning, a luncheon, afternoon tour of Cape Canaveral and an awards dinner at night.

*July 20-23—Twenty-third annual National Audio-Visual Convention, Sherman House, Chicago. Keynote speaker will be George Murphy, vice president of Technicolor Inc. and former actor, producer and motion picture industry spokesman.

*July 22—Deadline for comments by interested parties in the FCC investigation of changed rates for private telegraph and telephone lines.

July 25-27—National Broadcast Editorial Conference (NBEC), co-sponsored by Henry Grady School of Journalism and the

Georgia Association of Broadcasters, at the University of Georgia, Athens. Keynote speaker is Representative Oren Harris (D-Ark.). Participants include FCC Commissioner Kenneth A. Cox; communications attorney Theodore Pierson of Washington, D. C.; Dr. Mary Ann Cusack, National Association of Broadcasters; Ralph Renick, vice president of WTVJ(TV) Miami; George Campbell Jr., executive vice president of Peoples Broadcasting Corp., Columbus, Ohio; and Howard K. Smith of ABC-TV.

July 28-Aug. 1—Radio Broadcast Seminar of Barrington Summer Conference. Barrington College, Barrington. R. I. Lecturers include: Dr. Eugene R. Bertermann, president, National Religious Broadcasters; Ralph Brent, president, Worldwide Broadcasting; Dr. Clarence Jones, chairman of board, World Radio Missionary Fellowship (HCJB).

AUGUST

Aug. 4-6—Atlantic Association of Broadcasters convention, Newfoundlander hotel, St. John's, Newfoundland.

Aug. 11-15—Second annual NCTA Management Institute, sponsored by National Community Television Association in cooperation with the extension division of University of Wisconsin, Madison.

Aug. 19—Eighth annual Distributor-Manufacturer-Representative conference, Jack Tar hotel, San Francisco. Chairman of the conference planners is Elvin W. Feige, president of Elmar Electronics of Oakland.

Aug. 20-23—Western Electric Show and Convention (WESCON), San Francisco's Cow Palace. Papers include: "Telstar" by Irwin Welber of Bell Telephone Laboratories; "Relay" by Warren Schreiner of RCA; "Syncom" by Dr. Harold A. Rosen of Hughes Aircraft Co.; "Comsat" by Wilbur L. Pritchard of Aerospace Corp.; "Commercial Communications Satellites" by Beardsley Graham of Spindletop Research.

Aug. 23-24—Oklahoma Broadcasters Association convention, Western Hills State Lodge, Wagoner. Speakers include Oklahoma Governor Henry Bellmon, Ed Bunker, president of Radio Advertising Bureau, and Robert Richardson, special counsel to the House Subcommittee on Investigations.

Aug. 27—Board of Broadcast Governors hearing, Ottawa.

SEPTEMBER

Sept. 5-8—Annual fall meeting of West Virginia Broadcasters Association, The Greenbrier, White Sulphur Springs.

Sept. 6-7—Fall meeting of Arkansas Broadcasters Association, Holiday Inn, North Little Rock. LeRoy Collins, NAB president, will be principal speaker.

Sept. 6-7—Arkansas AP Broadcasters Association. Speaker: AP Assistant General Manager Louis J. Kramp.

Sept. 8-11—Western Association of Broadcasters annual meeting, Jasper Park Lodge, Jasper, Alberta, Canada.

Sept. 9-12—New York Premium Show, New York Coliseum.

Sept. 10—Premium advertising conference of the Premium Advertising Association of America, New York Coliseum.

Sept. 10-12—Fall meeting of Electronic Industries Association, Biltmore hotel, New York City.

Sept. 11-14—Eighteenth international conference and workshop of Radio-Television News Directors Association, Radisson hotel, Minneapolis, Minn.

Sept. 12-15—Annual fall convention, Michigan Association of Broadcasters, Hidden Valley, Gaylord, Mich.

Sept. 13-22—International Radio, Television & Electronics Exhibition (FIRATO) at the R.A.I. Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch television channels.

ARE YOU "IN" AT THE CHECK-OUT?



The battle lines of competing brands are arrayed before her as she starts down the aisles.

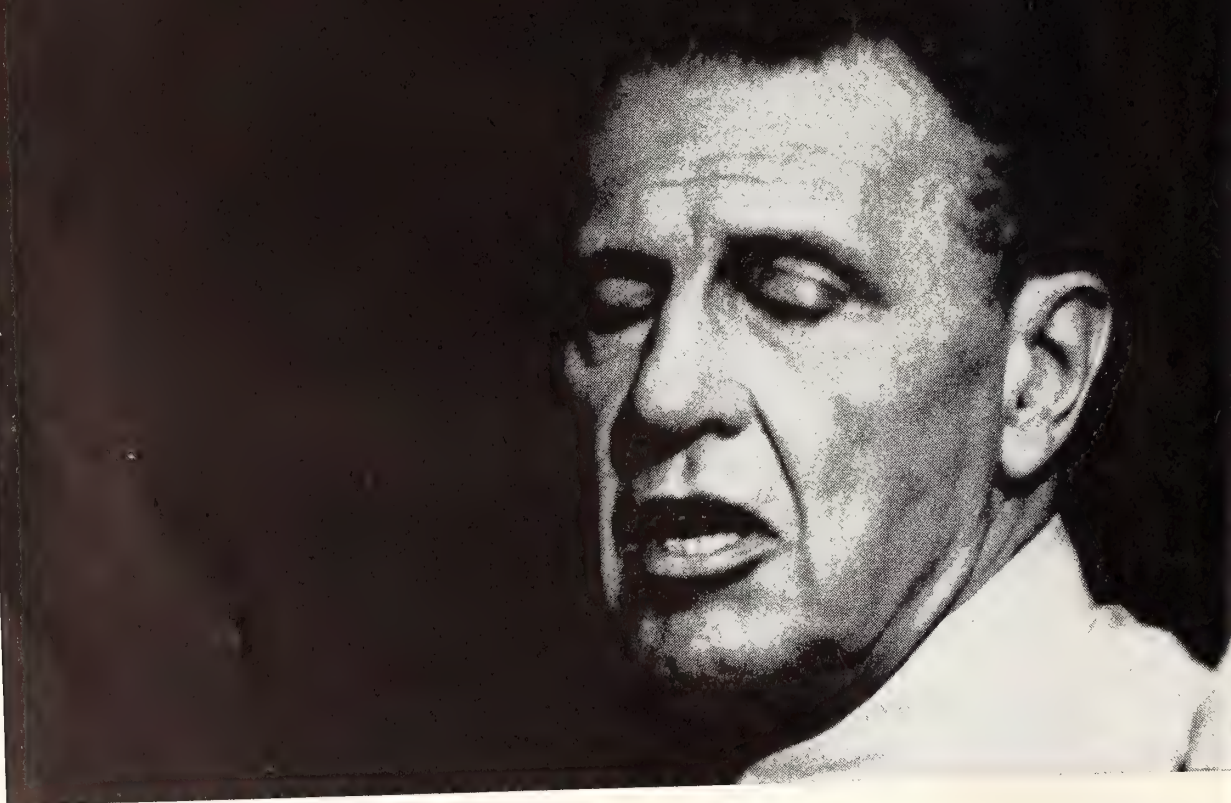
You have a lot working for you when your television commercial has helped to make her want your product.

This is not easy. In today's markets, it demands a simple but powerful selling idea—fresh in approach, compelling in persuasion.

Building want-power into the commercial is an exciting business to us—and a profitable one for our clients.

N. W. AYER & SON, INC. *The commercial is the payoff*

THE ELEVENTH HOUR



Starke Realism

Even describing Ralph Bellamy as "an actor who needs no introduction," would be terribly superfluous.

So when Mr. Bellamy—as Dr. L. Richard Starke—becomes the new, senior psychiatrist on "The Eleventh Hour" this Fall, the series will get right down to its cases.

They'll be cases in which Bellamy and Jack Ging (again playing the young associate) will continue the program's emphasis on the social, rather

than medical side, of emotional ailments.

And we expect them to be fully as absorbing as the dramas which have made the series' first season such a favorite of viewers and reviewers.

Typical of this year's stories was "Of Roses and Nightingales and Other Things," a tenderly-wrought play about a high-school girl's pregnancy. The drama not only attracted a tremendous audience, but gained the praise of social workers, ministers, doctors and parents.

Among the troubled subjects to be spotlighted on "The Eleventh Hour's" approaching season:



an overprotected youth seeking to prove his "manhood" as a dangerous hot-rod; a teacher whose moonlighting as a diner counterman leads to a breakdown; and a well-meaning couple who find the care of aged parents too complex a burden.

As before, a carefully-chosen guest star will appear on each week's drama. Already signed are such able performers as Bert Lahr, Lois Nettleton, Paul Burke and Beverly Garland. Most famous of the regular cast will be, of course, the aforementioned Mr. Bellamy, some of whose most memorable roles have been those that taught him volumes

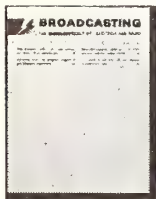
about the behavior of humans under stress.

In "Tomorrow the World" he had to cope with the sneering arrogance of a Nazi-indoctrinated child. As the polio-stricken FDR in "Sunrise at Campobello," he discovered the limitless value of human courage. And as the inflexible plainclothesman of Broadway's "Detective Story," he learned that sadism carries the seeds of self-destruction. True, none of these instructive experiences gained Mr. Bellamy a degree in psychiatry; on the other hand, how many doctors can boast such clippings?



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the complete information service



BROADCASTING

the businessweekly of tv and radio, keeps you abreast, and ahead, of developments that directly affect you, your business



TELEVISION

for timely, penetrating analysis of trends and events; distinguished by thoughtful writing, fine illustrations, handsome format . . . published first of every month



BROADCASTING YEARBOOK

the one-book library of television and radio information contains fifty directories indexing the business world of tv, radio, associated arts and services



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BROADCASTING PUBLICATIONS INC.

EXECUTIVE OFFICES: 1735 DeSALES ST., WASHINGTON 6, D. C. ME 8-1022

OPEN MIKE

A 'think piece'

EDITOR: May we have permission to reprint the MONDAY MEMO of June 10? ("It's an age of 'accountability' in today's business" by Ernest Jones, president, MacManus, John & Adams, Detroit.) It has been a long time since I have read anything that make so much sense, both from a business and ethical point of view. No wonder the agency of which Mr. Jones is president has risen to such high stature. No wonder the client list of MacManus, John & Adams contains such reputable corporate names. Congratulations to Mr. Jones, and to BROADCASTING for publishing this think piece for the advertising industry.—*Fred A. Niles, Fred A. Niles Communications Centers Inc., Chicago.*

[Reprint permission granted with credit to BROADCASTING.]

A disturbing notice

EDITOR: The notice that the FCC intends to "look into" broadcast editorializing is quite disturbing (CLOSED CIRCUIT, June 10). It's beginning to happen, isn't it? We expected, even predicted a year ago, that the next attack on American freedoms would be in the area of "Free Speech"—an attempt to in some way abort or modify that portion of the Constitution which guarantees the right of an individual to say what he thinks. The limitation of the ultra-American right is the next natural step in the complete takeover and nullification of our "inalienable rights." We have not accepted rule by judicial decree or executive order willingly, so the more drastic measure of limiting criticism was imminent. If it is the right of other news media to editorialize in an unfettered atmosphere, then it is elementary that broadcast editorializing should be permitted to operate with the same freedom. The public will let us know when we've offended them. We don't need Congress or the FCC to remind us of that economic fact, either in the area of editorializing or programming.—*Daniel B. Highbaugh, president, WAZF Yazoo City, Miss.*

Sound the alarm

EDITOR: It is with great alarm that I view the current paths that are being taken by the FCC. It is now apparent that action must be taken by a multitude of individuals in our business to make our feelings known and to do all we can to stem these cancerous movements into the areas of commercial operation and local programming which should not have the remotest relation to the activities of the commission. I

United Press International news produces!



DAVID L. WOLPER

has created

A SERIES OF SPECIAL EVENTS

UNIQUE PRESENTATIONS

for

LOCAL and REGIONAL TELECAST

released by



W
ITH A SENSE OF PRIVILEGE AND OF SERVICE TO THE
INDUSTRY, WE BRING YOU PROGRAMMING OF A SCOPE AND DISTINCTION
HERETOFORE UNAVAILABLE TO THE LOCAL STATION AND ADVERTISER

SIX MAJOR ONE-HOUR SPECIALS

from

the studios of WOLPER PRODUCTIONS, INC. David L. Wolper, Executive Producer
Marshall Flaum, Producer-Director

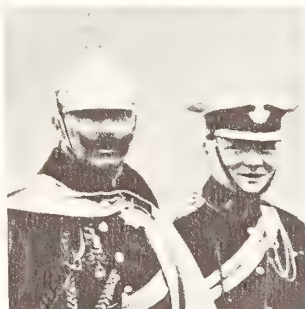
"THE AMERICAN WOMAN IN THE 20th CENTURY"

Mom, Sis and the Better Half take hold of the golf-club, monkeywrench and voting-machine lever . . . and emerge as skilled, creative partners in modern life. SUFFRAGETTES • FOLLIES GIRLS • ROSIE THE RIVETER • FLAPPERS • MISS AMERICA • AMELIA EARHART • WACS & WAVES •



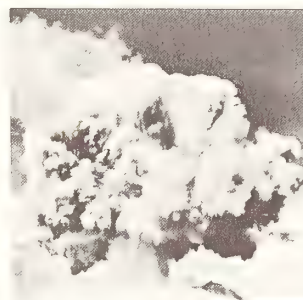
"BERLIN: KAISER TO KHRUSHCHEV"

. . . life on the most constantly "nervous" newsfront . . . the city of Death's Head Battalions, million-mark carfare and defeat without remorse. THE KAISER • "STREET OF DOLLS" • REICHSTAG FIRE • NAZI PURGES • 1936 OLYMPICS • AIRLIFT • THE WALL •



"TEN SECONDS THAT SHOOK THE WORLD"

. . . our Most Top Secret is out . . . out via the bomb-bay of a B29. Hiroshima withers and the shock-wave whips around the world carrying new Fear, Bewilderment, Hope. "Ten Seconds" reports Man's encounter with "the ultimate": a Universe that *he* can break apart. ATOMIC FISSION • ALBERT EINSTEIN • SPIES • ENRICO FERMI • "ENOLA GAY" • HIROSHIMA •



"THE RISE AND FALL OF AMERICAN COMMUNISM"

. . . Leftists from all walks of life trigger some of the most violent political, physical and psychological conflict in our history. DEMONSTRATIONS • RED LEADERS • "PALMER RAIDS" • SPY TRIALS • "PEACE VIGILS" • J. EDGAR HOOVER • MCCARTHYISM •



"DECEMBER 7-THE DAY OF INFAMY"

. . . Japanese film *never before seen here* presents a "retrospect" of conspirators forcing their country into war . . . While emissaries talk "peace", the Imperial Fleet rains destruction on Pearl Harbor. THE PANAY "INCIDENT" • 3-POWER AXIS • THE ATTACK • JAP FLIGHT DECKS • U.S.S. ARIZONA •



"THE YANKS ARE COMING"

Doughboys Save the World for Democracy, see Paree, meet Mademoiselle from Armentieres—and leave 116,000 Buddies in Flanders and other fields. BATTLES • NO-MAN'S LAND • U-BOATS • PERSHING • LUSITANIA • "40-AND-8" • BIG BERTHA •



RICHARD BASEHART
Host-Narrator



THESE ONE-HOUR SPECIALS DOCUMENT THE
STORY OF OUR CENTURY IN ACTION IN MANY
FIELDS OF CONFLICT AND ACHIEVEMENT.
HERE ARE THE TRIUMPHS AND TRAGEDIES
THAT SHAPED THE MODERN WORLD: ON-
THE-SCENE DRAMAS OF HISTORIC MOMENTS
AND THE PEOPLE WHO "STARRED" IN THEM.

Among those who share our pride in bringing
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in 26 cities including New York, Los Angeles,
Chicago, Detroit, Philadelphia, San Francisco,
Atlanta, St. Louis, Milwaukee, Baltimore, Roch-
ester, N.Y., Houston, Washington, D.C., Tampa,
Buffalo, Springfield, Mo. and other cities.

EAST OHIO GAS COMPANY
in Cleveland-Akron and Youngstown

UNION AND NEW HAVEN TRUST COMPANY
in New Haven

FIRST NATIONAL BANK OF BOSTON in Boston
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*Reg. U. S. Patent Office

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BROADCASTING, July 1, 1963

refer specifically to the proposal on commercial time limitations. While I have never had the problem of "over-commercialism" it is appalling to note the commission's attitude to the industry as a whole, on the basis of a few highly publicized instances of justifiable intervention. In 15 years of broadcasting, I have never seen a station survive which operated on a questionable basis. There is a direct, favorable relationship between the local public service rendered by a station and the number of sponsors it is able to acquire. The better the all-round service a station performs for its community, the better will be its chances for economic survival. If a station can program 25 commercials an hour and maintain its public service to the community, it should certainly be allowed to do so. At a time when 38% of all broadcast stations are losing money (1962 figures of the National Association of Broadcasters) we need advice on how to get more commercials, not how to limit them.—L. L. Stewart, vice president and general manager, KOPY Alice, Tex.

Comprehensive report

EDITOR: Your mammoth report on the economic development of the Mid-South (BROADCASTING, June 17) is one of the most comprehensive I have seen in many a day. I know I speak for the governor and all the members of our department when I express our gratitude for such a fine coverage of our state and region.—Don C. Whittinghill, Louisiana State Department of Commerce and Industry, Baton Rouge.

[Reprints of the Mid-South market study are available at 35 cents each; 30 cents each in quantities of 100 to 500, and 25 cents each over 500.]

Still available

EDITOR: Please accept our order for two additional copies of the BROADCASTING YEARBOOK. We have found the YEARBOOK of great value, not only as a quick reference of radio and television stations, but for additional information on broadcasting—Jerry W. Gordon, Mid-South Advertising, Jackson, Miss.

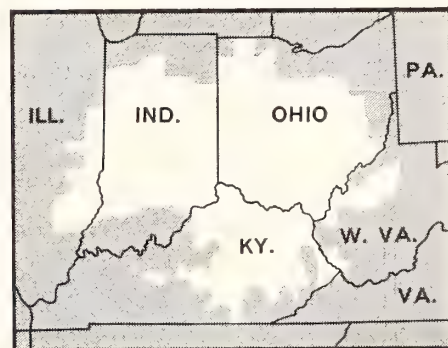
[A few copies of the 1963 BROADCASTING YEARBOOK are available at \$5 each.]

Longevity

EDITOR: Just last week a sales manager from a radio station came in to see me and left the attached [feature article on station merchandising in June 15, 1937 BROADCASTING]. They always claim the National Geographic has a long life but this may be a record for a trade magazine—Jan Gilbert Stearns, broadcast supervisor, McCann-Erickson, New York.

Nothing like it in broadcasting
 ANYWHERE, ANYTIME, ANYHOW!

WLW COLOR TELEVISION



We're the national color TV leader. That's why 10% of the nation's color TV sets are in the WLW Television area, making it second in U.S. in total number of sets!

The WLW TV Stations are the only Stations in their areas originating live local color shows regularly. More than half of all broadcast program hours are in color.

WLW Television is ranked at the top in all phases of color TV—programs, production, talent, direction, sales, engineering. So let us tune your products to color programs and color commercials with all their golden rewards!

Call your WLW TV man!

CROSLEY COLOR TV NETWORK

WLW-I	WLW-C	WLW-D	WLW-T
Television Indianapolis	Television Columbus	Television Dayton	Television Cincinnati

WLW Radio—Nation's Highest Fidelity Radio Station

CROSLEY BROADCASTING CORPORATION
 a subsidiary of Avco

Omaha revisited: what did the FCC accomplish?

Some five months back, on Jan. 28, the FCC opened its public inquiry into local television programming in Omaha.

This unusual proceeding took place in the musty, long-unused Court Room No. 2 of the city's all-but-abandoned "Old Post Office Building." The court room, then newly freed of dust and cobwebs (at the taxpayers' expense, of course), came alive for a short while with an array of television cameras, newsreel cameras, tape machines, flashbulbs, microphones—and people.

Then, suddenly too, the dust settled anew on the out-dated trappings and the quietness returned.

What Happened? ■ The dust raised by the FCC's hearing in our community has settled also. For Omahans at large, a quietness has returned to the television scene. Among the many who didn't really know what was going on in the first place—and they seem in the majority—there is still no understanding of what the fuss was about.

Apparently the hope of the presiding Commissioner (now FCC Chairman) E. William Henry that some understanding of why the commission was investigating the Omaha stations might seep down to the citizens has gone unrealized. Most local citizens appear completely disinterested in the education they were supposedly given on the "rights they didn't know they had" and they are doing little to exercise those rights.

Among the few who rubbed their hands in glee over the implied public chastising of a segment of "big business" there appears to be a measure of disappointment that the stations haven't somehow been punished or forced by government edict to put on the air any trivia presented to them. To those who thought they now would have unlimited opportunities to display their questionable talents and causes before a television camera the realization has come that their personal axes are not for public grinding. They have learned that rightly and as always it is the needs and interests of Omaha residents which determine local programming.

Deep Concern ■ Finally, among those who had an interest or a part in the hearing, some bewilderment and resentment still linger. Bewilderment over why it was all necessary. Resentment over the time and expense involved and concern over the "trial" atmosphere.

Then, of course, there is the added element of suspense. Until some report of the findings is forthcoming

(and none have been published at this writing) no one knows what kind of "bill of health" the Omaha TV stations will be given; nor what, if any, new rules and regulations may be imposed.

But Omahans still recall with some apprehension Mr. Henry's widely quoted statement to the effect that, although local television seemed to measure up to the standards of the local citizenry, it remained to be seen "whether or not the programming measures up to the standards of the FCC."

He promptly changed the word "standards" to "policies" and explained that he had meant to say that the FCC's policies would be determined, to a great extent, by the information gathered on the amount of live programming by the local stations. But there was a question of uncertainty left with those who heard and read his original statement. This question was whether the stations were being measured against some secret, unknown standards and whether the session had overtones not mentioned in the notice of inquiry.

Actually, though, since the hearing, what changes have the three Omaha television stations—KETV, KMTV and WOW-TV—made in their local programming that has been apparent to the average viewer? Have they "run scared" and loaded prime time with local specials? From the viewer's standpoint I would say that they certainly have not!

No Change ■ Perhaps the FCC hearing earlier this year did cause them to pause and consider (1) the efforts they were making to determine the needs and interests of Omaha residents, (2) the ways in which they were meeting those needs and (3) the public demand for additional or different types of local programming. If so, any changes they may have made as a result of this self-

analysis have been so subtle as to be unrecognizable.

But from the viewpoint of this advertising woman and television viewer none were needed.

My fellow Omahans and I continue to enjoy exceptional service from our three television stations. Our list of choices continues to include first-rate productions on local politics and issues, on cultural attractions, on military questions and installations, fine religious programs and educational features, good children's programs, agricultural information programs, programs for labor groups and ethnic groups, for professional organizations and business associations as well as outstanding news, weather and sports coverage plus the full support of charitable efforts and a showcase for local talent.

For these stations to do more would be to deprive Omahans of the entertainment they want and expect from TV.

So what, if anything, resulted from the hearing? Officially the results are unknown. Unofficially no changes appear to have been made.

FCC 'Meddling' ■ However, those of us who had a part or an interest in the hearing will not soon forget it. We saw the Omaha stations virtually put on trial before a confused community. We say prominent local citizens questioned and cross-questioned. And we hope we made it clear to our FCC visitors that we liked Omaha television "as is" and didn't appreciate their meddling.

We believe now as we believed then that even if viewers are exposed to a steady diet of the "nobler things" there is no guarantee that they will either like them or watch them. So perhaps it is the public taste that the FCC should investigate and regulate rather than the television stations.



Helen C. Moeller is vice president and secretary of Allen & Reynolds Inc., Omaha. She joined the agency in 1945 as copywriter and assistant account executive, and became a part owner in 1951. She holds the distinction of being the first Omaha Advertising Woman of the Year (1955) and was the first woman president of the Omaha Advertising Club. She is a graduate of the University of Colorado and was a witness at the FCC's Omaha television hearings.

You can't cover Indianapolis with Indianapolis TV!

**The Indianapolis Market, we mean!*

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. Greatly expanded Indiana reach
2. Effective and complete coverage of Indiana's two top TV markets
3. Greatly improved overall cost efficiency

**So, let an Edward Petry man document the foregoing
with authoritative distribution and TV audience data.**

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

**An affiliate of WTHI AM & FM*



**WTHI-TV
delivers more homes
per average quarter
hour than any
Indiana station ***

(March 1963 ARB)

**except Indianapolis*



GROUP W MEANS INNOVATION . . .

Steve Allen


Take the area of literate comedy. Farce approaching satire. Humor that ranges from slapstick burlesque to pithy commentary. A new dimension to late-night TV. "The Steve Allen Show." On the air over a year. Seen on over 40 major stations coast to coast. It's fast-paced. It's fun. It's a Group W—Westinghouse Broadcasting Company project.

How does Group broadcasting get in-

involved with the production of programs like "The Steve Allen Show"? It's a natural. It's the reason Group stations are organized the way they are. They have creative manpower, management, and financial resources greater than the individual station. They have the local impact no network can match. These resources represent an opportunity as well as a responsibility to serve their

communities in ways neither individual stations nor networks are capable of doing. To develop new areas of programming. To expand existing program content. To add dimension to the broadcasting industry. To serve the interests of their audiences.

Group W means Steve Allen. Sheer entertainment also calls for the vision and flexibility characteristic of Group broadcasting.



WBZ · WBZ-TV BOSTON
 WINS NEW YORK
 WJZ-TV BALTIMORE
 KYW · KYW-TV CLEVELAND
 KDKA · KDKA-TV PITTSBURGH
 WIND CHICAGO
 WOWO FORT WAYNE
 KPIX SAN FRANCISCO

WESTINGHOUSE BROADCASTING COMPANY

NOW A NEGRO PUSH ON RADIO-TV

- NAACP opens campaign for jobs throughout broadcast system
- FCC studies ways to outlaw discrimination by its licensees
- Pressure will be put on advertisers, agencies, producers

The force of government was poised last week behind a growing movement to prevent discrimination against Negroes by broadcasters, advertisers and agencies—both on and off the air.

An FCC staff study was in progress to determine the feasibility of commission action to prohibit racial discrimination by broadcasting stations in their hiring practices and possibly also in their programming.

Some commission sources thought the FCC had authority to act under its responsibility to regulate "in the public interest." But the question was still under study, along with the parallel question of whether and precisely how the authority should be used if it exists.

The possibility of FCC action came to light as the movement against discrimination in broadcasting and other entertainment media gained momentum on two other fronts.

■ In Hollywood, television and motion picture companies and television sponsors were threatened with demonstrations and economic sanctions by the National Association for the Advancement of Colored People.

■ In New York, a consultant to the New York State Commission on Human Rights reported that seven months' work with networks, agencies and advertisers had brought cooperation and support, but he cautioned that the times demand a speed-up in putting non-discrimination policies into effect.

■ In Chicago, meanwhile, it appeared that the subject may be aired further this week. Tuesday's session of the NAACP convention, being held there July 1-6, is scheduled as an all-day discussion of discrimination in employment. Although discrimination in broadcasting and broadcast advertising is not specifically on the agenda some officials said the subject "very possibly" may come up and one said it might be the major topic of discussion.

The FCC's Role ■ The instigation of the FCC staff's study was unclear. One staff executive said it was a combination of staff initiative and interest expressed by Chairman E. William Henry. Mr. Henry has a close association with Attorney General Robert E. Kennedy, who is spearheading the administration's

civil rights program.

A White House spokesman said the move did not originate there—except perhaps indirectly, in that the President's position on discrimination is well known throughout the government.

If the staff concludes that the commission can and should act, and convinces the commissioners, several approaches appear possible. Most frequently mentioned were (1) a rulemaking proceeding or notice of public inquiry in which comments from broadcasters would be solicited before final

action is taken, or (2) a meeting of broadcasting representatives to discuss the issue.

Staff members appeared to feel that moving against discrimination in employment would be much easier than in programming, because of the censorship questions inherent in program actions. Even so, some staff authorities thought the commission could include programming under its requirement that licensees search out local needs and interests and serve them. On this basis, they reasoned, pressures could be exerted to in-

A view of discrimination from the other direction

In the same week that Negroes were complaining about discrimination against them by broadcasters, a conservative southern senator accused broadcasters of discriminating against whites.

Senator Strom Thurmond (D-S.C.) said all three television networks had presented biased coverage of Negro demonstrations in the South.

"The American people in the South," said Senator Thurmond, "are entitled to fair exposure on television. When that Negro [Medgar Evers, NAACP director in Mississippi] was shot in the back, the news was carried on the networks over and over again. But when a white man was shot in the back in Lexington, N. C. [a photographer was killed during a demonstration there], the networks only carried about three mentions of it."

Senator Thurmond made his remarks during Senate Communications Subcommittee hearings on modifications of Section 315, the political broadcasting law (see page 49). He opposed repeal of the equal time provision because of his fear that broadcasters would abuse the privilege.

There is one U. S. senator, Mr. Thurmond said, who appears on TV



Senator Thurmond

"almost every day" favoring civil rights legislation. He apparently was referring to Senator Jacob K. Javits (R-N.Y.) who has made a number of broadcast appearances lately. "The American people," said Senator Thurmond, "are entitled to hear both sides from the networks."

crease Negro representation on stations in markets having significant Negro populations.

Western Front ■ The National Association for the Advancement of Colored People is making plans to call a general meeting of the men "really responsible for employment" in television and radio and motion pictures later this month, James L. Tolbert, president of the Beverly Hills-Hollywood chapter of NAACP, said Thursday. The purpose of the meeting will be to explore ways to increase the employment of Negroes in broadcasting and the movies, he said.

Invitations to the meeting will go to the heads of the Hollywood guilds, unions and employers' associations and to executives of the radio and television networks, in hopes that this group can come up with some realistic answers, Mr. Tolbert said. He quoted President Kennedy's recent statement about a crisis in national unemployment which is approaching 6% and commented: "For Negroes unemployment is always at a 12-14% level."

"We don't want to go back for 100 years, nor to point the finger of shame at any particular company or group," Mr. Tolbert stated. "We're interested in here and now, and the fact is that too few Negroes are employed in motion pictures and the same thing is true in broadcasting, except for specialized stations programed to appeal to Negro listeners or viewers. I can think of one station with a large Negro following—I listen to it myself—and I'm sure that station's advertisers don't want to get rid of this part of the audience, yet I've never heard a Negro announcer there.

The same thing would be true of other minority groups. This isn't right, and this is what we are determined to stop."

The meeting of top Hollywood union and management representatives will probably be called for some time during the third week of July, Mr. Tolbert said, although the exact date will not be set until his return from Chicago, where the NAACP national convention is now in progress. The campaign to secure greater employment for Negroes in Hollywood's entertainment production studios will be a major topic of the convention, he said, perhaps the major topic.

Assault On Hollywood ■ That the NAACP is determined to make the movie-TV film industry its next major field of attack was made crystal clear earlier in the week by Herbert Hill, labor secretary in the organization's national office. Addressing a Hollywood news conference on Tuesday, Mr. Hill said that for 25 years the Negro has been talking to film producers and unions with virtually no results. "We aren't going to wait another 25 years," he stated.

Discussions with the industry executives is the first item on the NAACP campaign for more employment in Hollywood, Mr. Hill said. But, he warned, if there are no results "within a reasonable time" (a term he declined to define), more vigorous action will be taken. Advertisers whose TV programs and commercials fail to portray the Negro fairly or treat him as "the invisible man," whose TV programs or commercials fail to show Negroes as they actually are in today's society or

treat the Negro as "the invisible man" may find themselves the target of "selective buying" campaigns. Producers of motion pictures portraying the Negro unfairly or not employing Negroes in their production may find their offices and distribution centers picketed, with protest demonstrations also staged outside the theaters where the pictures are being shown.

And the "lily white" craft unions that fail to admit Negro members will be hit with complaints, filed by NAACP with the National Labor Relations Board, calling for their decertification as collective bargaining agents.

Another Group Action ■ Negroes employed in television account for only 1% of the total number of TV employees, according to Larry McCormick, regional executive secretary of the National Association of Radio Announcers, a professional association, not a union, whose 500 members are largely but not exclusively Negroes. In radio, Negroes make up about 7% of the total number of employees, Mr. McCormick said in an interview with Roy Heatley of KNXT(TV) Los Angeles, broadcast on that station's *Big News*, 6-7 p.m. newscast, on Tuesday (June 25). And, he added, the few Negroes employed at radio and TV stations and networks are mainly in off-air positions such as porters or parking lot attendants.

A foreigner who got his impressions of America from watching television here would go home thinking there is no such thing as a Negro in this country, Mr. McCormick said. He attributed this situation to a feeling of station management that employing Negroes for on-the-air work as announcers would offend viewers and lose adver-

BROADCAST ADVERTISING

Wanted: better proof of performance

AGENCIES THINK BROADCASTERS SHOULD PROVIDE UNIFORM SYSTEM

There's evidence of a sharpened interest among national spot advertisers in the oft-troublesome area of proof of performance in the routine run of station schedules. Some agencies think broadcasters should set up, and pay for, a uniform system of certification.

An exploratory session was held in New York informally nearly two weeks ago, it was learned last week. The meeting of some 17 persons, representing several major spot advertisers, agencies and large station group owners, was called at the invitation of Newman F. McEvoy, a senior vice president at Cunningham & Walsh.

Several participants expressed surprise when contacted about the meeting, stressing its "informal and exploratory"

nature. The session was held at Cunningham & Walsh offices.

The Issues ■ At issue are the questions of (1) who has the primary responsibility to provide certification—the advertiser or the station—and (2) how to go about improving the current situation by starting a uniform system that will assure proof of performance.

Conventional practice is for a station to accompany monthly billing invoices with affidavits. These are sent to the agencies at the end of each month. The affidavit tells advertisers that their commercials have played on the station and in the position on the schedule as ordered.

But, claim the agencies, there's no uniformity in the system.

It was learned that such major spot advertisers as General Foods, Lever Bros., Trans World Airlines, and American Home Products were represented at the meeting, as were such agencies as Foote, Cone & Belding, J. Walter Thompson Co. and Ted Bates & Co. in addition to Mr. McEvoy of C&W.

Identified as agency participants were Mr. McEvoy; Frank Gromer, vice president and media director of FC&B; Richard P. Jones, a vice president at J. Walter Thompson, and William E. Hatch, senior vice president, treasurer and a director of Ted Bates.

In addition there were executives representing such station group operators as Westinghouse Broadcasting Co., (Group W stations), Metromedia (Met-

tisers, a sentiment with which he expressed strong disagreement. The viewer being told about a product is interested in the product, not the announcer, he said.

Himself an announcer at KHIX(TV) Los Angeles, Negro-oriented UHF station (channel 22), Mr. McCormick said that the problem of getting employment for Negroes in broadcasting in other than specialized stations like KHIX will be taken up at the forthcoming national convention of NARA, to be held at the Ambassador Hotel in Los Angeles, starting Aug. 21.

Eastern Front ■ In New York, George Norford, an NBC executive on leave to serve as consultant on broadcasting and Negroes to the chairman of the state's Human Rights Commission, reported in an interview that he has been getting good cooperation, particularly from broadcasters, but that implementing this support is a complicated and time-taking process.

He said the networks have sent out nondiscrimination directives, appointed executives in their personnel and programming departments to work with him and made people available to accompany him to the West Coast for discussions with major producers there.

But producers, he said, put together programs with the idea of selling them and instinctively avoid including elements that might impede a sale.

Because many advertisers fear that the inclusion of Negro actors, even as extras, may hurt product sales in many areas of the country, they shy away from the use of Negro performers, Mr. Norford asserted. He said these advertiser and agency fears were "largely unfounded"—that there is no

evidence that advertiser sales would suffer. To the contrary, he said, the "impatience" of Negro action groups may cause sponsors' sales to suffer—among Negroes—unless advertisers start using more Negroes in their programs and commercials.

Reality Is Goal ■ Mr. Norford stressed that the objective was not to get starring roles for Negroes, but adequate representation of the Negro "as a part of the American scene, as he certainly is."

He said, to illustrate, that "it is ridiculous to show a crowd scene at 42d Street and Broadway—or in any other urban area—and not have a Negro extra in sight. To do this is a distortion of the facts."

He said that in seven months on the job he had talked with television and radio network officials, the vice presidents and general managers of New York City stations, the Association of National Advertisers, the American Association of Advertising Agencies and several advertisers and agencies.

"The greatest effort," he said, "is being made by the broadcaster."

The problem with advertisers and agencies is "more complicated." Instead of three networks that have access to most of the major producers, he explained, in the case of advertisers and agencies, there are 300 or so different companies to work with as well as the ANA and the AAAA.

"We're doing all we can to bring improvement," he said, "but many of the direct-action groups feel that not enough is being done. They feel a growing impatience."

'Selective Buying' ■ He thought that if any direct action is taken it will take

the form of a kind of boycott of advertisers' products—or as the NAACP's Mr. Hill described it, "selective buying" rather than "boycott."

The major elements of the broadcasting, advertising and recording industries issued a joint policy statement early last month agreeing "to continue and strengthen implementation of their longstanding policy against discrimination of the employment of talent."

The agreement was worked out by the American Federation of Television and Radio Artists and representatives of producers, networks, stations, independent packagers, transcription companies, agents, managers and others. It was also reviewed and agreed to by a committee representing advertisers and agencies using performers in TV and radio. (BROADCASTING, June 10).

Current Employment ■ The extent of Negro employment in television and radio is difficult to ascertain. The question is so hazy that Frederick O'Neil, chairman of the Actors Equity committee on ethnic minorities, reported last week his group is seeking a foundation grant to study the use of Negroes in all forms of entertainment.

The networks decline to estimate the number on their payrolls, some saying that it is impossible because their personnel records do not indicate an employee's race. They stress that they do not discriminate but actively seek qualified Negroes in white-collar and executive as well as craft jobs.

Before taking leave of absence to work with the state commission, Mr. Norford was an NBC public affairs program producer and subsequently policy editor in the network's broadcast standards department.

ropolitan Broadcasting), and the station sales divisions of ABC, CBS and NBC. Also reported in attendance were a few executives of large independent station representation companies (as contrasted to sales rep arms of station group owners).

It was noted that the invitation list was not "restricted" but necessarily limited in order to foster a free conversational exchange among the participants.

Background Thinking ■ In general group thinking came to this: station people felt the problem of inconsistency was not serious and, in fact, questioned its existence except in isolated cases. They thought, too, that the stations represented by the major broadcast companies and representatives seldom had affidavit problems. Others believed the matter ought to be left to the accountant to thrash out and appeared puzzled at the high executive

level of the conferees.

The agencies feel affidavits are not consistent in appearance or in detail given, nor do they come even close to the simple standards in print advertising (the tearsheet of an advertisement, which is physical evidence). They also claim the importance to accounting arms of large organizations (advertisers) to need "something" of a broad check to verify what's being delivered.

Overshadowing these procedural problems, however, was an even more basic difference which, if pursued, could well step up the level of discussion from an informal chat to a formal battleground.

There is apparent feeling among certain agencies that in principal as well as in practice, the media should bear the responsibility of assuring creation of a uniform system of affidavits or another audit device upon which advertiser, agency and broadcaster can agree,

and also support the existence of an audit system financially.

But as one station rep executive present commented last week, "we now support such organizations as the National Association of Broadcasters, the Television Bureau of Advertising or the Radio Advertising Bureau and in some cases both, the Television Information Office and sundry other groups. This would be one more association to which we would have to contribute."

Monitor Service ■ Broadcast Advertisers Reports is a monitoring service that audits commercials and reports to its agency clients such data as proof of performance (providing audits to be checked against affidavits) as well as important competitive marketing information and commercial practices.

Agencies questioned last week acknowledged the value of BAR monitor reports but noted that this was but a partial coverage of the field and though

First quarter network TV spenders

LEADING COMPANIES
JANUARY-MARCH 1963
ESTIMATED EXPENDITURES
(000)

1. Procter & Gamble	\$12,635.6
2. American Home Products	9,764.3
3. Bristol Myers	7,479.2
4. General Motors	7,024.0
5. Colgate Palmolive	6,548.9
6. R. J. Reynolds Tobacco	6,160.9
7. Lever Bros.	6,147.8
8. General Foods	4,269.6
9. Ford Motor	4,090.4
10. Alberto Culver	4,056.2
11. P. Lorillard	3,691.6
12. Gillette	3,524.7
13. Sterling Drug	3,357.8
14. Brown & Williamson	3,305.0
15. General Mills	3,270.8
16. Liggett & Myers	3,028.4
17. American Tobacco	2,920.5
18. Campbell Soup	2,796.7
19. J. B. Williams	2,706.3
20. Philip Morris	2,706.1
21. Kellogg	2,579.2
22. Miles Laboratories	2,548.3
23. S. C. Johnson & Son	2,395.5
24. Warner Lambert	2,359.5
25. Block Drug	2,341.1

Source: TvB/LNA-BAR

LEADING BRANDS
JANUARY-MARCH 1963
ESTIMATED EXPENDITURES
(000)

1. Anacin tablets	3,037.0
2. Winston cigarettes	2,080.0
3. Bufferin	2,004.6
4. Camel cigarettes	1,953.3
5. Chevrolet passenger cars	1,948.8
6. Salem cigarettes	1,930.2
7. L & M cigarettes	1,925.7
8. Bayer aspirin tablets	1,892.4
9. Crest toothpaste	1,842.9
10. Colgate Dental Cream	1,729.4
11. Dristan tablets	1,618.0
12. Campbell's soups	1,529.5
13. Kent cigarettes	1,468.9
14. Pall Mall cigarettes	1,397.9
15. Alka Seltzer	1,304.0
16. Contac	1,273.4
17. Ford passenger cars	1,265.2
18. Viceroy cigarettes	1,172.4
19. Exedrin tablets	1,166.7
20. Marlboro cigarettes	1,150.6
21. Geritol	1,142.4
22. Chesterfield cigarettes	1,102.7
23. Tide	1,062.4
24. Prudential Insurance	1,047.1
25. One-A-Day vitamins	1,031.9
Total network TV billing for first quarter was \$204,254,218.	

they help police station practices, the reports were hardly a substitute for a system used uniformly by all stations.

The agency participants said it was their belief that the conference would give "us all something to think about." But at least two agency executives who took part in the discussion said they hoped that a committee might be formed with representation of all three interested parties through the American Association of Advertising Agencies, the Association of National Advertisers and the NAB. This tripartite group could explore the area further, they said.

Some advertising people in attendance thought privately that a station-financed system might boomerang if stations absorbed the added cost by increasing their spot rates to advertisers. But other opinion countered this possibility by asserting that the cost could come out of station profits. And, they reminded, advertising agencies study carefully the justification of any rate increase—a hike in rates would have to be supported by audience or other data.

As yet no further meetings have been planned, although some of the participants thought there will be other sessions at an unspecified future date.

Elgin to use radio for rings

Elgin National Watch Co., New York, is ticking with plans not only for watches but also for its Lady Elgin diamond rings division. Earlier reports

had identified diamond watches as planning a radio test campaign (CLOSED CIRCUIT, June 24) and while the lady's best friend remains diamonds, in this campaign it is diamond rings, not watches. The campaign will start after Labor Day using about 10 markets at the outset on the basis of a 52-week, non-cancelable contract. Henry margolis, board chairman of Elgin, is expected to bring in a broadcast-oriented executive, Norman Gladney, now a principal in Taplinger-Gladney Advertising in New York, signaling broad changes in broadcast strategy.

Profit Research violates code maximum, NAB warn

Radio subscribers to the National Association of Broadcasters' code have been warned they may be violating code time standard maximums if they accept 15-minute programs produced by Profit Research Inc., a New York financial investment firm.

In a notice to stations, the NAB said that "a number of these programs have been reviewed and none have been found to comply with the code maximum." The radio code permits only three minutes of commercial messages in a single-sponsored 15-minute program. Commercial time on some of the Profit Research programs ran as high as nine minutes, an NAB official said.

"We suggest all subscribers carefully audition each program in order to avoid a situation which would be at variance with the code time standards," NAB

advised its code members.

Commentary on the programs is delivered by Sidney Walton, president of Profit Research. NAB earlier had questioned the programs last fall and Mr. Walton said that only a "very few stations" which accepted the program took any further action. Therefore, he said, Profit Research did nothing about the NAB complaint.

Mr. Walton said a differentiation between commercial time and program matter is difficult because investment books the company publishes are discussed on the show.

At the time of the NAB's first notice last fall, two stations canceled the program, but the latest advisory, dated June 13, has not brought any complaints to Profit Research, Mr. Walton said. From 50 to 75 stations carry the program at any given time, he reported.

Ricks joins BC&G, brings in \$1 million

Consolidation of the Seattle advertising and public relations agency of Cappy Ricks & Associates with Botsford, Constantine & Gardner Inc., San Francisco-based firm, effective today (July 1), was announced by Joseph Maguire, BC&G president, and Cappy Ricks, owner of the agency bearing his name.

Ricks firm adds approximately \$1 million of advertising volume to BC&G, bringing the consolidated agency's total billings to about \$10 million.

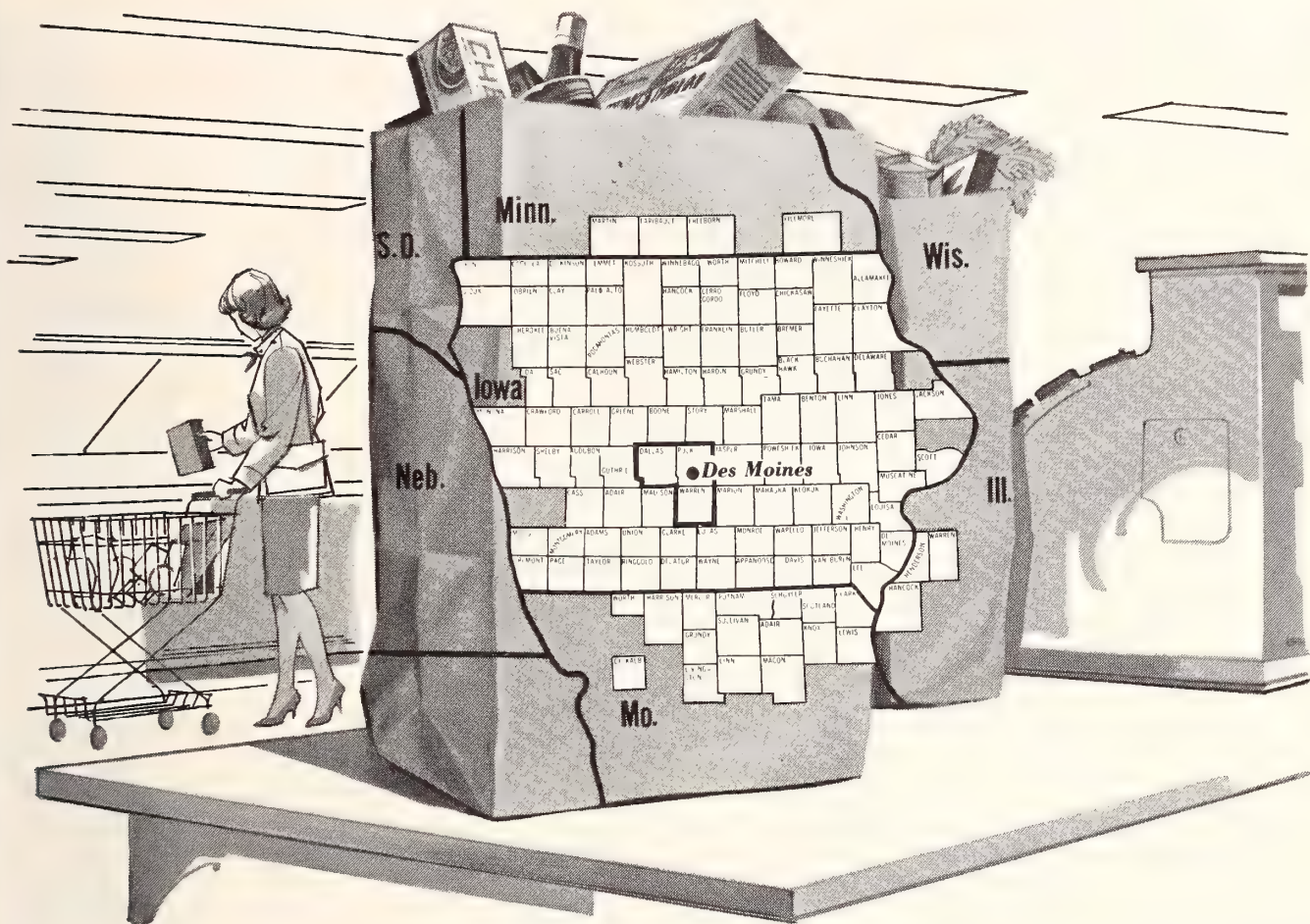
Cappy Ricks becomes senior vice president of BC&G and Seattle office manager. Associates of Ricks who join BC&G include Louis Van Norman, Richard Paetzke, Leo E. (Bud) Lowe, Diane Luft, Wayne Wadecamper, Phyllis Swenson and Gail Singer.

BC&G's principal offices are in Seattle, San Francisco and Portland, Ore., with a branch in New York and a foreign subsidiary operating in Tokyo with worldwide affiliates.

A.C. Nielsen drops its local radio ratings

The A. C. Nielsen Co. is notifying clients that it is terminating its local radio rating service (CLOSED CIRCUIT, June 24), but stressed that it is continuing with its network radio, and network and local television services. Nielsen has offered local radio ratings since 1954.

John K. Churchill, vice president in charge of local broadcast services for Nielsen, said the company has found it difficult to provide measurements for clients on automobile radio listening on an individual station basis and on listening to self-powered battery sets on an individual station basis.



Des Moines Area accounts for only 13.5% of the FOOD SALES in "Iowa Plus"

Des Moines is a *good* market for food products—yet no matter how thoroughly you saturate the 3-county Des Moines Metro Area with local or regional radio, you've still got a long way to go in selling *Iowa*.

In fact, all *eight* of Iowa's Metro Areas, *combined*, account for but 49.6% of the food purchases made in WHO Radio's 117-county Nielsen Coverage Area shown above. (Sales Management, June 10, 1963.*)

WHO Radio covers "Iowa Plus"—actually reaches 42% of all the 805,000 homes in that 117-county area, weekly (NCS '62). As a matter of fact, WHO Radio gives you America's 23rd radio market—there are only 22 others in the U.S. that equal or exceed it!

Yes, you can do a better, more economical marketing job with WHO Radio than with any other medium in Iowa. Ask PGW for the dollars and cents.

*These figures are for Sales Management's newly-defined and frequently larger Metro Areas, as found in the June 10 Survey of Buying Power Issue

WHO

RADIO

for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., National Representatives

STATUS REPORT: AGENCY AUTOMATION

Study for RKO General finds 16 agencies so equipped

The developing machine age in advertising has RKO General Inc.'s National Sales Division actively engaged in a program of orientation for its sales people.

The division is the sales representative for RKO General Broadcasting Stations.

Coincident with an announcement today (July 1) of plans to promote its "new breed" concept, to continue intensive seminars on agency automation for its personnel and to investigate how it will expand the application for its personnel and to investigate how it will expand the application of IBM equipment its stations now employ, RKO General also released a status report on agency automation.

The report finds 16 agencies equipped for automatic data processing; three of these agencies also equipped for electronic data processing (computer) and several applications to broadcast buying already in use.

RKO stations for the past 18 months have been using data processing equipment for FCC reports and for compiling information on accounts by advertiser category. The company now is probing the possibility of applying automation to other areas.

Basically its new program will disseminate information on automation in advertising so as to permit its staff to become conversant with machines and to determine where the company should invest for future research.

Sixteen Equipped ■ The "status report" shows that as of last April, these 16 agencies are equipped for automatic data processing: Ted Bates; BBDO;

Benton and Bowles; Leo Burnett; Campbell-Ewald; Compton; Dancer-Fitzgerald-Sample; D'Arcy; Doyle Dane Bernbach; Erwin Wasey, Ruthrauff & Ryan; Foote, Cone & Belding; Kenyon & Eckhardt; Lennen & Newell; Needham, Louis & Brorby; J. Walter Thompson, and Young & Rubicam.

Of the 16, the report finds BBDO, Leo Burnett and Young & Rubicam to be equipped with electronic data processing (computer and electronic tape). Another eight agencies had electronic data processing equipment on order. These are Bates; Compton; D-F-S; DDB; EWR&R; K&E; JWT and Y&R. Lennen & Newell had automatic data processing equipment on order.

The report, prepared by Data Inc., a data processing subsidiary of Standard Rate & Data, also notes that seven agencies buy service from data processing companies.

In this group are Compton; D'Arcy; DDB; Fuller & Smith & Ross; Lennen & Newell; McCann-Erickson, and Ogilvy, Benson & Mather.

Only one agency—Lennen & Newell—is shown to be using data processing in all media activity. All of the 24 agencies covered—with the exception of Sullivan, Stauffer, Colwell & Bayles and Norman, Craig, Kummel, neither of which uses automation equipment, and D'Arcy and Benton and Bowles—apply automation for research.

Ten agencies (Bates, BBDO, Burnett, Compton, D-F-S, DDB, K&E, NL&B, JWT, and Y&R) are reported to use automation for "some media." Five agencies use it on "all accounts" (Bates,

D-F-S, DDB, K&E, L&N). Another six are automated for "some accounts" (BBDO, Burnett, Compton, NL&B, JWT, Y&R).

Media Use ■ The survey claims that Young & Rubicam currently uses automation in media planning and evaluation for both broadcast and print. Y&R, it's said, also uses it in "media decision implementation" including buying insertions, estimating, and media paying in print but not in broadcast. According to the status report, Y&R is the only agency making "media decisions" through use of equipment.

Burnett and K&E, it's claimed, in addition to print also use their equipment in broadcast for buy orders, estimating and media paying. Bates is in this function only in media paying. This holds also for BBDO, Benton and Bowles, Campbell-Ewald, D'Arcy, Doyle Dane Bernbach and JWT.

Compton, in addition to media paying, is said to use automation for contract buying and estimating in broadcast. D-F-S does both estimating and media paying through automation, and L&N automates broadcast estimating in the media followthrough.

Though Y&R is the only agency credited with making buying decisions by applying automation, the following agencies reportedly make media decisions "from data generated by" automated equipment: BBDO, Compton, K&E, L&N and NL&B.

Computer Advances ■ RKO's "re-orientation program" in the field of automation has been developed because of computer advances among the agency majors, Donald J. Quinn, RKO General Broadcasting's director of national sales, explains.

As outlined in RKO's announcement, three private seminars have been held on data processing developments, the sessions conducted by Data Inc., BBDO and Young & Rubicam. In addition a management consultant responsible for installation of computers in several agencies—Joe Fischbach of Fischbach, McCoach and Associates—has addressed the sales group.

The promotion plans include a campaign based on the need for a "new breed" in selling broadcast time in the computer age and the issuance semi-monthly of a "newsletter" that will summarize developments in the field as reported in publications or made known independently by surveys conducted by the company itself.

The division is the sales representative for the RKO General Broadcasting Stations: WOR-AM-FM-TV New York, WGMS-AM-FM Washington, KHJ-AM-FM-TV Los Angeles, WNAC-AM-TV and WRKO(FM) Boston, CKLW-AM-FM-TV Windsor-Detroit, KFRC-AM-FM San Francisco, WHBQ-AM-TV Memphis and the Yankee Network.



Ed Papasian (l), associate media director of BBDO, New York, explains the agency's linear programming and electronic data processing procedures

to sales executives of RKO General's National Sales Division, as Herb Maneloveg, BBDO vice president and media director looks on.

First NATIONAL BROADCAST EDITORIAL CONFERENCE

July 25-27, 1963
University of Georgia
Athens, Georgia

DEADLINE FOR ADVANCE REGISTRATION IS JULY 20

REGISTRATION: All-inclusive package plans (in advance, please)

- Single Room: \$60 (includes all meals, rooms and fees)
- Double Room: \$65 (includes all meals, rooms and fees)
- Non-resident: \$45 (includes everything except rooms)
- Students: \$20 (includes meals and fees only)
- Late Registration: \$80 (after July 20)

The National Broadcast Editorial Conference is sponsored by the Henry Grady School of Journalism and the Georgia Association of Broadcasters, Inc. It is supported by the National Association of Broadcasters, Radio-TV News Directors Association and Sigma Delta Chi Journalism Society.

BROADCASTING, July 1, 1963

TOP-LEVEL, HOW-TO-DO-IT WORKING SEMINAR

to establish guidelines for more effective on-the-air editorials—and to study problems facing broadcast editorializing . . . for

- ★ Editorial Directors
- ★ News Directors
- ★ General Managers

CONFERENCE TOPICS:

- ★ ABC's of Editorializing
- ★ History of Editorializing
- ★ Influencing Public Opinion
- ★ Research and Investigation
- ★ Management-Government Relations
- ★ Legal Questions
- ★ Political Editorializing
- ★ Handling Reaction

NATIONALLY-KNOWN BROADCASTING FIGURES WILL PARTICIPATE:

- ★ Congressman Oren Harris, Chairman, House Committee on Foreign and Interstate Commerce
- ★ Kenneth A. Cox, Commissioner, Federal Communications Commission
- ★ Theodore Pierson, Leading Communications Attorney, Washington
- ★ Howard K. Smith, ABC-TV, Commentator
- ★ Dr. Mary Ann Cusack, Assistant to the President, NAB
- ★ Willard Schroeder, General Manager, WOOD-AM-TV, Grand Rapids, Mich.
- ★ Eugene B. Dodson, General Manager, WTVT, Tampa

NBEC Committee: Dick Mendenhall, WSB-AM-TV, Atlanta, Chairman; Ralph Renick, WTVJ, Miami; Richard Cheverton, WOOD-AM-TV, Grand Rapids, Mich.; Byron Cowan, WSAC, Ft. Knox, Ky.; Dale Clark, WAGA-TV, Atlanta; Worth McDougald, University of Georgia

CLIP COUPON AND MAIL TODAY!

National Broadcast Editorial Conference

c/o Dick Mendenhall, Chairman
WSB Radio-TV
1601 W. Peachtree St., N.W.
Atlanta 9, Georgia

Please reserve a (single) (double) room for me for the NBEC Conference July 25-27. I plan to arrive on _____ and will depart the Conference on _____. My check for \$_____ is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

AAW to join AFA in lobbying office

\$150,000 SOUGHT FOR LOCAL, STATE AND NATIONAL LEVEL

The Advertising Association of the West will take immediate steps to join forces with the Advertising Federation of America in a Washington office to serve as a lobbying headquarters for advertising in the national capital. In the business session of the 60th annual AAW convention, held last week in Los Angeles, the membership voiced enthusiastic approval of a spirited appeal by their retiring president, Robert Hemmings of Smith & Hemmings, Los Angeles, that funds be raised not only for the support of the Washington office but to fight antiadvertising legislation at the state, local and national level.

The association also elected new officers (FATES & FORTUNES, page 68).

Mr. Hemmings proposed that AAW raise not only the \$6,000 needed to support the Washington office but a legislative fund sufficient to do the job in the state capitals as well. He offered a five-year plan calling for \$5 from each of AAW's 6,000 members for the first year, or a total of \$30,000; \$10 a head the second year to aggregate \$60,000, and so on up \$5 per person per year until the fifth year would produce \$25 per member, or a total of \$150,000. These sums would be in addition to the regular dues of \$3 per member that AAW now collects from each local advertising club.

No procedure was prescribed for the local clubs to follow in raising the legislative war chest. The Boise Ad Club gave a check for \$700, which had been raised through company memberships. Other clubs levy an extra tax on individual members for legislative expenses, it was reported.

Warning From Wilson ■ The move to combat antiadvertising legislation came after Representative Bob Wilson (R-Calif.) had given the group a warning to move fast to keep advertising from becoming subject not only to government regulation but to complete government control.

Reporting that 175 bills to regulate advertising are now before Congress, Representative Wilson said that among them is one measure so worded as to give government agencies "blanket power" to control the advertising and marketing of products. Warning the western advertising executives to beware of "a group of people who want unlimited power," he said not only advertising itself but the future of the American system of free enterprise is at stake. "You must take an active part in the business of government or see government become an active part of your business," he declared.

Representative Wilson praised the work now being done by the AFA, the NAB and other organizations active in Washington, but he noted there is a tendency for each organization to attempt to do the whole job itself rather than to alert other groups who might be able to join in a united opposition to government encroachment.

Take The Offense ■ The congressman's rallying cry followed an earlier appeal by Don Belding, chairman of the executive committee of the Freedoms Foundation at Valley Forge since his retirement from Foote, Cone & Belding. Mr. Belding urged advertising to drop its traditional defensive attitude against the attacks of those who consider capitalism and profits to be dirty words. Analyze the complaints against advertising, he said, and if they are justified, correct the faulty practices. But if the attacks are not justified, the veteran West Coast advertising executive called for a vigorous program of positive action to "sell and resell the methods that have made our economic system a success."

The extension of the AAW-AFA Advertising Recognition Week into a year round effort is "in principle, exactly right," Charles F. Adams, executive vice president of MacManus, John & Adams, Detroit, told the AAW opening session on Monday. But, he added, "it is my recommendation that we backtrack at least a little bit and restore some of the luster and appeal to media that Advertising Week itself

should have."

Mr. Adams also said that he felt it is a mistake to change the theme of the campaign every year. He recommended that the 1963 theme, "Advertising Is the Voice of Free Choice," be kept for at least a five-year period. "This theme seems to me to sum up everything we have tried to say."

King Harris, executive vice president, Western Division, Fletcher Richards, Calkins & Holden, San Francisco, chairman of the 1963 advertising recognition drive, reported that it had been enthusiastically supported by advertising media. More than 600 radio transcriptions and 150 TV films have been distributed to stations, he said.

Ads Move Groceries ■ The importance of advertising to American business and the national economy was emphasized by Paul S. Willis, president, Grocery Manufacturers of America. If the food industry had depended on people's appetites and the growth in population, he said, food consumption in the country would not have risen from \$16 billion in 1939 to an estimated \$82 billion this year, but probably would now be \$40 billion. The difference, he outlined, is due in large measure to the \$1.2 billion spent annually for advertising, the \$125 million for product research, the several hundred million dollars for salesmen.

Food manufacturers, he said, "consider advertising the life blood of their business."

In a commentary, illustrated with the advertising pages of recent magazines (although it was noted that radio or TV commercials would serve just as well), James Nelson, vice president and creative director of Hoefer, Dieterich & Brown, San Francisco, pointed out that the people in many of the ads "don't look like me, don't look like you and they don't look like the people who shop at my supermarket, or ride my bus, or sell me a cup of coffee in the morning, or teach my kids, or pass me on the highway in their Cadillacs and Plymouths and VW's."

A good advertisement, Mr. Nelson said, needs facts, and logic, but most of all "the presentation of your precious facts in a manner that people can believe."

"Retail advertising doesn't pull like it used to pull," Stanley Marcus, president of Neiman-Marcus of Dallas, said Wednesday. "As a matter of fact, it doesn't pull very well at all."

Speaking at a retail advertising session, Mr. Marcus called the lack of

Age is not a factor

The Schwerin Research Corp. reported last week that the average commercial is as effective today as it was four years ago.

Schwerin used the results of tests in 15 product classes, covering 857 commercials, comparing those made in 1959 and 1960 and those made from 1961 to 1963. The comparison was undertaken to study commercial TV effectiveness in the "age of the clutter," and in general, SRC data supports the critics of clutter.

The so-called "island" commercial—protected from the encroachment of other commercials—tends to do better than the station break, and the commercial in the sponsored program tends to do better than the participating spot.

LOVE ME TENDER



ELVIS PRESLEY, DEBRA PAGET
RICHARD EGAN

VOL. 7—"FILMS OF THE 50's"—NOW FOR TV
FIFTY OF THE FINEST FEATURE
MOTION PICTURES FROM SEVEN ARTS

Seven Arts "Films of the 50's"—Money makers of the 60's

SEVEN ARTS

VOLUME SEVEN



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue 972-7777
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif.
State 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

For list of TV stations programming Seven Arts "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

What brewers spent on TV in 1962

Television advertising accounted for 55.9% of total media expenditures in 1962 by the 10 leading brewers (determined by total product sales)—a 4.8% increase over the previous year, according to Television Bureau of Advertising.

Gross time expenditures by the ten top brewers amounted to \$35,966,987 compared with \$29,307,877 for the same firms in 1961. Total media space and time billings for

the group rose to \$64,386,511 from \$57,313,306.

For the second consecutive year Jos. Schlitz Brewing Co. ranked first in both total advertising and television billings. Gross time expenditures by the company increased to \$8,984,876 last year from \$5,409,588 in 1961.

Falstaff Brewing Corp., which ranked second in television advertising, increased its billings to \$6,016,-

174 from \$3,816,143, boosting its television share to 73.9% from 69.5%.

Falstaff led the group in network expenditures while Schlitz was heaviest in spot TV.

Anheuser-Busch, third in total tv expenditures, was second high in spot TV buying with an outlay of more than \$5.5 million in 1962.

Pabst and Canadian Breweries also were heavy in TV spot.

1962 TOP 10 BREWERS* (TOTAL PRODUCT SALES) MAJOR MEDIA ADVERTISING EXPENDITURES GROSS TIME AND SPACE

	Total TV	Magazines	Newspapers	Outdoor	Total	% TV
Jos. Schlitz Brewing	\$ 8,984,876	\$2,179,555	\$ 473,841	\$ 2,585,688	\$14,223,960	63.2
Falstaff Brewing	6,016,174	420,786	158,879	1,548,077	8,143,916	73.9
Anheuser-Busch	5,467,288	2,080,616	916,364	4,625,936	13,090,203	41.8
Pabst Brewing	4,600,094	22,033	587,015	1,752,894	6,962,036	66.1
Canadian Breweries (Carling)	3,901,557	637,152	485,135	716,024	5,739,868	66.8
P. Ballantine & Sons	2,216,143	482,614	805,973	962,840	4,467,570	49.6
Theo. Hamm Brewing	2,059,875	490,961	1,437,167	3,988,003	51.7
F. & M. Schaefer Brewing	1,806,490	148,344	845,391	2,800,225	64.5
Miller Brewing	634,080	940,348	1,115,357	2,689,785	23.6
Liebmman Breweries	280,410	126,828	1,323,237	550,470	2,280,945	12.3
Totals	\$35,966,987	\$6,889,931	\$6,505,106	\$15,024,487	\$64,386,511	55.9

Sources: Network TV: TVB/LNA-BAR

Spot TV: TVB/Rorabaugh

Magazines: PIB

* Distributors excluded

Newspapers: Bureau of Advertising

Outdoor: Outdoor Advertising, Inc.

Sales: Modern Brewery Age

1962 BREWERS AND DISTRIBUTORS TV GROSS TIME BILLINGS

	Network	Spot	Total TV		Network	Spot	Total TV
Schlitz Brewing	\$2,382,126	\$6,991,400	\$9,373,526	Pearl Brewing	12,463	1,279,730	1,292,193
Falstaff Brewing	3,415,614	2,794,360	6,209,974	Drewrys Ltd., U. S. A.	1,005,850	1,005,850
Anheuser-Busch	546,138	5,577,190	6,113,328	Duquesne Brewing	979,740	979,740
Pabst Brewing	212,764	4,475,430	4,688,194	Lucky Lager Brewing	972,340	972,340
Canadian Breweries	166,317	4,419,330	4,585,647	George Wiedermann Brewing	19,947	810,720	830,667
P. Ballantine	985,613	1,230,530	2,216,143	National Brewing	124,957	649,400	774,357
Hamm Brewing	248,975	1,881,600	2,130,575	Miller Brewing	665,530	665,530
Schaefer Brewing	1,895,450	1,895,450	Narragansett Brewing	18,681	558,490	577,171
C. Schmidt & Sons	1,837,620	1,837,620	Burger Brewing	297,130	297,130
Stroh Brewery	1,690,300	1,690,300	Liebmman Breweries	280,410	280,410

Sources: Network: TvB/LNA-BAR; Spot: TvB-Rorabaugh

pulling power of retail advertising "symptom number one" of the numerous ailments from which it is suffering.

"Symptom number two," Mr. Marcus went on, "is that retail advertising doesn't do a very good job of image building . . . this leads to symptom three: retail advertising is for the most part dull, uninteresting, unexciting and ugly."

Mr. Marcus directed his clinical analysis of retail towards its use of newspaper space, noting that "while retailing has made some use of radio and a slight use of TV . . . the bulk of retail advertising budget has gone into newspapers."

Gardner expands in West

A broadcast buying operation will be established by the Hollywood office of Gardner Advertising Co. for purchase

of spot radio and television schedules in the Pacific and Mountain States. Buying operations will begin Aug. 1 when Ralph Neugebauer, media supervisor in the St. Louis office, will be transferred to the West Coast.

Business briefly . . .

General Mills Inc. will sponsor NBC-TV's 15-minute pre-All-Star baseball game show, *All-Star Scouting Report* (Tuesday, July 9, 12:30-12:45 p.m. EDT). The show, packaged by Tel Ra Productions, will feature action film clips of all-star players. Agency: Knox Reeves Advertising, Minneapolis.

Zenith Radio Corp. and **Amana Refrigeration Inc.** will sponsor NBC-TV's color television coverage of the World Series of Golf, Sept. 7 and 8 (4:30-6

p.m. EDT both days) from Akron, Ohio. The tournament pits the winners of four tournaments—the U. S. Open, the Masters, the British Open, and the Professional Golfers Association (PGA) events—in competition for a \$50,000 first prize. Zenith's agency is Foote, Cone & Belding and Amana's agency is MacFarland, Aveyard & Co., both New York.

Gulf Oil Corp. through Young & Rubicam will sponsor NBC-TV special on the coronation of Pope Paul VI, Thursday, July 4 (7:30-8:30 p.m.).

Stephen F. Whitman & Son, Bala Cynwyd, Pa. (chocolates), through N. W. Ayer, Philadelphia, has bought 18 commercials a week for 35 weeks on ABC Radio beginning today (July 1). Network spots—divided equally into min-

WYDE Birmingham
and Atlanta's **WAKE**

*announce the
appointment of*

Venard, Torbet & McConnell, Inc.

— effective July 1 —

as exclusive national representatives

Complete information

in these VENARD, TORBET & McCONNELL offices

NEW YORK
579 Fifth Ave.
MU 8-1088

CHICAGO
35 E. Wacker Dr.
312-782-5260

DETROIT
808 Penobscot Bldg.
WO 3-4075

ST. LOUIS
Syndicate Trust Bldg.
304-241-3444

DALLAS
Dallas Fed.
Sav. & Loan
214-742-5101

SAN FRANCISCO
249 Pine St.
415-397-6187

LOS ANGELES
1258 N. Highland
213-466-5427

DENVER
280 Columbine St.
303-377-6526

PORTLAND
1101 Cascade Bldg.
503-228-7284

SEATTLE
412 Jones Bldg.
206-682-3377

utes and 30 seconds—will be supplemented by a spot radio schedule in six markets for an 18-week period and limited television spots on three holidays over ABC-TV and NBC-TV.

The Duncan Coffee Co., through Tatham-Laird, last week purchased regional participation sponsorship of five ABC-TV programs—*The Travels of Jaimie McPheeters*, *McHale's Navy*, *Wagon Train*, *The Jimmy Dean Show*, and *Murphy Martin with the News* (BROADCASTING, June 24).

La Palina Cigars through Compton Advertising, New York; **Employers Mutual of Wausau** through J. Walter Thompson Co., Chicago, and **Thorp Finance Corp.** through Klau-Van Pietersom-Dunlap, Milwaukee, have renewed sponsorship for second year of Green Bay Packer football games on a seven-station network originated by WTMJ Milwaukee. Schedule includes 19 games.

N. Y. meet hears of need for better measurement

The need of and plans for improved measurement services in radio and television were discussed by a panel of speakers at the second annual executive conference of the New York State Broadcasters Association in Saratoga Springs, N. Y., Thursday (June 27).

Thomas McDermott, vice president for radio-television, N. W. Ayer & Son, New York, stated that out of "present difficulties will come better ratings." He urged stations to supply demographic data and information on listening habits and patterns.

Ward Dorrell, vice president and research director of the John Blair Organization, reported Blair has recommended to its stations that they undertake qualitative research and said that 25 of the outlets are complying with this proposal. Mr. Dorrell also said that on July 18 Blair will disclose the results of a radio audience study, based on 2,150 interviews and conducted by The Pulse Inc. He said the study is costing \$50,000.

Ed Bunker, RAB president, gave details of a \$200,000 study of radio's methodology. He said the study, which will be conducted by Audits & Surveys, will seek to determine the dimensions of the radio audience in and outside the home.

Russell, McCloskey form own Chicago ad agency

Two former top executives of Biddle Advertising Co. have announced the formation of their own national agency in Chicago, E. H. Russell, McCloskey

& Co., effective July 1. Edward H. Russell is president and Burr McCloskey is executive vice president.

Mr. Russell has been senior vice president and director of Biddle at Bloomington, Ill., headquarters and had been with that agency 14 years. Mr. McCloskey had been vice president and manager of Biddle's Chicago office. The new agency's address: 200 East Ontario Street.

Ad agency subscribes to central billing

Guild, Bascom & Bonfigli last week became the first advertising agency to subscribe to the full broadcast billing system offered by Broadcast Clearing House.

In announcing the agency's affiliation with BCH, Rod McDonald, vice president in charge of media at GBB, said his agency believes the investment will represent "money well-spent." Formal disclosure of the agreement was made jointly in New York by Mr. McDonald and Lee Mehlig, president of Broadcast Clearing House.

The billing service, designed to handle the processing, adjusting and paying of spot television and radio orders, will go into effect today in San Francisco with GBB's Foremost Dairies account and will eventually take over all the agency's accounts.

According to 1962 figures, GBB did an estimated \$13.1 million in broadcast, representing 81.4% of its total billing.

MBS sets first new rate card in 3 years

DISCOUNT RATES ALSO UNDERGO SLIGHT ALTERATION

A new rate card for Mutual establishing new classification for 39 of the radio network's 124 weekly time spots and making a slight change in discount rates goes into effect today (July 1).

The rate card, marking MBS's first rate change since April 1, 1961, was prompted, according to Arthur Okun of the network's sales department, by "increased ratings and increased advertisers' demand."

President Robert F. Hurleigh called the rate changes a "good indication of growth," and cited "the wonderful progress that our network has made."

Rates for the specific classifications remained the same as listed by the previous rate card: AA—\$650 for 60 seconds, \$495 for 30 seconds; A—\$575 for 60 seconds, \$435 for 30 seconds; B—\$480 for 60 seconds, \$375 for 30 seconds; C—\$400 for 60 seconds and \$300 for 30 seconds.

In 34 of the time periods, however, classifications were advanced by one designation, primarily during early evening time and on the weekends.

Of the broadcast amount, the agency says \$4.2 million went into spot television. It is estimated \$2.8 million went into spot radio.

The centralized billing process, it is hoped, will reduce the current paper jungle which exists in placing spot television and radio buys. Broadcast Clearing House presented as an example the case of an agency placing time orders on 1,000 stations for a four-month campaign. The agency, according to BCH "will receive 4,000 bills and issue 4,000 checks in payment. With BCH, only four bills are received and only four checks are issued by GBB." To facilitate the process, GBB has asked all station reps working on its clients' campaigns, to use a standardized time order drawn up by Broadcast Clearing House.

Mr. McDonald said that as a result of using BCH, his agency hoped "to be able to buy more spot with the same number of people, thereby saving personnel, money and time."

O'Connor adds 3 offices

Roger O'Connor Inc., New York, station representative, has added three new offices in Seattle, Portland, Ore., and Denver.

The new offices are Feltis/Dove/Cannon Inc., Tower building, Seattle; telephone 206-623-1868 and Morgan building, Portland; telephone; 503-227-5754; and Bob Hix Co., 280 Columbine Street, Denver; telephone: 303-377-6526.

Sunday time slots between 9:30 a.m. and 6:30 p.m. (excluding the 1:30 period) were advanced from Class B to Class A. Saturday time periods between 9:30 a.m. and 6:30 p.m. were advanced from A to AA, and Monday through Friday periods between 5:30 p.m. and 7:30 p.m. were advanced from A to AA designation.

The network's 1:30 p.m. spot Monday through Friday was reduced from AA classification to A.

A new discount rate was also introduced with the rate card, with MBS now offering a 15% discount to a client spending more than \$15,000 per week with the network. A slight change was made in the discount rate for clients purchasing time for 39-51 consecutive weeks, advancing from 7% to 7½%. Other discount rates remained as follows: (weekly dollar volume) \$2,000-\$3,999—2½%; \$4,000-\$6,999—5%; \$7,000-\$9,999—10%; \$10,000-\$14,999—12½%; (consecutive week discount) 13-25 weeks—2½%; 26-38 weeks—5%; 52 weeks or more—10%.



* SON OF PALEFACE
MY FAVORITE BRUNETTE

* SEVEN LITTLE FOYS
THE LEMON DROP KID
THE GREAT LOVER
* ROAD TO BALI
ROAD TO RIO

THEY'RE
ALL
BOB
IN THE
7
BIG
HOPES

WITH A TROOP OF BIG NAMES

BING CROSBY
JANE RUSSELL
DOROTHY LAMOUR
ROY ROGERS
MARILYN MAXWELL
RHONDA FLEMING
PETER LORRE
LON CHANEY
LLOYD NOLAN
JIM BACKUS
MILLY VITALE
GEORGE TOBIAS
ROLAND YOUNG

* color

For more information, rates and promotion material, contact your AATV Sales Representative at any one of these locations.

ALLIED ARTISTS TELEVISION CORP. OFFICES: 165 W. 46th St., New York, New York • 1232 So. Michigan Ave., Chicago, Illinois
4376 Sunset Drive, Hollywood, California • 2204 Commerce St., Dallas, Texas

CHECK A.A.T.V.'s POWERHOUSE PROPERTIES / CAVALCADE OF THE 60's GROUP I AND II / SCIENCE FICTION / EXPLOITABLES / THE BOWERY BOYS / BOMBA / DIAL "AA" FOR ACTION



BROADCASTING, July 1, 1963



Smile by Drury

Offhand, we don't recall what the man said that provoked the Virginian's famous warning, "When you call me that, smile!"

One thing we're sure the fellow *didn't* call the Virginian was gabby. There's hardly been a more laconic hero in American fiction.

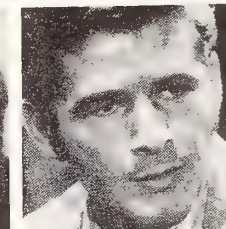
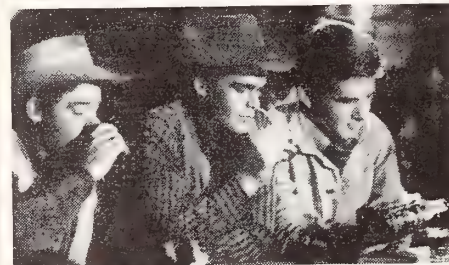
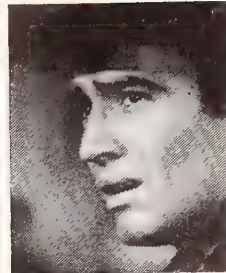
There's hardly been a more attractive one, either, and—stranger—we're smiling about *that*. Ever since we introduced "The Virginian" to tele-

vision—as the medium's first effort to give a weekly adventure-drama the feature length it deserved—this 90-minute series has been riding the competition right off the trail.

As everybody on both sides of the Medicine Bow Mountains knows by now, "The Virginian" will be back this Fall, again in color, as a highlight of NBC-TV's diversified 1963-'64 schedule.

The title part, naturally, will continue to be in the hands of young James Drury. Neither we nor the millions of viewers who have enjoyed his

THE VIRGINIAN



strong, authoritative performances can even *think* of anyone else in the role.

And just as pivotal is Lee J. Cobb's contribution as ex-Judge Garth, a cattle baron dedicated to the proposition that two thousand head are better than one. There's precious little we can add to the accolades already earned by Cobb in almost three decades of Broadway, motion picture and television stardom.

Also returning to the set (which means the actual Wyoming mountain-and-prairie locale as

well as the Hollywood studios) are co-stars Doug McClure as Trampas, Gary Clarke as Steve, and Roberta Shore as Betsy Garth.

"The Virginian," of course, is but one attraction in a wide-ranging Autumn schedule that spans proven favorites like "Dr. Kildare" and "Sing Along With Mitch," and such eagerly-awaited newcomers as "The Lieutenant" and Imogene Coca's "Grindl." With so powerful an assortment of shows just around the bend, no one has to remind *us* to smile.



Look to NBC for the best combination of news, information and entertainment.

C-E, Chevrolet win 2 firsts at Cannes

The Chevrolet division of General Motors and its agency, Campbell-Ewald, were awarded first prize last week in the TV commercial section of the 10th International Advertising Film Festival in Cannes, France.

The top prize was given for Chevrolet's "truck egg test" series which pictures a basket of eggs attached to the rear axle of a truck demonstrating a "smooth ride." The commercial was entered in the live-action over 45-second class. It was produced by Ty Thyssen and David Greene.

Chevrolet and Campbell-Ewald also won first place in the "cinema" class for a 55-minute advertising film entitled "Four Different Kinds."

Other United States entries taking first places and their categories: Men-nen Co., through Grey Advertising, for Baby Magic lotion, produced by WCD Productions and Saul Bass & Associates, live action over 45 seconds; Eastman Kodak, through J. Walter Thompson, camera commercial produced by Sutherland Associates, over 45 seconds using animated objects, and Goodyear Tire & Rubber through Young & Rubicam, for tires, produced by VPI Productions, 60-

second commercials in a live action series.

Second place U. S. winners and their classes: Redfield Importers for Martini & Rossi vermouth, through Reach McClinton, produced by Screen Gems, live action up to 20 seconds; Mishawaka Rubber for shoes, through Campbell-Mithun, produced by Sarra Inc., live action 20-45 seconds, and Polaroid Corp. for cameras, through Doyle Dane Bernbach, produced by Pelican Films, live action over 45 seconds.

Tobacco ads may be subject at meeting

The question of a major change in cigarette advertising in the general use of television and radio by tobacco companies may come up for discussion next week at a scheduled Tobacco Institute meeting in Washington.

A tobacco company spokesman indicated, however, that to his knowledge advertising policies were not on the agenda. But he acknowledged that the subject could come up at the behest of one of the companies.

It was also asserted by spokesmen that individual companies do not necessarily follow any decision made by the Tobacco Council. Representative firms among the tobacco majors checked last

week termed renewed reports of imminent changes in tobacco broadcast advertising policy as "speculation."

The tobacco ad issue was pushed to the forefront when leading cigarette manufacturers in the U.S. disclosed during the week of June 17 that they plan to abandon college-campus advertising and promotion in the U.S. and an announcement was made by three major Canadian tobacco companies that they are moving television advertising into hours after 9 p.m. (BROADCASTING, June 24).

Major companies continue to maintain they do not expect to effect any changes in their basic television advertising policies. They note that in their national advertising they do not seek teen-agers but the adult audience. An advertising executive at a tobacco company said his firm continually emphasizes that television purchases are to be made on the strength of program appeal, and he expects no change in future buying.

Ban Requested ■ Another challenge to the cigarette advertiser meanwhile came from the United States Post Office asking for a voluntary ban on cigarette samples in the mails to avoid possible "restrictive legislation." The warning was issued by Postmaster General J. Edward Day in a letter sent last week to George Allen, president of the Tobacco Institute.

Tobacco advertisers have taken pains to disclaim any notion that they seek to promote or encourage smoking among the youth of the country. Mr. Day said, however, that the samples, initiated by a member company of the institute, "can and often will fall into the hands of small children before the adults in the family are aware of the unsolicited samples arriving."

Mr. Day said cigarette samples were sent third class in Schenectady, N. Y., and addressed to the "adult occupant" of the house, noting, however, that the post office cannot confine deliveries to specific kinds of individuals.

Rep appointments . . .

■ WSLs Roanoke, Va., and WLOD Fort Lauderdale, Fla.: Roger O'Connor Inc., New York, as national representative.

■ KPUB Pueblo, Colo.; KRZY Albuquerque, N. M., and KMOP Tucson, Ariz. (both alone and in combination with KHAT Phoenix, Ariz.): Ewing/Radio, Los Angeles, as sales representative. E/R handles only country-and-western music stations.

■ KAKE Wichita, Kan.: Robert L. Williams Co., New York, as national representative.

■ WNHG-AM-FM New Haven, Conn.: Mort Bassett & Co., New York, as national representative.

WAVE RADIO AND TV

ARE

VIN VARIABLY

EFFECTIVE

LOUISVILLE

BOTH NBC

BOTH REPRESENTED BY THE KATZ AGENCY

(Antique type from the Robinson-Pforzheimer Collection.)

All set to **BLAST** rating records from coast to coast*



SOLD: 8 out of the top 10 markets!

TESTED: beat the nearest competition FIVE to ONE in an astonishing test of strength in San Diego.

ON-THE-AIR: 14.1 rating with 49% share of audience in four station Minneapolis market.

Stations now signing at the rate of three per week for the BLOCKBUSTER of them all . . .

THE MIGHTY

HERCULES

TV'S MIGHTIEST NEW CARTOON SERIES

130 COMPLETE EPISODES: 5½ MINUTES EACH, AVAILABLE IN B & W OR COLOR, BACKED BY POWERHOUSE PROMOTIONAL AND MERCHANDISING CAMPAIGNS.

TRANS-LUX TELEVISION CORPORATION NEW YORK • CHICAGO • HOLLYWOOD • MIAMI BEACH

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ADVENTURE
CARTOONS
FOR
TELEVISION,
INC.

NAB boards resolve to fight back

COYLE RESOLUTION CALLS FOR ATTACK ON 'UNDUE ENCROACHMENT'

A very real threat of increased government regulation and domination of radio and television was an uninvited guest at the National Association of Broadcasters' board meetings in Washington last week.

"Whereas recent proposals for greater government control of broadcasting . . ." began a resolution adopted by the board setting up a concentrated and unified industry counter attack.

Much of the individual radio and TV boards' time was devoted to commercial time standards in their respective codes and a fear of government reprisal if they are relaxed (see page 46).

And, in a report to the board, NAB Vice President Paul Comstock outlined the association's massive campaign to oppose the FCC rulemaking to adopt the time standards. "Simply stated," he said, "it would destroy free broadcasting."

Coyle Gets OK ■ John Coyle, a new radio board member from KVIL Dallas, successfully pushed a resolution through

the combined boards setting up an NAB plan of attack against not only the time standards rulemaking but many other recent proposals and actions of the FCC. Mr. Coyle first introduced his resolution at the joint board meeting Thursday, and again the next day at the TV meeting. It was first tabled at the recommendation of NAB President LeRoy Collins, who felt the matter should be taken up at a joint board meeting.

On Thursday, the radio board made several changes in the Coyle resolution. Later Thursday, at an unusual night session, the combined radio-TV boards adopted the resolution as an official NAB action.

The resolution establishes a committee of broadcasters from each state to motivate widespread contacts with members of Congress to get broadcasting's story across. It also authorizes an intensified public information program to tell the industry's story to the public and the postponement of other NAB

activities for the duration of the present emergency if necessary. The resolution follows:

"Whereas recent proposals for greater government control of broadcasting threaten to destroy the American system of free broadcasting and are inimical to the best interests of the American people;

"And whereas it is the duty and the obligation of the National Association of Broadcasters to assist its members and protect the publics they serve against undue encroachment by government in the affairs of free broadcasting;

"Be it resolved, that the National Association of Broadcasters forthwith undertake a continuing campaign to acquaint the people and their elected representatives with the mounting danger to every citizen's inherent freedoms which would result from further government control of what is said and shown on the air.

"There be established a committee of broadcasters, representative of each

New board chiefs take command at NAB



Mr. Quarton

Mr. McCollough

William B. Quarton won election last week as chairman of the National Association of Broadcasters board of directors after a strong showing by a rival candidate that for a time threatened a deadlock.

The 44-man NAB board of directors balloted six times at its initial meeting last Tuesday afternoon without giving any candidate the three-fourths vote (33) required for

election under the by-laws. At that point, Willard Schroeder withdrew his candidacy giving the NAB's top position to Mr. Quarton, president of WMT-TV and executive vice president of WMT, both Cedar Rapids, Iowa.

Originally, there were three candidates for the chairmanship. Henry B. Clay, executive vice president of KTHV(TV) Little Rock, Ark., with-

drew after the first ballot. Mr. Schroeder, immediate past chairman of the radio board, is vice president and general manager of WOOD-AM-TV Grand Rapids, Mich.

Also elected last week were James D. Russell, president of KKTU(TV) Colorado Springs, as chairman of the TV board succeeding Mr. Quarton, and Glenn Marshall Jr., president-general manager of WJXT(TV) Jacksonville, Fla., as TV vice chairman, a post Mr. Russell vacated.

Mr. Quarton was top man throughout the balloting for board chairman and received 30 votes on the sixth ballot, 3 short of the required number for election. On the first ballot, the new chairman tallied a bare majority of the 44 votes cast with all board members present for last week's meetings in Washington.

Mr. Clay withdrew after the first ballot in accordance with an agreement among the three candidates that the low man on the first vote would drop out. After five more unsuccessful attempts to choose between the two remaining aspirants for board chairman, Mr. Schroeder also withdrew.

Succeeds McCollough ■ Mr. Quarton succeeds Clair R. McCollough,

state, each such committee member to enlist the assistance of others within his state to inform members of the Congress of the United States in regard to the effect of such policies, actions and statements which are a threat to the freedom of broadcasting;

"There be established within the organizational structure of the association a continuing public information program to acquaint the American people with the problems and perils of excessive federal control over broadcasting;

"That, insofar as necessary, other less urgent activities of the association, to be determined by management, be suspended or diminished for the duration of the present emergency situation in order to carry out the purposes expressed herein.

"That the executive committee be directed to give first priority to the implementation of this program and be authorized to draft such other members of the joint board as they deem necessary."

NAB Aghast ■ Mr. Comstock's presentation was directed against the commercial time standards rulemaking of the FCC and made many of the same points as the Coyle resolution. He said the plan would give the federal government a "stranglehold" over private business. "We are so aghast by this single

overriding consequence" that other objections to the rulemaking pale in comparison, Mr. Comstock said.

While broadcasters should seek a favorable resolution of the rulemaking before the FCC, Mr. Comstock also pointed out that appeals should be made to Congress. All members of the NAB must be enlisted in this effort, he said. "This effort must be nonpartisan, nonsectional and massive," the NAB vice president said. "We want no screaming, no freedom marches and no pressure tactics but broadcasters must realize that the government is clutching for the jugular, that they must sink or swim on this issue."

The NAB plans to send personal letters this week to the presidents and secretaries of all state associations delineating the plan of attack and asking for support in lining up stations which are not NAB members.

A concentrated drive for public support will be launched by the NAB public relations office under Director John Couric. The office plans to distribute the broadcasters' side of the fight against FCC adoption of the time standards to the editorial writers of every daily and weekly newspaper in the U. S. and to syndicated columnists. "By all means, we should capitalize on Governor Collins's reputation for criticizing broad-

casting when it is wrong . . . in order to have this document received with the proper objectivity by the newspapers," Mr. Comstock said.

The same materials will be sent to broadcasting stations for their information and guidance. Active liaison will be established with business, public service and charitable groups to seek member support to the broadcasting campaign with Mr. Couric coordinating these activities. And, Mr. Comstock said, "every responsible organization and person in the advertising business should be asked to join us in this effort."

Massive state-level campaigns already are building up against the FCC rulemaking and independent of the NAB. Both the Georgia and North Carolina state broadcasting associations plan trips to Washington this month seeking support of their congressional delegations.

In addition, numerous states have adopted resolutions in recent weeks urging the FCC to rescind its rulemaking and seeking support of their state delegations in Congress. Latest states to take such action were Colorado, Florida and Virginia.

Comments on the FCC rulemaking now are due Sept. 15. The date was suspended from July 30 at the request of the NAB, which had sought a Nov. 1 deadline.

president and general manager of the Steinman Stations, as board chairman. Mr. McCollough, who held the post for two years, turned the meeting over to Mr. Quarton immediately after his election. Mr. McCollough also retires from the NAB TV board, having served two consecutive two-year terms, the maximum under the by-laws.

Mr. Quarton was elected to the TV board in 1960 and re-elected last year. He has only one more year to serve and will not be eligible to continue on the board so a new chairman will be named in 1964. Mr. Schroeder, who was succeeded as radio board chairman at the NAB convention by Ben Strouse, WWDC Washington (BROADCASTING, April 8), was re-elected to the radio board in April for two more years. Richard Chapin, KFOR Lincoln, Neb., is vice chairman of the radio board.

A 60-year-old native of Algona, Iowa, Mr. Quarton entered broadcasting in 1931 with KWCR (now WMT) Cedar Rapids. He is past president of the Iowa Broadcasters Association (1951), past chairman of the CBS-TV affiliates board (1960), former chairman of the NAB TV code review board (1957-

58) and was co-chairman of the 1962 NAB convention as vice chairman of the TV board at the time. Currently, Mr. Quarton is a director of the Association of Maximum Service Telecasters and the Association on Broadcasting Standards.

Mr. Quarton owns 31% of WMT TV Inc., which in turn owns WEBC Duluth, Minn., and WWMT Ft. Dodge, Iowa.

Mr. Russell, who moves up a step to chairman of the TV board, has been in broadcasting since 1945, when he built WHIR Danville, Ky., his native state. He has been part owner (23%) of KKTU(TV) since the station went on the air in 1952. KKTU also owns KFMH(FM) Colorado Springs and KGHF Pueblo, Colo.

A native of Atlanta, Mr. Marshall

joined WMBR (now WJXT) Jacksonville in 1934. When the Post-Newsweek Stations purchased WMBR-AM-TV in 1953, Mr. Marshall remained with the new owners. WMBR later was sold and the TV call was changed to WJXT.

All of the elections were for one-year terms, as were those in April for the radio board.

Election Dates ■ The board decreed that all future elections of a joint chairman and radio and TV chairmen and vice chairmen will be held at the board meeting following the annual NAB convention. In the past, the TV board has elected its new officers at the convention while the joint chairman and radio officers have been elected in June.

This year, however, the radio and TV boards reversed their original order of elections.

At its closing session Thursday night, the board wired a vote of thanks and appreciation to Mr. McCollough for his two years service as chairman. Mr. McCollough also was invited to attend the January 1964 board meeting in Sarasota, Fla., to receive a suitable token of appreciation from the present board members.



Mr. Russell



Mr. Marshall

FCC policy plan is main NAB board topic

CODE BOARDS, RAB STUDY ARE INCLUDED ON AGENDA

A determined board of directors of the National Association of Broadcasters last week outlined its strategy against the FCC and further government inroads into broadcasting.

In a series of major decisions at the three-day Washington meetings:

- The radio board rejected completely recommended changes in the radio code time standards and the TV board voted down the major portion of the changes its code board had favored (see story this page).

- Industry wide drives to gain public and congressional condemnation of the FCC rulemaking were outlined and approved (see page 44).

- William Quarton, WMT-TV Cedar Rapids, Iowa, was elected chairman of the NAB board in a hotly contested race (see page 44).

- The Radio Advertising Bureau's request for NAB support in a crash study of radio audience measurements was tabled, ending the RAB's three-month campaign for a joint study.

Tabled at least until January were the plans of NAB President LeRoy Collins to organize a program department within the association.

All 44 members of the NAB radio and TV boards (29 radio, 15 TV) were present for the meeting, which ended with an unusual Thursday night session. A scheduled Friday joint board meeting was moved up to Thursday night because President Collins left Friday for England (BROADCASTING, June 24).

The board firmed the association's annual convention plans through 1967, with three of the next four conventions to be held in the Conrad Hilton Hotel in Chicago. The dates are April 5-8, 1964, Hilton; March 21-25, 1965, Shoreham and Sheraton Park hotels, Washington; March 27-30, 1966, Hilton; April 2-5, 1967, Hilton.

An executive committee, consisting of the chairman of the combined boards and the radio and TV chairmen and vice chairmen was formed by the board. Its duties will be to interpret NAB policy and initiate policy considerations for board action. The executive committee held its first informal meeting last Wednesday.

No RAB Marriage ■ Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of both the NAB research committee and ratings council, told the board those groups were not recommending NAB support at this time of the "crash" radio ratings study by the RAB. He said NAB and RAB are pledged to work together, however, to find a common ground

for methodology studies on how radio listening could best be measured.

The board went along with Mr. McGannon's recommendation and no action was taken on the RAB invitation for a combined study and a \$75,000 NAB contribution. Many RAB board members feel RAB is interested only in a total audience figure for radio and is not concerned with correcting the ills of audience measurements.

Mr. McGannon reported on the activities of the two related NAB groups he heads (BROADCASTING, June 17) and plans for an exhaustive study of ratings methodology. He said the ratings council is laying the groundwork for machinery to accredit ratings services who apply for approval and agree to unannounced audits. The council will seek representation among its membership by advertisers and agencies, Mr. McGannon said, and the American Association of Advertising Agencies again will be invited to join as a full member.

The board ordered a further report

on the subject at its next meeting in January.

Further Study ■ A plan to organize a program department within the NAB was tabled last week by the board. The board took no action on the principle of having such a service for its members and ordered a continuing study of the matter.

Governor Collins recommended the establishment of a program service during the association's convention in Chicago (BROADCASTING, April 8).

Several board members expressed enthusiasm over a joint NAB-Parvin Foundation campaign to use radio-TV in the Dominican Republic to help stamp out illiteracy. Supreme Court Justice William O. Douglas is president of the foundation. The NAB budgeted \$15,000 for the program and an appeal will be made for financial support from U. S. radio and TV stations. NAB said the program needs 50,000 radio receivers and 2,000 TV sets.

The alphabet system of instruction developed and pioneered by the Triangle Stations' WFIL-TV Philadelphia will be used in the project.

CODE BOARDS GET COLD SHOULDER

Collins pitch to radio-TV board surprises Swezey

Both the National Association of Broadcasters radio and TV boards slapped down their respective subordinate code boards last week and refused to adopt recommendations that the commercial time standards within the codes be liberalized.

NAB President LeRoy Collins took the floor at the TV meeting Wednesday and again at the radio session Thursday to argue against the changes in present maximums on the permissible number of commercial minutes contained in the codes. Governor Collins' opposition came as a surprise to NAB Code Authority Director Robert Swezey, who told the TV board he had not had an opportunity to consult with the president on the proposed changes before last week's meeting.

Two weeks prior to the parent board sessions, the TV code board had recommended deletion of the present maximums based on commercial minutes and substitution of a percentage formula (BROADCASTING, June 17). And, a week to a day before the radio board meeting Thursday, the radio code board approved a change setting up triple national standards with each subscriber free to choose which one he would follow (BROADCASTING, June 24).

The TV board did approve an amendment allowing stations to compute commercial content during prime

time on a percentage basis (17.2% maximum) and permitting each subscriber to designate any three evening hours as "prime time."

Many of those board members who voted against changes in the time standards cited a fear that this would give the FCC added impetus to act. They said the codes are a tangible and successful example of self-regulation and that to amend them now would be a step in the wrong direction.

The commercial time standards within the codes have been a major industry problem since the FCC asked for comments on a plan to adopt these standards as commission rules (BROADCASTING, May 13).

Russell Breaks Tie ■ New TV Board Chairman James Russell, KKTU-TV Colorado Springs, Colo., was called on to cast a tie-breaking vote in his board's deliberations on the code changes. Originally, six members of the board voted to accept the code board's recommendations for percentage standards during the entire day and six favored only the prime time change. Mr. Russell cast a deciding vote backing the latter position, which later picked up another vote for a final 8-6 count.

After the amendment had been re-drafted and presented again to the board, the vote was announced as unanimous.

As amended, the code will allow a

station to program 17.2% commercial time during three prime evening hours rather than the present 5 minutes 10 seconds per 30-minute period. The same maximum amount of commercial time will prevail over a given hour but the change "permits greater flexibility in scheduling commercials" over an hour rather than a half-hour period, NAB said.

Code subscribers will be permitted to establish their own "prime time" three hours under the amendment.

The TV board rejected the recommendation that subscribers be permitted to program 30% commercial in any given nonprime hour provided that the day's average does not exceed 20%.

Thus, the TV board has written finish at least temporarily to widespread efforts to liberalize the code. Mr. Swezey has labeled the time standards "ineffective" and said they have outlived their usefulness (BROADCASTING, May 27). He recommended, however, that they be maintained pending a broadcaster-advertiser study in search of a replacement.

Collins, Swezey Differ ■ Mr. Swezey and William Pabst, KTVU(TV) Oakland-San Francisco and chairman of the code board, presented the proposed changes to the TV board and recommended their adoption. President Collins then spoke in opposition, saying it would be unfortunate to liberalize the standards which would give the government more incentive to move into this area of self-regulation.

The code authority director informed the TV board in the closed session that he was not previously aware the NAB president opposed the code board's proposed changes.

Radio board members refused to make any change in the present time standards and flatly rejected its code board's recommendations that present commercial maximums of 14 minutes per average hour or 18 minutes for any given hour (with proportionate breakdowns for lesser time periods) be junked. The code board would have substituted three classifications of subscribers—Schedule A, 18 minutes per hour maximum; Schedule B, 20 minutes, and Schedule C, 22 minutes.

A code subscriber would have been free to select the classification to which he wanted to subscribe, with all three classes permitted in one market.

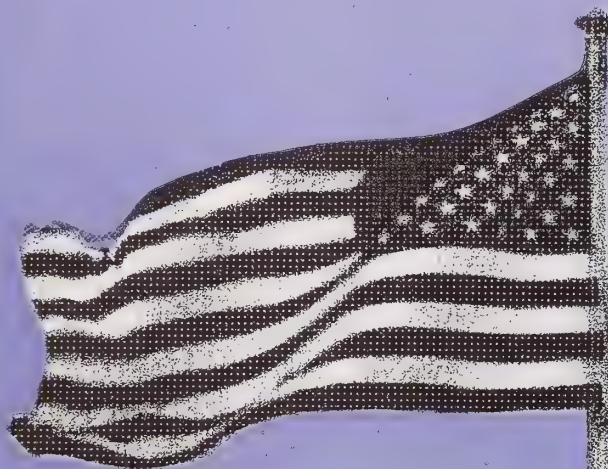
The radio board said it recognized the complexity of the problem under the existing code but that the three-schedule system was not the answer.

A combined meeting of the radio-TV boards Thursday night affirmed the NAB's militant opposition to the FCC proposal and heard ways the plan would be fought (see page 46).

July 4, 1776

*"If a nation expects to be ignorant and free
it expects what never was and never will be."*

Thomas Jefferson



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Broadcast editorializing under attack

ITS POWER IS FEARED BY CONGRESSMEN WHO WANT PROTECTION

Broadcasters and congressmen, who haven't seen eye-to-eye about equal time restrictions on political broadcasts, are squaring off for a battle over political editorializing that could make some of their past exchanges look like a sparring match.

Editorializing, political broadcasts, equal time, the "fairness doctrine" are all tied up in the minds of congressmen who are beginning to worry about the breaks they'll get on the air in the 1964 campaigns. Last week a Senate subcommittee held hearings on measures to liberalize Section 315, the political broadcasting law (see page 49). Next will be hearings in the House on broadcast editorializing. To judge by questions about editorializing that were asked by senators during last week's hearing on Section 315, the editorializing hearings will be lively.

Representative Walter E. Rogers (D-Tex.), chairman of the House Communications and Power Subcommittee, will conduct the editorializing hearings July 15. Last week he spelled out in detail how the hearings would be conducted. He also wrote letters to all of his fellow U.S. representatives and senators telling them just what he was going to do and inviting them to the hearing to let the subcommittee know about any campaign experiences they may have had with broadcasters.

Last Thursday, Mr. Rogers said the questions involved in the upcoming hearing include:

- Whether the policy lines established in the FCC's 1949 report on editorializing are being sufficiently respected by broadcast licensees. That report marked a reversal of commission policy and set down guidelines "under which broadcasters have exercised the editorializing privilege to this date."

- Whether this is the "proper policy to be established by the government of the United States." Before 1949 the FCC had followed the policy of its Mayflower decision which forbade editorializing by licensees.

- "Whether some additional safeguards should be established through legislation to insure that licensees fulfill their obligation." The subcommittee has before it HR 7072, a bill proposing equal time requirements for broadcast editorials which was introduced by Representative John E. Moss (D-Calif.) (BROADCASTING, June 24).

"These hearings may show that in establishing safeguards against abuses it would be necessary to differentiate

among the types of editorials," Representative Rogers said. The sessions would seek to establish for the record the varieties of editorial activity being practiced by licensees and their procedures for seeking or permitting an airing of views contrary to their own.

Sweeping Review ■ Broadcasters, holders of elective office, government agencies and private citizens have been invited to participate in the hearing. A major purpose, Representative Rogers said last week, "will be an essential review of existing practices so that progress can be made in providing guidelines both for the protection of the broadcaster and the public."

Would the hearing infringe on the

Editorial comment

Typical of some broadcasters' response to news that the editorializing hearing would be held was, of all things, a broadcast editorial by WTVJ(TV) Miami, a veteran of editorializing.

Noting that newspapers are not censored in this country, WTVJ said, "... We are alarmed by the announcement. . . . Many broadcasters today do not editorialize because they fear retaliation by those in Washington which might affect renewal of their broadcast license.

"Next month's hearings will provide a further harassment to broadcasters, and will certainly not encourage the furtherance of unfettered, courageous, controversial editorializing which is so badly needed in this land. . . ."

licensee's right of free speech? Representative Rogers said in an interview Thursday that such a charge "would be wholly unfounded."

The "purpose of these hearings is not only to protect freedom of speech, but the public's property [the airwaves]," he said.

Representative Rogers's hearing is expected to run about one week and if unfinished then it would recess for the National Broadcast Editorial Conference which will be held at the University of Georgia, Athens, July 25-27. The keynote speech will be delivered by Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, parent of Repre-

sentative Rogers's subcommittee. That speech is expected to reflect some of the developments of the July hearing. A committee professional staff member who is a specialist in broadcast legislation, Kurt Borchardt, will attend the entire Georgia editorializing session.

Senators On Editorializing ■ Testimony developed at last week's Senate Communications Subcommittee hearing on Section 315 echoed concern about editorializing similar to sentiments expressed in the House.

As soon as Senator Vance Hartke (D-Ind.), lead-off witness, argued for his bill to repeal Section 315, Senator A. S. (Mike) Monroney (D-Okla.), veteran member of the subcommittee, asked what protection broadcasters would have from political editorial endorsements.

Senator Hartke's answer: The fairness doctrine the FCC required in 1949 after repealing the Mayflower decision that had banned editorializing. He also pointed out that his bill (S 1696) also provides that licensees would still be required "to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

Senator John O. Pastore (D-R.I.), subcommittee chairman, wondered whether Congress shouldn't provide a law requiring fairness. Robert W. Sarnoff, NBC board chairman, called for "guidance" here instead but urged this be done by the FCC through a "rulemaking." He advocated that broadcasters must be allowed to editorialize, but explained that NBC-owned stations have not so far because neither the right format nor technique has been found.

Fairness ■ FCC Chairman E. William Henry said the fairness doctrine was too broad to be applied with the precision the senators wanted for protection of political candidates opposed by licensees. Section 315, however, deals with candidates "and has relatively precise statutory standards," Chairman Henry said.

He noted that 96% of the 148 radio and TV stations that took editorial stands on candidates in 1962 either broadcast replies or made efforts to encourage replies. The other 4% (five stations) are being investigated by the FCC, he reported, to determine whether they were remiss in their obligation to be fair.

One broadcaster said the complexities of Section 315 and his station's ex-



Outside, waiting to testify in the equal time hearings before the Senate Communications Subcommittee, Robert W. Sarnoff, chairman of NBC (l), discusses earlier testimony points with his chief legal aide, Thomas E. Ervin, vice president and general attorney of the network.



A Democrat and a Republican are on the same side of the Section 315 policy. Paul Porter (l), onetime FCC chairman, agrees it should be suspended; would extend it to other candidates. Rep. William Miller (R-N.Y.), GOP chairman, looks forward to more "Great Debates" in 1964.

treme efforts to be fair to all candidates when it made endorsements resulted in pressures and tensions that led to a fatal heart attack of its news director, Robert Mann.

Barry Sherman, executive vice president of WQXI Atlanta, said the station aired 32 editorials of endorsement in three days, and 10 candidates who took advantage of a reply offer were given a total of 61 rebuttals. "We fulfilled the requirements of fairness but the public interest would have been better served with the airing of more discussions of the basic issues rather than the endless series of rebuttals," Mr. Sherman argued.

"The politicians take advantage [of the fairness doctrine]; I suspect the

lawyers caress it to excess; and the stations spend untold time, energy and, God knows how much money, in trying to fulfill the battery of requirements of a doctrine that nobody really understands."

If Congress waives equal time requirements next year, Mr. Sherman said, "take a good long look at this unwritten 'fairness doctrine.' At least, let us remove the deadly ambiguities."

Complaints ■ In an attachment to chairman Henry's testimony, listing complaints received by the FCC on Section 315 and fairness grounds, the latter fairly burgeoned in the last 17 months.

In 1962 there were between 800 and 850 complaints against stations alleging

unfair treatment of candidates or issues. In addition the commission received 2,200 complaints regarding the Howard K. Smith broadcast on Former Vice President Nixon.

For the first five months of 1963, the FCC report showed, the commission has received 221 "fairness" complaints—plus 1,370 alleging a predominance of "liberal" views on the air as opposed to "conservative" viewpoint.

Senator Hartke, however, felt certain that the fairness doctrine would protect candidates from complete discrimination. The FCC reviews licenses at the end of each three-year period, he observed, and any abuses by a station would be considered by the commission in deciding whether to renew a license.

Suspension is better than nothing

SENATE HEARING DRAWS PROPONENTS OF SECTION 315 REPEAL

Broadcasters last week urged the U. S. Senate to repeal Section 315, the part of the Communications Act which requires broadcasters to offer equal time to all candidates if they permit one candidate to use their facilities—but all agreed that if that isn't feasible (and it doesn't look as if it is this year), they'd settle for temporary suspensions.

Plumping for outright repeal were Robert W. Sarnoff, NBC chairman; Barry Sherman, WQXI Atlanta (speaking also for the Georgia Association of Broadcasters); U. S. Chamber of Commerce; Corinthian Broadcasting Co.;

and two state governors: Paul Fannin (R), Arizona, and Edmund D. (Pat) Brown (D), California.

All favored the bill (S 1696) introduced by Senator Vance Hartke (D-Ind.), which would delete all of Section 315 except that provision forbidding broadcasters from charging more for political time than they do for regular commercial time.

Scheduled to testify Friday (June 28) were CBS President Frank Stanton and Vincent T. Wasilewski, executive vice president of the National Association of Broadcasters. Both were expected to

ask also for complete repeal of Section 315, or variations. Also expected to appear Friday was John Bailey, Democratic national chairman.

The hearings were held June 26-28 by the communications subcommittee of the Senate Commerce Committee. Senator John O. Pastore (D-R.I.) is chairman of the subcommittee. Under consideration are three Senate bills and the House resolution (HJR 247), passed by the House two weeks ago and which suspends for the 1964 campaign only the equal time requirements for candidates running for president



Broadcasting is a mature medium today, Sen. Vance Hartke (D-Ind.) states. It can be trusted to exercise good judgment on political broadcasts.



Suspension of Section 315 in 1964 only for presidential and vice presidential candidates is favored by FCC Chairman E. William Henry.



Repeal Section 315 says Barry Sherman, WQXI Atlanta, and go one step farther: Delete the "fairness" requirement. It only messes things up.

and vice president (BROADCASTING, June 24).

The three Senate bills are S 251, same as the House resolution; S 252 which would permanently suspend the equal opportunity provisions of Section 315 as they apply not only to the top federal elective offices but also for senator, representative and governor, and S 1696, outright repeal of the equal time strictures, leaving only the requirement that charges for political broadcasts be no more than rates for other uses.

Senator Pastore is the author of S 251 and S 252.

Like 1960 ■ Only one broadcaster, ABC's Leonard H. Goldenson, supported temporary suspension for the 1964 campaign and opposed outright repeal. Others favoring S 251 were E. William Henry, FCC chairman; William E. Miller, Republican national chairman, and Ben Davidson, executive secretary, Liberal party of New York State.

Paul Porter, former FCC chairman and a Washington attorney, representing the President's Commission on Campaign Costs, also supported S 251. He added, however, that he personally favored extension of the suspension privileges to other candidates as exemplified in S 252.

Opposed to temporary suspension and repeal was the Socialist Labor party.

An alternative to any change in Section 315 was offered by the American Civil Liberties Union. Lawrence Speiser, ACLU Washington director, suggested that the law be amended to require

broadcasters to provide "equitable time" as a substitute for "equal time."

Third Party Rights ■ The potentially explosive third party possibility in 1964 arose once during the questioning. Senator Strom Thurmond (D-S. C.) asked Mr. Henry if there was anything to prevent a station giving time to a candidate not representing the two major parties if the suspension for 1964 of presidential and vice presidential candidates was approved. Mr. Henry said there was no obstacle to that.

Mr. Sarnoff amplified this: "I am mindful of the distinction between [fringe parties] and the third party of significant size and influence which has emerged from time to time in our history and played such an important role in the political life of our country. I repeat my assurance that NBC and other responsible broadcasters would respond conscientiously to the rise of such a party and would present its candidates and its position in a manner consistent with its importance and following."

Another question which kept cropping up was whether the suspension of Section 315 should be extended to cover the primary campaigns. Mr. Sarnoff urged that this be done.

Uncle Sam Again ■ The NBC chairman told the hearing that the network already had received a request for equal time from Lar Daly, a perennial splinter candidate. Mr. Daly, said Mr. Sarnoff, identified himself as a Republican candidate for the presidency.

Both Mr. Sarnoff and chairman Henry asked that the temporary legislation be clarified by substituting for the

word "nominees" the word "candidates" or "legally qualified candidates."

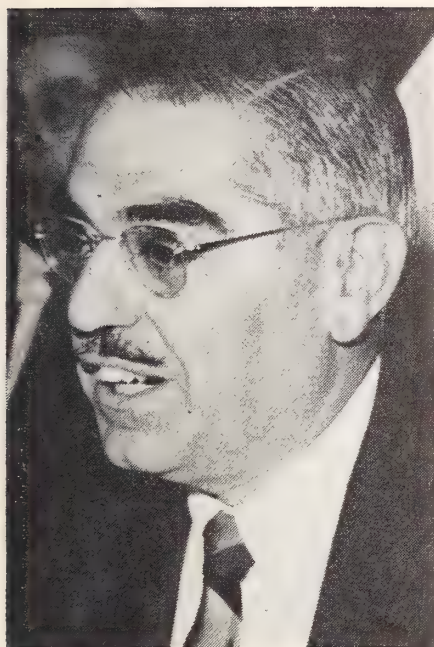
At one point, Mr. Sarnoff suggested retaining the provision of Section 315 which forbids a broadcaster from censoring a speech by a candidate. This was in answer to a question from Senator Pastore. Mr. Henry raised the question, but did not attempt to answer it.

A major portion of Mr. Henry's testimony was concerned with the results tabulated by the FCC on the 1962 campaign (BROADCASTING, June 10). Fewer than 3% of all radio and TV stations reported they had no political broadcasts, the chairman noted. He cited also that slightly more than half of the TV stations and a little less than one-third of radio stations had given free time to political candidates or their supporters.

Referring to results of the survey on the experiences of candidates seeking senatorial or gubernatorial election, Mr. Henry said the figures showed that the Section 315 provisions did not "seriously hamper" the offer of sustaining time to senatorial candidates, whether there were just two candidates or more than two. This was also true for candidates running for governor, he said.

During the early portion of the hearing, Senators Hugh Scott (R-Pa.), Hartke, Monroney and Pastore discussed charges and rates. Senator Pastore finally put a clamp on this subject when he interjected: "This gets into the area of free enterprise. I don't think we should go into this."

Split Committee ■ It was obvious that members of the committee were of different minds on how far to go in



There's an "anomaly" in Section 315, Senator John O. Pastore (D-R.I.) says: It has failed to accomplish its aim, airtime for all candidates.

relieving broadcasters of the requirements for equal time.

Senate Pastore obviously was advocating S 252, extending the suspension all the way down to "candidates for the school committee."

Senator Thurmond said he was partial to temporary suspension for the 1964 campaign applying only to the candidates for President and Vice President. He said he might go as far as to include nominees for Senate, Congress and governor.

Senator Monroney appeared to favor temporary suspension, but opposed its extension or outright repeal.

Support for suspension in varying degrees came from a dozen governors, in response to an invitation sent them by Senator Pastore. Some of their comments, in addition to those by Governors Fannin and Brown advocating repeal of the section.

John Anderson Jr. (R), Kansas—Favors removal of restraints through suspension. Not for repeal.

John N. Dempsey (D), Connecticut—Suspend Section 315 for all federal candidates.

Donald Russell (D), South Carolina—Advocates suspension but recommends "minimum safeguards."

Tim M. Babcock (R), Montana—Supports suspension for 1964 only.

John M. Dalton (D), Missouri—Supports suspension for presidential and vice presidential nominees only.

Mark O. Hatfield (R), Oregon; Bert T. Combs (D), Kentucky (outgoing governor), George D. Clyde (R), Utah—Suspend Section 315 through all federal candidates and governorship races.

FCC WINS A CASE, BUT LOSES A POINT

Appeals court upholds channel 2 Springfield decision

The FCC's decision six years ago taking channel 2 away from Springfield, Ill., and assigning it to St. Louis and Terre Haute, Ind., was upheld last week by a split vote of the U. S. Court of Appeals for the District of Columbia.

But the commission lost out in one element of the case. The court ordered that an application for the Terre Haute VHF channel be accepted, even though a comparative hearing between two applicants has been held and an initial decision rendered.

The court ruling was being studied with the possibility of asking for rehearing by the entire nine judges of the circuit court in Washington.

Circuit Judge George T. Washington wrote the decision for himself and Chief Judge David L. Bazelon. Judge J. Skelly Wright dissented completely and, in effect, said that the FCC had gotten itself into an impossible situation with its on-again, off-again intermixture-determixture policies.

The FCC's decision to remove channel 2 from Springfield had once before been upheld by the appeals court. This was taken to the U. S. Supreme Court. The case was sent back to the lower court by the Supreme Court which took notice of allegations of off-the-record activities by principals of KTVI(TV) St. Louis, made before the House Legislative Oversight Committee.

After a hearing before a special examiner on the ex parte charges, a new hearing on the move of channel 2 was held by the FCC. In July last year the commission affirmed its 1957 decision, to move channel 2 from Springfield to St. Louis and Terre Haute. It also au-

thorized KTVI to continue operating on channel 2, but only with a four-month license. There have been no applicants seeking channel 2 in St. Louis in competition with KTVI.

In answering contentions that the commission did not weigh the relative needs of Springfield and St. Louis for the VHF channel, the court majority said: "... it is not within our competency or function to say that Springfield's need could be met only by a single VHF channel rather than by two additional UHF channels, in the light of all the circumstances shown."

It also held that the commission did not act in an arbitrary or capricious manner in moving the channel from Springfield to St. Louis.

In its 1962 decision the FCC turned down a request by KPLR-TV, on channel 11 in St. Louis, to keep channel 2 in Springfield and assign it also to Rolla-Salem, Mo., and to Terre Haute. The court upheld the FCC's denial as "adequately supported, explained and justified."

The majority declared it was "troubled" by the reasoning used by the FCC in affirming its assignment of channel 2 in St. Louis again to KTVI. The assignment, the court said, "appears to be predicated to some extent on the fact that channel 2 was already being used in St. Louis, and that a change would deprive a large area and population of a needed competitive service."

The court went on to say: "Temporary authorizations for station operation . . . should not be made the basis of preferring the holder of the authorization over other competing

Support for repeal of Section 315

Six senators—all Democrats—last week joined Senator Vance Hartke (D-Ind.), author of a bill to repeal Section 315, and allowed their names to be listed as co-sponsors of the legislation.

Senator Hartke went to bat for the bill during a hearing of the Senate Communications Subcommittee on Wednesday (June 26) but none of his co-sponsors followed suit.

The group includes Senators E. L. Bartlett (D-Alaska), Birch Bayh (D-Ind.), Frank Church (D-Idaho), Joseph S. Clark (D-Pa.), Thomas J. McIntyre (D-N.H.) and Jennings Randolph (D-W.Va.).

Senator Bayh showed some of the enthusiasm for removing equal time requirements that his senior col-

league, Senator Hartke, had in his own earlier efforts.

Senator Bayh told BROADCASTING last week: "We have ample evidence of the discretion of the broadcasting industry in applying fairly the division of time between important candidates. . . . The broadcast industry [during the 1960 suspension] . . . proved to one and all that they will be fair, they will use discretion, they will program in the public interest."

A frequent user of radio and TV in his own 1962 senatorial campaign, Senator Bayh said he felt "similar discretion [and] good taste" as shown in 1960 "would be used in elections from the township level right on up through the President."

applicants for a permanent license. Similarly, where cities are competing for channel allocations, a temporary allocation to one city rather than another should not operate to create vested rights. . ."

However, the court said, it was satisfied that the commission's decision is "adequately buttressed."

Reopen Terre Haute ■ In the Terre Haute situation, a final decision is pending for channel 2 there. Two applicants, WTHI-TV now on channel 10, and Illiana Telecasting Corp., sought the new VHF channel. A comparative hearing between the two applicants was completed in December 1959 and an initial decision was filed favoring WTHI-TV.

Fort Harrison Telecasting Corp., sought to apply for channel 2 in Terre Haute when the whole channel 2 case was reopened. The FCC refused to accept this application, on the ground that the deadline for applications had passed.

The court said this reasoning was erroneous; that the FCC's 1957 order putting channel 2 in Terre Haute had been vacated in 1959. Applications, therefore, the court said, should be accepted. It told the commission it could set a new deadline for applications and to hold a new comparative hearing.

Fault of FCC ■ Judge Wright's dissent contained a pithy slap at the FCC. "The case, in all its ramifications," Judge Wright said, "demonstrates the

bankruptcy of the FCC's program for assigning VHF and UHF television channels pursuant to Section 307 (b) [equitable distribution of frequencies] . . . It also shows what an administrative mess can result when improper influence is brought to bear on the individual members of the commission in connection with these assignments.

KWK asks commission to reconsider

ALTERNATIVES TO REVOCATION LISTED BY STATION

The FCC should take the steps open to it and avoid the severe impact that revocation of the license of KWK St. Louis, would have on the public, the commission was told in KWK's plea for reconsideration of its death penalty decision.

A recent commission decision, on a 3-2 vote, revoked the license of the St. Louis station for having conducted "willful and repeated" fraudulent contests (BROADCASTING, June 3 et seq.). The contests involved two treasure hunts, in which KWK's former vice president and general manager William Jones Jr. did not hide the prize until the last day, and a "Bonus Club" that gave out a "millionaire's vacation" that misrepresented the luxury of these holidays.

In last week's request for reconsideration KWK cited at least three sanctions other than revocation. These were a short-term renewal of license, a fine, a cease and desist order or possibly a combination of two or more of these. KWK told the commission revocation would severely affect the listening public of the station and the station employees—all of whom were innocent of the actions of Mr. Jones. The station said the ultimate question is whether the commission is going to punish these innocent parties for the actions of a "key employee."

Congressional Intent ■ KWK said that when Congress passed the amendment of the Communications Act, allowing for forfeitures to be applied in cases not warranting revocation, Congress stated that it would permit the commission to avoid severe impacts on the public through revocation. The station further pointed out that Congress then noted that although one type of programing may be considered to violate public interest, the other programing aired by the station may be desired by the public.

In its decision the FCC said the provision allowing for a fine was not open to it since KWK's offense occurred before the amendment was passed. Commissioners Rosel H. Hyde and Robert E. Lee said in a dissenting statement, that if KWK waived its right to this limitation the agency could possibly arrive at

What disturbed Judge Wright, it is apparent, is the FCC's erratic course on intermixture and deintermixture. First it decided intermixture was needed, then deintermixture and now, once again, intermixture. This leaves Springfield and two or three other communities deintermixed, while all the others remain with both VHF and UHF channels.

a less stringent sanction.

KWK said it didn't know of any definite time limitation put on the forfeiture amendment. It said the station can and does waive any procedural rights of prior notice in order to make it available for a lesser punishment. KWK said that this would be in keeping with the commission's decision in the KIMN Denver revocation case, where KIMN waived the procedural rights and was issued a cease and desist order, rather than a revocation. KWK also accused the commission of not giving any notice prior to the issuance of the show cause order, in violation of the Administrative Procedure Act.

Lost Investment ■ KWK said the licensees of the station have lost over \$900,000 as a result of the adverse publicity arising from the case. When the owners purchased the station in 1958 a \$1 million investment was laid out, KWK said, so that there is little chance that the investment will ever be recovered in light of the recent financial reverses. The station asked if this was not punishment enough.

None of the owners were aware of Mr. Jones's dealings, the station argued. "The broadcast industry will assuredly 'receive the message' of this case if a lesser sanction is imposed."

Once again KWK cited the WNOE New Orleans case in which an absentee owner was only fined for the violations of its station manager. KWK said that whereas WNOE aired fraudulent contest every day for 16 months, KWK's violations were for a three-month period. The commission has erred in the KWK decision, the station concluded.

Loevinger fulfills advance predictions

Lee Loevinger is living up to advance billing as an FCC commissioner who will take a close, hard look at sales of stations to multiple owners, particularly where the question of concentration of ownership of media is concerned.

He dissented last week to the commission's approval of the \$3,420,000 sale of WREX-TV Rockford, Ill., from

Florida passes survey tax

A bill requiring that all audience research firms operating in Florida be licensed by the secretary of state has been passed by the Florida legislature and is awaiting action by the governor. The bill requires each survey company to pay a \$50 license fee and post a \$500 bond before operating in any city or county.

Violators are subject to a \$1,000 fine and 60 days in jail. The bill was introduced and pushed through the legislature by Senator Clayton Mapoles, owner of WEBY Milton.

The Florida Association of Broadcasters took no position on the measure.

The legislature approved a record budget and instituted several new taxes but killed a proposed 3% tax on radio, TV and newspaper advertising. The media tax had passed the House but was not included in a Senate version of the tax bill and was deleted by a conference committee. FAB argued that the bill was unconstitutional and won the support of the Senate Finance Committee.



For distinguished service

If distinguished service in the field of video tape—for inventing it in the first place, for producing it in commercial quantities in 1957 to meet the scheduling demands of Daylight Savings Time, or for carrying the first taped pictures transmitted via Telstar—would deserve a medal, it might look something like the above.

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Greater Rockford Television Inc. to Gannett Co., and voted for a hearing. Gannett owns three AM and two TV stations in New York and Illinois and a string of newspapers in New York, Illinois, Connecticut and New Jersey (see *CHANGING HANDS*, page 59).

Commissioner Loevinger, who joined the commission on June 11 after a two-year tour as chief of the Justice Department's antitrust division, said last week he felt the issues of concentration of ownership had not been fully explored. He said he thought enough questions remained to warrant their airing in a hearing.

Joining Commissioner Loevinger in dissenting to the WREX-TV action was Commissioner Robert T. Bartley, who has long opposed approving transfers to multiple owners without a hearing.

Neither commissioner, however, participated in the vote approving the \$4.5 million sale of KLAC-AM-FM by Hall Broadcasting Co. to Metromedia Inc. Commissioner Loevinger said he wasn't familiar enough with the background to act in the case. It was understood Commissioner Bartley declined to participate because of his personal acquaintance with some of the principals involved.

Henry sets ABC appearance

FCC Chairman E. William Henry will appear on ABC News' *Issues and Answers* Sunday, July 7. Robert Fleming, ABC News Washington bureau chief, and correspondent Robert Clark will interview him on FCC standards affecting broadcasters, advertising influence over television programs, ratings, public-service programming, broadcast coverage of the 1964 election campaign, and network option time. The program will be seen on ABC-TV from 2:30 to 3 p.m., and heard on ABC radio from 8:30 to 8:55 p.m.

Broadcasters are their own best governors

FORD AGAIN HITS AT FCC COMMERCIAL ADOPTION PLANS

FCC Commissioner Frederick W. Ford last week sharply criticized proposals that limits be imposed, through law or commission rule, on the amount of commercials that broadcast stations may carry.

Speaking before the Wisconsin Broadcasters Association at Three Lakes on Friday (June 28), Commissioner Ford said the best instrument of regulation in this area is the natural competition among broadcasters.

He zeroed in on two proposals he has hit before. One is a recommendation that a law be enacted requiring all broadcasters to join the National Association of Broadcasters and giving the association authority to enforce its commercial standards. This was contained in the FCC network study staff's report to the commission last winter (*BROADCASTING*, Dec. 3, 1962).

The other—currently the subject of an FCC rulemaking procedure—proposes commission adoption of the NAB commercial code as an FCC rule (see story page 44).

Ford's Solution ■ He said a better approach than either of these is one of the proposals he had made for revising the program reporting form. He has suggested requiring broadcasters to estimate the percentage of their broadcast day they intend to devote to commercial continuity in the ensuing year and to report the percentage actually filled by commercials in the preceding year.

These figures would be made public, he said, and the marketplace would "regulate the limitation on advertising and any abuses of overcommercialism." He believes "the competitive factors" would level off the amount of advertising "at a point which the listener, the

sponsor and the broadcaster would find reasonable."

The effect of the network study staff's recommendation, he said, would be "to nationalize" the NAB and commission, arm it with rulemaking and enforcement authority, and to give the commission "some kind of appellate jurisdiction" to revise or supervise NAB actions.

Not Valid For Broadcasters ■ He said such an organization—which would resemble the securities association now operating under the Securities and Exchange Commission—might be valid for the securities field. "But broadcasters," he added, "are not accused of frauds in the sale of advertising or other practices that the securities association is designed to guard against."

He criticized the proposal to adopt the NAB commercial code as an FCC rule on the ground such an action would undermine broadcasters' incentive to regulate themselves. When industry develops codes of self-regulation, he said, it's wrong for government to appropriate them and propose giving them "the force and effect of law."

He also said many stations could not survive if required to abide by the code's requirements. And although the FCC proposal to adopt the code provides for flexibility to meet the requirements of stations in special situations, "in my view it is an unwise approach to the problem of overcommercialism," he added.

Court supports FCC in Providence case

A three-year fight to apply for channel 6 in Providence, R. I., ended in failure last week when the U. S. Court of Appeals for the District of Columbia upheld the FCC.

The court ruled against Robert A. Riesman who since early 1960 has attempted to force the FCC to accept his application for the VHF channel in Providence. Channel 6 is allocated to New Bedford, Mass., and is now held by E. Anthony & Sons (WTEV-TV).

Originally WTEV was to build its transmitter on Martha's Vineyard, but last July the commission approved a request to move the transmitter and antenna to Tiverton, R. I., 26 miles across the bay and about 20 miles from Providence, at short spacing with channel 6 stations in Portland, Me., Schenectady, N. Y. (WCSH-TV, WRGB-TV), and channel 5 in Boston (WHDH-TV). At the same time the FCC denied a protest by Mr. Riesman and returned again an application he submitted for channel 6 in Providence. The commis-

Drop-in issue dropped in Senate hearing

Two powerful senators, one of them the chairman of the Senate Communications Subcommittee, urged the FCC to reverse itself and add VHF channels to seven cities so that all three TV networks would be equal in coverage.

The urging came during the Senate Communications Committee's hearing on suspension of Sec. 315, the political equal time provision of the Communications Act (see page 49).

Senator Vance Hartke (D-Ind.) broached the subject first when he observed that a candidate using a network which doesn't have primary VHF affiliates in all the top markets

(obviously ABC) wouldn't get the same exposure as his opponent using CBS or NBC. This could mean 5 million people wouldn't hear him, Senator Hartke noted.

Senator John O. Pastore (D-R.I.), chairman of the subcommittee, agreed.

Both urged FCC Chairman E. William Henry, then testifying, to seriously reconsider the commission's action last May which denied proposals to drop in VHF channels in seven cities at less than standard spacing (*BROADCASTING*, June 3). ABC and other organizations have since requested the commission to reconsider this ruling.

sion contended that the channel 6 transmitter move was not a change in allocation of the channel from New Bedford to Providence.

The appeals court unanimously upheld this point of view. The three-judge panel consisted of Chief Judge David L. Bazelon, George T. Washington and Warren E. Burger; the last writing the decision.

FCC tells N. C. AM to get off the air

The FCC last week revoked the license of WBMt Black Mountain, N. C., charging "extensive and continuing misrepresentations."

The 500-w station, licensed to Eugene and David P. Slatkin, doing business as Mountain View Broadcasting Co., was given until Aug. 25 to wind up its affairs.

The commission last January had ordered Mountain View to answer charges that it had misrepresented its financial qualifications, concealed the dissolution of the licensee partnership and permitted others to construct and operate the station, and misrepresented its own legal status (BROADCASTING, Jan. 7).

The commission also charged Eugene Slatkin with misrepresenting documents he filed in connection with the applica-

tion for an AM station in Asheville, N. C.

Mountain View waived a hearing on the charges but filed a statement in mitigation.

The commission said it found that the statement admitted that almost every charge is true and that it was devoted mainly to the argument that the "numerous violations" don't constitute grounds for so drastic a penalty as revocation.

But the commission added, it "cannot tolerate extensive and continuing misrepresentations as occurred here. We expect and are entitled to absolute candor on the part of the broadcast licensee."

A MOUNTAIN WON

WSPA-TV finally gets approval for a transmitter on Hogback

WSPA-TV Spartanburg, S. C., announced last week it will build a transmitter on Hogback Mountain—a decision that should end a nine-year controversy that has dragged on before the FCC and the courts.

The station, owned by Walter J. Brown, originally proposed building the transmitter on Hogback when it applied for its construction permit in 1953. But a year later, the commission

granted its request to build on Paris Mountain, instead. The station has been operating the transmitter there since 1956.

WAIM-TV (ch. 40) Anderson, S. C., however, had protested the grant, and the fight was on. Over the years the case was heard several times each by the commission and the U. S. Court of Appeals. Among other issues involved was the WAIM-TV charge that Mr. Brown lacked the character qualifications to be a licensee because of alleged off-the-record contacts with members of the commission.

Mr. Brown was subsequently cleared of this charge. But the commission last year reversed its decision approving the Paris Mountain location for WSPA-TV's transmitter. The station was allowed to continue operating on Paris Mountain on a temporary basis.

Still pending, however, was an application filed by WSPA-TV in 1959 to move its transmitter and antenna to Caesar's Head Mountain and to increase antenna height and power. The commission declined to process it until the Paris Mountain litigation was settled.

In a letter to the commission last week, WSPA-TV requested dismissal of the Caesar's Head application provided the commission granted it an extension of time to build on Hogback. The commission granted the request.

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HARRIS JOINS DRIVE FOR CONFERENCE

Group's goal would be improving agency procedures

A congressman with a reputation for having a sharp eye for problems in the regulatory commissions—especially the FCC—has lent his support to efforts to set up a permanent organization authorized to keep a constant, curious eye on ways for those agencies to improve their procedures.

Representative Oren Harris (D-Ark.), former chairman of the House Legislative Oversight Subcommittee which uncovered scandals in ex parte contacts, payola and rigged quiz shows, last week introduced four bills to establish a permanent administrative conference

to carry on the work of a temporary conference which went out of business last year (BROADCASTING, Jan. 14).

"I consider such a conference as an aid to the Congress and I do not believe that the authority to make recommendations which would be granted to such a conference in any way derogates from the power of the Congress to exercise legislative oversight," Representative Harris said in introducing the bills Monday (June 24).

Hoping such a conference might be established during the current session of Congress, he said, "I am confident

that the differences which exist with regard to the membership, organization and procedures of such a conference can be worked out without too much difficulty."

A Senate subcommittee finished taking testimony on its own version of this type of legislation last month, but has made no report so far (BROADCASTING, June 17, 10).

The four versions introduced by Representative Harris:

■ HR 7200 and HR 7201, both referred to the House Judiciary Committee; the former is the Kennedy administration model and incorporates the recommendations of the 1962 temporary conference; the latter is recommended by the American Bar Association and differs with the first on mem-

Mr. Harris writes a letter to Mr. Henry on clear channels

Representative Oren Harris (D-Ark.) has moved to extend the moratorium on the FCC proposal to duplicate 13 of the nation's 25 clear-channel stations, and to nudge the commission into granting higher power for the clears.

Representative Harris, who is chairman of the House Commerce Committee, suggested that the commission request permission of the U. S. Court of Appeals to recall its order duplicating the clears pending the development of information requested by the committee.

The case is in the court as the result of appeals taken by several of the clear channel stations from the commission's order.

The Harris suggestion was contained in a letter received by FCC Chairman E. William Henry on Thursday—less than a week before the expiration of a one-year delay the House of Representatives asked the commission to observe before implementing its clear-channel order.

The moratorium request was in a resolution adopted on July 2, 1962 (BROADCASTING, July 9, 1962). The resolution also asked the commission to disregard a 1938 Senate resolution recommending a 50-kw power limit on AMs if it finds that authorization of higher power is in the public interest.

House Resolution ■ The House Commerce Committee, which reported the resolution to the floor, said the year's delay would give the clear-channel stations an opportunity to file applications for higher power. The committee also said the moratorium would enable the commission to reconsider its Sept. 13, 1961, or-

der to permit a second station to operate at night on 13 of the clears. This order was reaffirmed last November in an order denying petitions for a rehearing.

"In view of the impending expiration . . . of the moratorium," Representative Harris wrote Chairman Henry, the Commerce Committee wants to know what steps the commission has taken to fulfill the objectives of the resolution.

Specifically, the letter asked what opportunity has been afforded clear channel stations to experiment with higher power and what information has been obtained, on the basis of such experiments, regarding the economic impact of higher power broadcasting on stations in the affected area.

These questions reflected impatience with the commission, since the FCC hasn't authorized any stations to go to higher power. The FCC last fall rejected applications from five clear channel stations for authorization to operate with 750 kw—on the ground that approval would violate the old Senate resolution.

Currently pending is an application from WLW Cincinnati for authority to experiment with 75 kw. On file, also, are petitions from the Clear Channel Broadcasting Service and WSM Nashville requesting a rulemaking to permit the clears to operate on power in excess of 50 kw. WSM, in addition, asked for a separate rulemaking to authorize an increase in its power to 750 kw.

In turning down the applications of the five clears (including WSM), the commission suggested the stations file requests for rulemaking.

Other Questions ■ The letter also asked:

■ What consideration has been given to service area losses that would be suffered by the clears as a result of duplication, and to whether such losses could be compensated for by broadcasting with higher power.

■ Whether clear channel stations, once duplicated, can be authorized to broadcast with higher power, or whether higher power under such conditions would not be feasible.

■ What consideration has been given to providing alternative frequencies for stations in San Diego, and Anchorage. Because of a U. S.-Mexico broadcasting agreement, the commission had to find new channels for KFMB San Diego and KFQD Anchorage. The commission's solution was to propose putting those stations on, respectively, clear channels 760 (now occupied by WSB Atlanta) and 750 (now occupied by WJR Detroit).

The committee, Representative Harris wrote, believes that answers to these questions "must be ascertained before further steps are taken" before the commission acts on its clear-channel proposal.

"Under these circumstances," the letter adds, "the commission may desire to consider whether it will serve the public interest to request permission of the court to recall the commission's [clear-channel] order . . . pending the securing of the additional information" needed to make a public-interest finding regarding the future status of clear-channel broadcasting.

Besides 760 kc and 750 kc, the

bership of the conference and responsibilities of its director.

■ HR 7202 and HR 7203, both referred to Representative Harris's committee; the former is like the Kennedy bill, but is limited to the regulatory commissions over which Congress has direct control, such as the FCC and the Federal Trade Commission; the latter is along the lines of what the bar association wants but again is limited to the regulatory commissions.

The problems faced by these agencies are very real, Representative Harris said. "Several astute observers of the administrative process have been highly critical of the organization and procedures of the independent regulatory agencies of which they were members."

frequencies the commission intends to duplicate with new Class II stations are 670 kc (WMAQ Chicago), 720 kc (WGN Chicago), 780 kc (WBBM Chicago), 880 kc (WCBS New York), 890 kc (WLS Chicago), 1020 kc (KDKA Pittsburgh), 1030 kc (WBZ Boston), 1100 kc (KYW Cleveland), 1120 kc (KMOX St. Louis), 1180 kc (WHAM Rochester, N. Y.) and 1210 kc (WCAU Philadelphia).

New Engineering ■ An engineering report which may have an important bearing on the protection which the new stations on the clear channels must provide to the present Class I-A's has been submitted to the FCC by NBC.

That network and CBS which share antenna sites for their New York stations at High Island in Long Island Sound had A. D. Ring Co. conduct special propagation tests on 660 kc (the frequency used by WNBC New York). The tests radiated a large vertical lobe of energy at an angle about 50 degrees above the horizontal, and field strength measurements were made out to a distance of 15 miles from the radiator.

The results show, Howard Head, of the Ring Co. says in his report, that "large amounts of radiation at high vertical angles produce significantly higher received skywave fields and would cause more interference than would be calculated using the propagation curves and methods contained in the commission's rules."

This means, it is understood, that if the FCC actually goes ahead with its plans to duplicate the clear channels, the protection to be afforded the present Class I-A station must be more restrictive than required by the present FCC standards.

Wentronics has some CATV questions

ASKS THEM OF FCC IN SEEKING RECONSIDERATION

Just how broad is the FCC's proposal to withhold microwave grants for community antenna systems unless the operators agree not to duplicate the TV programs of stations in their markets?

And, in any event, does the commission have the constitutional and statutory authority to require a CATV operator to make such an agreement as a condition for a microwave grant.

These questions were raised last week in a petition by Wentronics Inc., seeking partial reconsideration of a commission grant of a microwave authorization to serve the company's CATV system in Casper, Wyo. (BROADCASTING, June 3).

The grant was conditioned on Wentronics' accepting the restrictions contained in the commission's proposed rulemaking to amend its rules governing microwave grants in the business radio service (BROADCASTING, Dec. 17, 1962).

Under the proposal—intended to protect stations from CATV competition—microwave channels to be used for servicing CATV systems wouldn't be granted unless the operator agreed (1) not to duplicate any program either simultaneously or 30 days before or after it is broadcast by a station within that station's Grade A contour and (2) to carry the programs of the station without degradation if requested.

Conditions Accepted ■ Wentronics notified the commission last January it would accept the conditions "in operating this requested channel."

But since then, the petition states, counsel for the CATV system was advised informally by an FCC staff member that the non-duplication rule would apply not only to that channel but to Wentronics' entire operation.

Wentronics now leases three microwave channels from AT&T to bring in programs from outside outlets. According to Wentronics' understanding, these channels, as well as any off-the-air pick-up facilities, would be covered by the condition.

As a result, Wentronics decided to seek reconsideration of the non-duplication condition. Wentronics, the petition states, didn't believe "that in order to obtain the grant . . . for a single channel of microwave service it would be compelled . . . to subject its entire antenna operation to the surveillance and supervision of the commission."

An FCC staff member said last week the question as to the extensiveness of the condition will be answered by the commission in its response to the peti-

tion. Other officials, however, noted that the commission indicated it intended the condition to cover an entire CATV operation in an earlier case involving a CATV system in Pendleton, Ore.

In all, nine microwave grants have been made subject to the same conditions imposed in the Wentronics grant. The most recent grant announced last week, was to Texas Cablevision Corporation, which has a CATV system in San Angelo, Tex.

Constitution Cited ■ In challenging the non-duplication condition, Wentronics states the commission is forbidden by the Constitution and the Communications Act from imposing such requirements on CATV operators.

The petition says the condition constitutes a "prior restraint" on freedom of speech—a violation of the Constitutional guarantee—in that it would require Wentronics to submit to the elimination from its service of programs carried by the local station.

The pleading also says the condition violates the Communications Act's no-censorship provision, which states that the FCC shall promulgate "no regulation or condition . . . which shall interfere with the right of free speech by means of radio communication."

The petition says the same objections apply to the proposed rulemaking from which the condition was taken and that that proposal, therefore, should be rejected.

Monagan proposes campaign refunds

Political parties, in the future, may be able to recoup radio and television time expenditures during the campaigns of presidential and vice-presidential candidates.

Representative John S. Monagan (D-Conn.) last week introduced a bill (HR 7282) which would provide that the Treasury Department reimburse political parties, meeting specified requirements, for some of the money spent on broadcast time. It has been estimated that political parties spend one-third of their campaign funds in radio and television.

Representative Monagan's proposal would limit the refund to \$1 million for each party whose candidates receive at least 10% of the total popular vote. The limit would be set at \$100,000 for parties whose candidates receive less than 10% but more than 1% of the popular ballot.

Should the bill be passed, it shall be applicable to the 1964 elections and all thereafter.

Stations to get church pronouncement

CLERGY HOPE TO DISCUSS THEIR RADIO-TV VIEWS

The National Council of Churches last week took steps to clarify its position with radio and television stations following its pronouncement of June 8 regarding the broadcast industry (BROADCASTING, June 8).

The council's headquarters in New York revealed plans last week to mail copies of the pronouncement to all radio and television stations in the country, with the hope that "the stations will contact our various regional representatives to discuss the churches' position." Dr. Cy Mack, of the council's radio and television department, said he felt that stations may have gotten an inaccurate impression of the council's position because it was released to the press before stations were informed. "The accounts the stations may have read in the newspapers presented perhaps only the more provocative points of the pronouncement," he stated.

The recommendations adopted at the council's three-day spring meeting of

the general board, called for stricter FCC supervision of stations, and for FCC control of networks as well.

Fletcher Coates, the council's executive director, said the pronouncement "was not intended as a plan to reform the broadcast industry," and that the council plans no specific efforts to press for legislation "because we are not a lobbying organization." He did say that the council, "upon invitation, from Congress," would send a representative to any inquiry into the broadcast industry by a Congressional committee.

Following the attempt by the National Association of Broadcasters to block adoption of the action by the general board, Dr. Mack said he hoped that the council could enter into talks with the NAB. "Following the meeting, I asked Mr. Comstock [Paul Comstock, NAB vice president] to call me in about two weeks about the possibility of getting together with NAB. If I don't hear from him in a couple of days," said Dr. Mack, "I'll call him."

Bakersfield is all UHF

KERO-TV Bakersfield, Calif. begins broadcasting on channel 23 today (July 1) in the final step of the FCC's deintermixture of the market. The station, which has been operating on channel 10 since September 1953, will operate as both a UHF and VHF until Sept. 1, when it will drop the VHF operation.

KERO-TV will join KBAK-TV (ch. 29) and KLYD-TV (ch. 17) in making Bakersfield all UHF.

Pulse called on carpet in Tucson

Nine of the ten Tucson, Ariz., radio stations have threatened to go to court to get an injunction preventing The Pulse Inc. from measuring radio audiences in Tucson county if Pulse cannot give a satisfactory explanation of "procedures" used and "results" of a March survey in that city.

The radio broadcasters met last Monday (June 24) and voted to send Pulse a letter demanding an explanation of the "radical difference" in the results of the March survey and one taken in October 1962. If not satisfied by Pulse's explanation, a spokesman for the stations said, appropriate steps will be taken to enjoin Pulse from taking measurements in Tucson.

It was reported that protests of the survey and an unalleged unauthorized use of the results by a nonsubscribing station will be made to the Federal Trade Commission and the FCC.

The questioned survey showed that KCUB jumped from seventh to first in the market at night, with its share of audience increasing from 7 to 43. Pulse said the March study was a regular agency-ordered survey and that KTKT was the only Tucson subscriber. The survey would have been made, Pulse said, without a local station subscriber.

KTKT, a rock 'n roll station which has been No. 1 in the market for several years, was billed \$750 for the survey. KTKT's share of audience at night dropped from 48 (last October) to 13 (in the March rating).

Results of the survey reportedly were in the hands of a competing station—and being used in sales—before KTKT received a copy from Pulse. KTKT, it is understood, obtained its first results from a local agency in Tucson.

All Tucson radio stations belong to the Tucson broadcasters club except

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KFIF, and all nine members were present at last week's meeting. Six of the stations voted to send the inquiry to Pulse while three abstained. Copies of the letter to Pulse also were sent to the FCC, FTC and the National Association of Broadcasters.

Changing hands . . .

ANNOUNCED ■ *The following sale of station interests was reported last week subject to FCC approval:*

■ **WHEW** Riviera Beach, Fla.: Sold by Robert Hecksher to Donn and Lee Colee for \$170,000. The Colees most recently served as executives of WTTG (TV) Washington and before that of WTVH (TV) Peoria, Ill., both Metromedia stations. Before joining Metromedia, the Colees managed WLOF-AM-TV Orlando, Fla. Mr. Hecksher also owns WMYR Fort Myers, Fla. WHEW is a

fulltime station on 1600 kc with 1 kw. Broker was Blackburn & Co.

■ **KSMN** Mason City, Iowa: Sold by Harry Campbell and Donald Blanchard to Hayward L. Talley for \$170,000. Mr. Talley owns WSMI Litchfield, Ill., and KXGI Fort Madison, Iowa. KSMN is a 1 kw daytimer on 1010 kc. Broker was Hamilton-Landis & Associates.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 73).*

■ **KLAC-AM-FM** Los Angeles: Sold by Mortimer H. Hall to Metromedia Inc. for \$4.5 million, with \$300,000 allocated to KLAC-FM, plus agreement not to compete. The grant, in which FCC Commissioners Robert T. Bartley and Lee Loevinger did not participate, is conditioned on the outcome of the Or-

lando channel 9 case. KLAC, founded in 1924, operates fulltime on 570 kc with 5 kw daytime and 1 kw nighttime. KLAC-FM operates on 102.7 mc with 8.3 kw.

■ **WREX-TV** Rockford, Ill.: Sold by Swan Hillman and associates to Gannett Newspapers for \$3,420,000. Gannett stations are WHEC-AM-TV Rochester, N. Y.; WINR-AM-TV Binghamton, N. Y. and WDAN Danville, Ill. Commissioners Robert T. Bartley and Lee Loevinger dissented. WREX-TV, on channel 13, is affiliated with ABC and CBS.

WINN to CBS

WINN Louisville, Ky. (1 kw day, 250 w night) replaces WKYW as CBS radio prime affiliate today (July 1). Station is owned by Kentucky Central Broadcasting Inc. and operates 24 hours a day.

PROGRAMING

Studio 8-H gets new name: 'Peacock Studio'

NBC-TV CONVERTS FACILITY FOR COLOR TELEVISION

NBC showed off its new Peacock Studio (named after the network's color symbol) in New York last week—a \$1.5 million rendition, for color, of the 29-year-old center formerly known, almost legendarily, as 8-H.

The studio, called the world's largest when it was opened for radio programming in 1933, was rebuilt for black and white television in 1950.

Now its 10,000-square-foot area has been redone for color as well. New features include 700 kw lighting, mechanically retractable seating for an audience of 284, a "floating" floor, four color and eight black-and-white cameras, ceiling-installed air conditioning and an expanded control room capable of handling 13 program origination sites and 48 individually controlled microphones.

Although formally shown to newsmen for the first time last week, Peacock Studio has been in use for about six months. It was the center for NBC-TV's election coverage last November and for its manshoot coverage, as well as for several entertainment specials. *Match Game* and *Exploring* originate there regularly. One morning last week a tennis exhibition was presented at one end of its 130-by-76-foot floor space as part of the *Today* show.

Bell Telephone Hour and *duPont Show of the Week* may originate there next fall. But NBC authorities acknowledge that it'll take a while for Peacock Studio to run up a list of tenants to rival that of its predecessor, 8-H.

After its conversion to TV, 8-H car-

ried on its own tradition by presenting such live programs as *Robert Mont-*

gomery Presents, Kraft Television Theatre, Your Hit Parade and *Voice of Firestone*.

The studio, on the eighth floor of the RCA Building, is one of six color-equipped NBC studios in New York.



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\$175,000.00—Fulltime AM-FM combination that showed good profit on gross of \$121,000.00 in 1962. 29% down.

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Contact—Ray V. Hamilton in our Washington office.

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ON THE NETWORKS THIS SUMMER:

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. All times EDT. Published first issue in each quarter.

SUNDAY MORNING

10 a.m.-Noon

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON-EVENING

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 No network service; 12:30-1 *Washington Report*, sust.
NBC-TV No network service.

1-2 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 1:30-2 *Religious Programs*, sust.

2-3 p.m.

ABC-TV 2-2:30 *Directions '63*, sust.; 2:30-3 *Issues & Answers*, sust.
CBS-TV *Baseball*, Falstaff, Philip Morris, Bristol Myers, Colgate, T. B. Williams, Simoniz, General Mills, Texaco.
NBC-TV *Major League Baseball*, part.

3-4 p.m.

ABC-TV No network service.
CBS-TV *Baseball*, cont.
NBC-TV *Baseball*, cont.

4-5 p.m.

ABC-TV 4-4:30 No network service; 4:30-5 *Take Two*, U. S. Gypsum.
CBS-TV *Baseball*, cont.
NBC-TV *Baseball*, cont.

5-6 p.m.

ABC-TV *Major Adams: Trailmaster*, part.
CBS-TV 5-5:30 *Baseball*, cont.; 5:30-6 *Ama-teur Hour*, J. B. Williams.
NBC-TV No network service; 5:30-6 *Bull-winkle*, part.

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 *Twentieth Century*, Pruden-tial; 6:30-7 *Mr. Ed*, part.
NBC-TV 6-6:30 *Meet The Press*, co-op; 6:30-7 *Ray Scherer's Sunday Report*, part.

7-8 p.m.

ABC-TV 7-7:30 No network service; 7:30-8 *The Jetsons*, part.
CBS-TV 7-7:30 *Lassie*, Campbell Soup; 7:30-8 *Dennis The Menace*, Best Foods, Kellogg.
NBC-TV 7-7:30 *Ensign O'Toole*, L&M, Ford; 7:30-8:30 *Walt Disney's Wonderful World Of Color*, RCA, Eastman Kodak.

8-9 p.m.

ABC-TV 8-8:30 *Jane Wyman Presents*, part.; 8:30-10:30 *Sunday Night Movie*, part.
CBS-TV *Ed Sullivan Show*, Pillsbury, Rev-lon, P. Lorillard.
NBC-TV 8-8:30 *Walt Disney Show*, cont.; 8:30-9 *Car 54, Where Are You?*, P&G.

9-10 p.m.

ABC-TV *Movie*, cont.
CBS-TV 9-9:30 *Real McCoys*, part.; 9:30-10 *True Theatre*, Gen. Electric.
NBC-TV *Bonanza*, Chevrolet.

10-11 p.m.

ABC-TV 10-10:30 *Movie*, cont.; 10:30-11 *ABC News Reports*, sust.
CBS-TV 10-10:30 *Candid Camera*, Bristol Myers, Lever; 10:30-11 *What's My Line*, J. B. Williams, Kellogg.
NBC-TV *Du Pont Show of the Week*, du Pont.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *CBS News with Harry Reasoner*, Whitehall, Carter.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-10 a.m.

ABC-TV No network service.
CBS-TV 7-8 No network service; 8-9 *Captain Kangaroo*, part.; 9-10 No network service.
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Calendar*, part.; 10:30-11 *I Love Lucy*, part.
NBC-TV 10-10:25 *Say When*, part.; 10:25-10:30 *NBC News Morning Report*, Gen. Mill, Bristol-Myers; 10:30-11 *Play Your Hunch*, part.

11 a.m.-Noon

ABC-TV 11-11:30 No network service; 11:30-12 *Seven Keys*, part.
CBS-TV 11-11:30 *The McCoys*, part.; 11:30-12 *Pete & Gladys*, part.
NBC-TV 11-11:30 *The Price Is Right*, part.; 11:30-12 *Concentration*, part.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Tennessee Ernie Ford*, part.; 12:30-1 *Father Knows Best*, part.
CBS-TV 12-12:25 *Love Of Life*, part.; 12:25-12:30 *News*, part.; 12:30-12:45 *Search For Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
NBC-TV 12-12:30 *Your First Impression*, part.; 12:30-12:55 *Truth Or Consequences*, part.; 12:55-1 *News*, Gen. Mills.

1-2 p.m.

ABC-TV 1-1:30 *General Hospital*, part.; 1:30-2 No network service.
CBS-TV 1-1:30 No network service; 1:30-2 *As The World Turns*, part. and P&G.
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:25 *Day In Court*, part; 2:25-2:30

News, part.; 2:30-3 *Jane Wyman Presents*, part.
CBS-TV 2-2:30 *Password*, part.; 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:25 *People Will Talk*, part.; 2:25-2:30 *News*, S. C. Johnson; 2:30-3:00 *The Doctors*, part.

3-4 p.m.

ABC-TV 3-3:30 *Queen For A Day*, part.; 3:30-4 *Who Do You Trust?*, part.
CBS-TV 3-3:30 *To Tell the Truth*, part.; 3:30-4 *Millionaire*, part.
NBC-TV 3-3:30 *Loretta Young Theatre*, part.; 3:30-4 *You Don't Say*, part.

4-5 p.m.

ABC-TV 4-4:30 *American Bandstand*, part.; 4:30-4:55 *Discovery '63*, part.; 4:55-5 *Ameri-can Newsstand*, part.
CBS-TV *The Secret Storm*, part.; 4:30-5 *Edge Of Night*, part.
NBC-TV 4-4:25 *Match Game*, part.; 4:25-4:30 *News*, Gen. Mills; 4:30-5 *Make Room For Daddy*, part.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:10 *News*, sust.; 5:10-6 No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *Ron Cochran With The News*, part.; 6:15-7:30 No network service.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, part.; 7-7:15 No network service; 7:15-7:30 *News*, part.
NBC-TV 6-6:45 No network service; 6:45-7 *Huntley-Brinkley Report*, R. J. Reynolds, American Home Products; 7-7:30 No network service.

11 p.m.-1 a.m.

ABC-TV 11-11:10 *Murphy Martin With The News*, part.
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. *Tonight*, part.

MONDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *The Dakotas*, part.; 8:30-9 *Your Funny, Funny Films*, P&G.
CBS-TV 7:30-8 *To Tell the Truth*, Whitehall Pharmacal, R. J. Reynolds; 8-8:30 *I've Got a Secret*, Gen. Foods, Toni; 8:30-9 *Vacation Playhouse*, Lever, Gen. Foods.
NBC-TV 7:30-9:30 *Monday Night At The Movies*, part.

9-10 p.m.

ABC-TV *Stoney Burke*, part.
CBS-TV 9-9:30 *Danny Thomas Show*, Gen. Foods; 9:30-10 *Andy Griffith Show*, Gen. Foods.
NBC-TV 9-9:30 *Monday Night At The Movies*, cont.; 9:30-10 *Art Linkletter Show*, part.

10-11 p.m.

ABC-TV *Ben Casey*, part.
CBS-TV 10-10:30 *Password*, Lever, Toni; 10:30-11 *Stump the Stars*, Ralston.
NBC-TV 10-10:30 *David Brinkley's Journal*, Pittsburgh Plate Glass, Douglas Fir Plywood Assn.; 10:30-11 No network service.

Film sales . . .

30 Post-1948 features (MGM-TV): Sold to KNXT(TV) Los Angeles. Now sold in 55 markets.

The Detectives (Four Star): Sold to KICU-TV Visalia, Calif.; WAVY-TV Norfolk-Portsmouth-Newport News, Va.; WLOS-TV Asheville, N. C.; KOLN-TV Lincoln, Neb.; KTBC-TV Austin, Tex. and WOI-TV Ames, Iowa. Now sold in 57 markets.

The Law and Mr. Jones (Four Star): Sold to KICU-TV Visalia, Calif. and WOI-TV Ames, Iowa.

Target: The Corruptors (Four Star): Sold to KICU-TV Visalia, Calif.; WINK-TV Fort Myers, Fla. and KLFY-TV Lafayette, La.

Zane Grey Theater (Four Star): Sold to WAVY-TV Norfolk-Portsmouth-Newport News, Va.

Stagecoach West (Four Star): Sold to WTTV(TV) Indianapolis-Bloomington.

Photographers name KPRC-TV top film station

KPRC-TV Houston last week was named Top Newsfilm Station of the Year in the National Press Photographers Association 1962 "Picture of the Year" competition. A special citation for excellence of its entries in various award categories was presented to WRCV-TV Philadelphia.

The awards were made Thursday

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Combat*, part.; 8:30-9:30 *Hawaiian Eye*, part.
CBS-TV 7:30-8:30 *Marshall Dillon*, local sales; 8:30-9:30 *Lloyd Bridges Show*, Kaiser; 8:30-9:30 *Talent Scouts*, Best Foods, S. C. Johnson, Lever, Philip Morris.
NBC-TV 7:30-8:30 *Laramie*, part.; 8:30-9:30 *Empire*, Amer. Tobacco, Gen. Mills, Chrysler.

9-10 p.m.

ABC-TV 9-9:30 *Hawaiian Eye*, cont.; 9:30-10:30 *Untouchables*, part.
CBS-TV 9-9:30 *Talent Scouts*, cont.; 9:30-10:30 *Picture This*, State Farm, Gen. Foods.
NBC-TV 9-9:30 *Empire*, cont.; 9:30-10:30 *Dick Powell Theatre*, Reynolds Metals, American Gas, Kimberly-Clark, Shulton.

10-11 p.m.

ABC-TV 10-10:30 *Untouchables*, cont.; 10:30-11 *Focus on America*, sust.
CBS-TV 10-10:30 *Keefe Brassel*, Oldsmobile, S. C. Johnson, R. J. Reynolds.
NBC-TV 10-10:30 *Dick Powell*, cont.; 10:30-11 *Chet Huntley Reporting*, part.; beginning July 9, *Report From*, part.

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Wagon Train*, part.; 8:30-9:30 *Going My Way*, part.
CBS-TV 7:30-8:30 *CBS Reports*, part.; 8:30-9:30 *Dobbie Gillis*, part.
NBC-TV *The Virginian*, part.

9-10 p.m.

ABC-TV 9-9:30 *Going My Way*, cont.; 9:30-10 *Our Man Higgins*, Pontiac, Amer. Tobacco.
CBS-TV 9-9:30 *Beverly Hillsbillies*, Kellogg, R. J. Reynolds; 9:30-10 *Dick Van Dyke Show*, Procter & Gamble, P. Lorillard.
NBC-TV *Kraft Mystery Theatre*, Kraft.

10-11 p.m.

ABC-TV *Naked City*, part.
CBS-TV *Reckoning*, part. alt. with *Armstrong Circle Theatre*, Armstrong.
NBC-TV *Eleventh Hour*, part.

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Adventures of Ozzie & Harriet*, part.; 8:30-9:30 *Donna Reed Show*, Campbell Soup, National Biscuit; 8:30-9 *Leave it to Beaver*, part.
CBS-TV 7:30-8:30 *Fair Exchange*, part.; 8-9 *Perry Mason*, part.
NBC-TV 7:30-8:30 *Wide Country*, part.; 8:30-9:30 *Dr. Kildare*, part.

9-10 p.m.

ABC-TV 9-9:30 *My Three Sons*, Chevrolet; 9:30-10 *McHale's Navy*, part.
CBS-TV *Twilight Zone*, part.
NBC-TV 9-9:30 *Dr. Kildare*, cont.; 9:30-10 *Hazel*, Ford; beginning July 25 *The Lively Ones* for eight weeks, Ford.

10-11 p.m.

ABC-TV *Alcoa Premiere*, Alcoa, alt. with *Premiere*, part.
CBS-TV *The Nurses*, Whitehall, Johnson & Johnson, Brown & Williamson.
NBC-TV *Special Projects Programs*, Purex

(June 27) at the annual NPPA convention in Jackson Hole, Wyo.

The NPPA had earlier announced these other winners:

Houston Hall, WRCV-TV, newsfilm cameraman of the year.

News special: First—"The Tunnel," Peter Dehmelt, NBC News; second—"A Matter of Persuasion," Houston Hall, WRCV-TV; third—"The Decaying City," Irv Heberg, WBBM-TV Chicago.

News documentary: First—"The Sun Is Not for Sale," Houston Hall, WRCV-TV; second—"The Drop Out," Morris Bleckman,

Summertime network TV specials

ABC-TV

July 23: 9:30-11 p.m.
U.S.-Russian Truck Meet, Chesebrough-Ponds; Goodyear; Whitehall Labs.
 Aug. 2: 10 p.m. to conclusion
College All-Star Football Game, Gillette; Goodyear; Pabst Brewing; R. J. Reynolds.
 Sept. 9: 9-10 p.m.
Whatever Happened to Royalty?, Philco.

CBS-TV

July 20: 5-6 p.m.
PGA Golf Tournament, Pabst Brewing, Goodyear, P. Lorillard, Georgia-Pacific Corp.
 July 20: 10-11:30 p.m.
Miss Universe Beauty Pageant, P&G.
 July 21: 4:30-6:30 p.m.
PGA Golf Tournament (see July 20 list for sponsors).
 Aug. 7: 10-11 p.m.

Hollywood: The Fabulous Era, P&G.
 Aug. 18: 9-10 p.m.
The Jo Stafford Show, P&G.
 Sept. 3: 10-11 p.m.
Hollywood: The Great Stars, P&G.
 Sept. 23: 9-10 p.m.
General Foods Opening Night Special, Gen. Foods.

NBC-TV

July 9: 12:30 p.m. to conclusion.
1963 All-Star Baseball Game, Chrysler; Gillette.
 Aug. 12: 9:30-10:30 p.m.
Milton Berle, Pharmacrast.
 Aug. 14: 10-11 p.m.
Bing Crosby, Pharmacrast.
 Aug. 16: 10-11 p.m.
International Beauty Contest, Pharmacrast.
 Sept. 7-8: 4:30-6 p.m.
World Series of Golf, Zenith; Amana.

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Cheyenne*, part.; 8:30-9 *The Flintstones*, part.
CBS-TV 7:30-8:30 *Rawhide*, part.; 8:30-9:30 *Route 66*, Chevrolet, Philip Morris, Sterling.
NBC-TV 7:30-8:30 *International Showtime*, part.; 8:30-9:30 *Sing Along With Mitch*, part.

9-10 p.m.

ABC-TV 9-9:30 *I'm Dickens—He's Fenster*, El Producto, Procter & Gamble; 9:30-10:30 *77 Sunset Strip*, part.
CBS-TV 9-9:30 *Route 66*, cont.; 9:30-10:30 *Alfred Hitchcock Hour*, part.
NBC-TV 9-9:30 *Sing Along*, cont.; 9:30-10 *The Price Is Right*, part.

10-11 p.m.

ABC-TV 10-10:30 *77 Sunset Strip*, cont.; 10:30-11 No network service.
CBS-TV 10-10:30 *Hitchcock*, cont.; 10:30-11 *Eyewitness*, part.
NBC-TV *The Jack Paar Show*, part.

SATURDAY MORNING & AFTERNOON

8-10 a.m.

ABC-TV No network service.
CBS-TV 8-9 No network service; 9-10 *Captain Kangaroo*, part.
NBC-TV 8-9:30 No network service; 9:30-10 *Ruff and Reddy*, part.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Alvin and the Chipmunks*, part.; 10:30-11 *Mighty Mouse*, part.
NBC-TV 10-10:30 *Shari Lewis Show*, part.; 10:30-11 *King Leonardo*, part.

11 a.m.-Noon

ABC-TV 11-11:30 *Cartoonies*, part.; 11:30-12 *Beany & Cecil*, part.
CBS-TV 11-11:30 *Rin Tin Tin*, part.; 11:30-12 *Roy Rogers*, part.
NBC-TV 11-11:30 *Fury*, part.; 11:30-12 *Make Room For Daddy*, part.

Noon-1 pm.

ABC-TV 12-12:30 *Bugs Bunny*, Gen. Foods; 12:30-1 *Magic Land of Allakazam*, Marx, Lakeside.
CBS-TV 12-12:30 *Sky King*, Nabisco, Mattel;

12:30-1 *CBS News with Mike Wallace*, sust.
NBC-TV 12-12:30 *Watch Mr. Wizard*, part.; 12:30-1 No network service.

1-2 p.m.

ABC-TV 1-1:30 *My Friend Flicka*, part.; 1:30-2 No network service.
CBS-TV 1-1:45 No network service; 1:45-1:55 *Baseball Preview*, Texaco, Absorbine Jr.; 1:55-2 *Baseball*, (see 2 p.m. listing).
NBC-TV 1-2 No network service.

2-5 p.m.

ABC-TV 2-2:30 No network service; 2:30-3:30 *Challenge Golf*, part.; 3:30-5 *Pro Bowlers' Tour*, part.
CBS-TV *Baseball*, General Mills, Falstaff, Simoniz, Philip Morris, Chesebrough Ponds, Carter, J. B. Williams.
NBC-TV *Major League Baseball*, part.

5-7:30 p.m.

ABC-TV 5-6:30 *ABC's Wide World of Sports*, part.; 6:30-7:30 No network service.
CBS-TV No network service.
NBC-TV 5-6 No network service; 6-6:15 *News*, part.; 6:15-7:30 No network service.

SATURDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Gallant Men*, part.; 8:30-9 *Hootenanny*, part.
CBS-TV 7:30-8:30 *Lucy-Desi Comedy Hour*, part.; 8:30-9:30 *The Defenders*, Brown & Williamson, Lever, Allstate, Speidel, Bristol-Myers.
NBC-TV 7:30-8:30 *Sam Benedict*, part.; 8:30-9 *Joey Bishop Show*, P. Lorillard, Procter & Gamble.

9-10 p.m.

ABC-TV *Lawrence Welk Show*, part.
CBS-TV 9-9:30 *Defenders*, cont.; 9:30-10 *Have Gun, Will Travel*, Amer. Tobacco, Whitehall.
NBC-TV 9-11 *Saturday Night At the Movies*, part.

10-11 p.m.

ABC-TV 10-10:50 *Fight of the Week*, Gillette, Gen. Cigar; 10:50-11 *Make That Spare*, Brown & Williamson.
CBS-TV *Gunsmoke*, Johnson & Johnson, Gen. Foods, Procter & Gamble, Alberto Culver.
NBC-TV *Movies*, cont.

WBBM-TV; third—"The World of Sophia Loren," Cy Avnet, NBC News.

Feature news: First—"Minutes to Live," Morris Bleckman, WBBM-TV; second—"New Jersey Meadows," Joseph Vadala, NBC News; third—"Easter Hats," Cliff Adkins, WKY-TV, Oklahoma City, and "Ghost Town," Dexter Alley, NBC News.

General news: First—"Guerrilla Activities in the Florida Keys," Bernard Nudelman, CBS News; second—"Sale of a Champion," Charles Pharris, KPRC-TV; third—"Dillcity Tornado," Cliff Adkins, WKY-TV.

Sports: First—"Strike," George Carras, WSOCTV, Charlotte, N. C.; second—"The Camera Coach," Charles Pharris, KPRC-TV; third—"Hot Golfers," Edward Rountree, WFGA-TV, Jacksonville, Fla.

Spot news: First—"Suicide," Charles Boyle, KDKA-TV, Pittsburgh; second—"Amphibious Assault in Vietnam," Ha Thuc Can, Saigon, Vietnam; third—"The Oxford Crisis," Charles Cadwell, WMCT(TV), Memphis.

Sound on film award: "The Drop Out," Morris Bleckman and William Tyler, WBBM-TV.

Team filming: First—"Fire Rescue," Doug Downs, Mike Clark, Irving Smith, NBC News; second—"Nor'easter," Bert Roselle, Jim Kerlin, Bob Henry, Bob Vandergriff, Vernon O'Brien, Mat Cooney, WFGA-TV, and "Survivor of Bluebell Found," Ed Godfrey, Al Dempsey, WTVJ(TV) Miami; third—"Emergency Ward," Gerald Yarus, Mike Clark, Nat Cohen, Doug Downs, NBC News.

Will end of option time help anybody?

ONLY CERTAIN ANSWER: NETWORKS STILL HOLD PROGRAM POWER

The question of what practical consequences will stem from the FCC's deletion of television network option time is beginning to look like the chicken-or-egg question of 1963.

Advertisers, agencies, networks, stations, program producers and syndicators could all be affected—possibly basically. A month after the FCC order, however, the only answer on which they agree is that they really don't know the answer.

If there is any betting, it favors the theory that whatever happens will happen slowly. Not much money is being placed on exactly *what* will happen, although independent producers and syndicators tend to feel that eventually they will get a toe-hold in stations' prime-time hours.

There is a growing body of opinion, however, that no matter what comes, option time—or the lack of option time—will have little or nothing to do with it. Analyses have shown that, unlike radio in its heyday, television in recent years has not reflected any distinguishable difference between clearances in option time and in station time.

This lack of correlation was borne out by other studies indicating that the FCC's reduction of option time from three hours to two-and-a-half hours, a few years ago, brought no significant change in station clearances.

Appeal Uncertain ■ The uncertainty of the outcome extends to the question of when, technically, it may be possible to observe what effects the FCC's action may have. The commission made its order effective Sept. 10, but it could be delayed by appeals. As of last week only ABC among the TV networks was considering a strenuous effort to obtain reconsideration. CBS and NBC gave no indication of reaction that would indicate they were especially disturbed by the loss of options.

Some broadcaster sources speculate that by its action the FCC, instead of making it easier for nonnetwork program sources to compete with the networks, may actually have made it easier for the networks to tighten their hold on programming.

This is based both on the economics of programming, which have led major producers to rely more and more on network financing and thus to produce

less and less for syndication, and on the FCC's failure to put a ceiling on the amount of programming stations may take from networks.

The absence of such a ceiling, these broadcasters claim, tends to put an affiliate's entire broadcast day up for grabs by its network. They feel that, psychologically, the three-hour or two-and-a-half-hour limit on option time had a certain inhibiting influence on network pressures but that this inhibition will cease to exist when there is no numerical limit.

Some network-affiliated stations also speculate that they might wind up financially stronger by confining their hours to two major program sources—the networks and their own local programming—than by substituting syndicated for some of the network shows they now carry.

This line of reasoning holds that a station could, in fact, operate with network shows from sign-on to sign-off, with gaps to provide for local news, local service shows, local children's shows and local specials. By scheduling the local programs advantageously the station might be able to reduce its shifts of production and engineering personnel to take maximum advantage of straight-time employees.

Profit Question ■ Whether a syndicated show is more profitable than a network show in the sale time period, from the station's standpoint, apparently depends upon both the saleability of the syndicated show and the extent to which the network program has been sold.

Other broadcasters take the position that, although they don't expect the deletion of option time to have any measurable effect on clearance, other forces almost certainly will.

These include station owners profit pressures on management, the FCC's increasing emphasis on local live programming and the hordes of high-priced programs that the networks themselves have been releasing into syndication after their network runs.

To some observers these forces add up to virtual assurance that there will be a gradual increase in non-clearance of some network shows—more likely those in fringe hours, not in the prime evening hours. How big these holes may become remains a moot question.

Producers and syndicators meanwhile feel that an expansion in the first-run syndication field—which has been at low ebb the last five years—can be expected over the next few years, but that it will come gradually, not precipitously.

The speed with which improvement comes, in their opinion, will depend to a great extent on the stations and on regional advertisers, which sponsored syndicated programs on a wide scale in the 50's.

They don't think the deletion of option time is apt to have any significant effect on stations' buying practices for the 1963-64 season or, probably, for 1964-65. The NBC-TV and CBS-TV plans for news shows at 7-7:30 p.m.—a period widely used for syndicated programs—are taken to mean that evening periods for syndicated shows will be harder, not easier, to find.

First-Run List ■ A compilation of first-run series prepared for 1963-64 shows that they are relatively few and, for the most part, offer specialized appeal (see list, facing page). Mostly they seem intended to gain specific audiences in fringe time periods—and when local time periods open up, they must compete with the large number of off-network shows that can be priced considerably lower than first-run syndicated shows.

Thus far this year 24 off-network series have been put into syndication and at least a dozen more are slated for release before the end of the year. All are high-budget productions. In contrast 13 first-run series are being offered, most of them modestly produced.

Although prices haven't risen drastically in production for syndication since 1956, the heyday of such programming, the big producers prefer to spread the risk by getting network backing, rather than concentrate on production for station-by-station selling. Authoritative estimates place costs of a first-run syndicated series of prime-time quality at \$35,000 to \$38,000 today, against \$27,000 to \$30,000 in 1956.

If one or two large regional advertisers come forward to pick up a solid portion of the tab for a first-run show, some syndicators would be willing to proceed with such programs. But big regional advertisers have shied away

from syndication in recent years. Many have bought participations in network as well as local shows.

Despite these obstacles, some syndicators are optimistic. They point out that decisions by a sizable number of key stations to eliminate one or two of the "weaker" shows from their network schedules could give a lift to syndication.

With some station encouragement, syndicators conceivably could lure back more regional advertiser money and finance first-run series of prime-time quality.

Some Changes Made ■ The first-run syndication series that are being offered for TV during 1963-64 differ

markedly, by and large, from the type offered during the heyday of syndication from 1954-58. This year's crop, with few exceptions, are low-budget series of specialized appeal designed for showing in fringe time periods, in contrast with the high budget, mass-appeal series that were offered in former years.

Storer Program Sales *The Littlest Hobo*, half-hour action adventure; Official Films Inc.—*Battle Line*, half-hour, documentary; Trans-Lux Television, *Mack and Myer for Hire*, 15-minute slapstick comedy; Seven Arts Associated—*Emmett Kelly Show*, half-hour cartoon and live action and *En France*, half-hour, educational-en-

tertainment; Independent Television Corp., *The Saint*, one-hour, action-adventure.

United Artists Television—*Lee Marvin Presents—Lawbreaker*; Desilu Sales Inc.—*Fractured Flickers*, half-hour series of silent movies updated with new sound track and *The World at War*, half-hour, documentary; Walter Schwimmer Inc.—*Let's Go to the Race*, half-hour, sports; World Vaudeville Corp.—*This Is Vaudeville*, 90-minute variety; Westinghouse Broadcasting Co. Program Sales—*Steve Allen Show*, daily 90-minute variety (second year of production), and NBC Films, *Astro-Boy*, half-hour cartoon.

Syndicators' comments reflect uncertain state



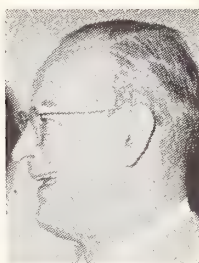
Mr. Reed



Mr. Firestone



Mr. Schwimmer



Mr. Liebenguth



Mr. Seidelman



Mr. Kotler

The mixed feeling concerning first-run production is summed up in the following observations by some of the leading syndicators:

■ Seymour Reed, president of Official Films, which is offering a new series, *Battle Line*, for 1963-64, believes the FCC move has had "little apparent effect" to date. He agreed that "it's still too early to tell," but he was frankly pessimistic about the outlook for syndicated films in general. Official Films, he pointed out, has been successful with *Biography* over the past two years (it has been sold in more than 200 markets), but acknowledged the program is an exception rather than the rule in syndication. He reported it is difficult for a syndicator to compete with networks in obtaining time slots and advertisers for action-adventure shows, but said that could be accomplished if a distributor offered a prestige-type series with built-in entertainment values.

■ Len Firestone, vice president and general manager of Four Star Distribution Corp., said he is more optimistic now than he was several weeks ago when the FCC ruling was announced. He has had conversations with the managers of some TV stations and this has persuaded him that the syndicator may well be in a more advantageous position because of the ruling. He added that Four Star is developing two first-run properties for syndication but commented significantly: "We will not go ahead with production until we land a substantial regional advertiser. It's too risky to do otherwise."

■ Walter Schwimmer, president of Walter Schwimmer Inc., doubts that the FCC ruling will have any effect in the immediate future. He noted that his company is preparing one first-run series to be released this fall (*Let's Go*

to the Races) but said he had no plans to expand his programming ventures substantially, preferring to "wait and see" what happens to stations' programming policies.

■ Jacques Liebenguth, sales manager, Storer Program Sales, believes the FCC action will have no effect for some time to come. He believes the key to expanding the number of syndicated programs on stations is to induce regional advertisers to sponsor such shows.

■ Robert Seidelman, vice president in charge of syndication for Screen Gems, is convinced that the new ruling will have no significant effect in the immediate future. But he said that Screen Gems is adopting a wait-and-watch attitude, and is prepared to move into first-run production when the time is propitious. He indicated that the key lies with the large regional advertisers, once the mainstay of syndication.

■ Joseph Kotler, vice president of Warner Bros.' television division, believes the network option time ban could result in a demand for new syndicated programs, but said he doesn't believe this will happen for a year or two. He noted that station managers now will find it "a little easier" to replace a low-rated network show with one that would have more appeal in their particular markets. But he added that networks serve as a valuable source for new program material and he is "certain that advertisers will continue to get good clearances for top network programs."

The sum of all the reactions is approximately this: A real resurgence in quality first-run production depends on station and advertiser willingness to buy.

But willingness to buy depends on the quality and price of films produced.

Which comes first remains the big unanswered question.

Simulcasts start year long series on unemployment

A one-year radio-television campaign to center community attention and action on the problems of unemployment in western Pennsylvania began June 23 on KDKA-AM-TV Pittsburgh. The stations will reportedly spend at least \$100,000 on the campaign.

Called *Focal Point*, the series opened with a one-hour (9-10 p.m.) simulcast.

The simulcast series continued June 24-26 with 90-minute live symposiums from Carnegie Hall with key government personnel participating with leading figures from industry, labor and education.

Among topics discussed: The drive for new industries, the role of local, state and federal governments in seeking solutions, and the key roles that education and culture must play. Each forum was preceded by a 30-minute documentary, and concluded with a question and answer session.

Among the panelists were Governor William B. Scranton and his predecessor David L. Lawrence, William F. Buckley Jr., editor of the *National Review*, Dr. Edward T. Litchfield, chancellor of the University of Pittsburgh; Dr. John C. Warner, president of the Carnegie Insti-

tute of Technology and Senator Hugh D. Scott (R-Pa.).

In addition to the simulcasts, KDKA is using a vertical documentary format of five-minute features broadcast every half hour from 9:30 a.m. to 7:30 p.m.

KDKA will follow the simulcast series with a series of one-hour open-end interviews with nine leaders of Pittsburgh's civic renaissance, using the renaissance as an example of the community-wide cooperation needed in the unemployment situation.

Further debates are planned on both stations, with additional occasional simulcasts.

Vol. 7 in 11 markets in first 2 weeks

Sales have been completed in 11 top markets during the first two weeks of distribution of Seven Arts Associated Corp.'s Volume 7 of "Films of the 50's," Robert Rich, vice president and general sales manager, announced last week.

The package of 50 features, including "Hatful of Rain," "Will Success

Spoil Rock Hunter" and "Desk Set," has been sold to WGN-TV Chicago; KRON-TV San Francisco; WAPI-TV Birmingham, Ala.; WSyr-TV Syracuse, N. Y.; WTPA-TV Harrisburg, Pa.; KBTW-TV Denver; WLAC-TV Nashville; WDAU-TV Scranton, Pa.; WMTW-TV Poland Spring, Me.; KLFY-TV Lafayette, La., and KOLO-TV Reno.

'Breakfast Club' in Europe for a week

ABC Radio's *Breakfast Club* will originate from European locations this week as part of the 20th anniversary celebration of the Armed Forces Network, Europe.

Don McNeil and the entire *Breakfast Club* troupe began taping the shows last Saturday (June 29) and will continue through July 5. The programs will be heard two days later in the U. S. and Europe.

Locales for the broadcasts are Lakenheath, England; Evereux Air Base, France; aboard the aircraft carrier Enterprise; West Berlin; Frankfurt, Bitburg Air Base and Munich, all Germany.

AFN, with headquarters in Frankfurt, first went on the air July 4, 1943 in the cellar of the BBC in London. The *Breakfast Club* is broadcast daily over AFN.

Radio-press coexistence

Kyw Cleveland is now broadcasting its *Program PM* one night a week from the Cleveland Press Club, where Harv Morgan, host of the program, is joined by various writers in interviewing celebrities. The station reports a new rapport between the club's newspaper members and KYW as a result of the program.

Gordo's flight draws record TV audience

Major Gordon Cooper's space flight in May attracted the largest TV audience ever tuned to a single event, according to a special analysis released by A. C. Nielsen Co. last week.

The report indicates that 45 million families followed network telecasts of the event, each home viewing the live coverage for an average of two hours and 36 minutes.

Times of maximum audience were estimated by Nielsen as 9:04 a.m. on May 15 (blast off) when one-third of U.S. TV homes were tuned in.

ABC owned stations' TV programmers meet

Program directors of the ABC owned television stations were advised last week to put primary emphasis on programming, then to worry about advertisers.

Edward Warren, ABC-TV director of program services, told the directors, who met in New York last week for a series of discussions, to "program first—sell later." Mr. Warren suggested to the group that quality programming would find its audience and that sponsors in search of that audience, would find the programming.

The station directors also attended sessions on researching new program concepts, news programming and engineering during the three-day (Wednesday-Friday) meeting.

Program notes . . .

Griffin in for Godfrey ■ Merv Griffin will act as host of *Arthur Godfrey Time* (Monday-Friday, 9:10-10 a.m.) on CBS Radio, July 29 through Aug. 12, when Mr. Godfrey returns to the show. Mr. Griffin will also host *Merv Griffin's Treasury Of Stars* (Saturday,



WSLS-TV, Roanoke
sells Virginia's
NO.1 TV Market.*

* Source - Television Magazine

THE KATZ AGENCY, INC.
National Representatives

12:35-1 p.m.), a summer musical series which begins on CBS Radio July 6.

UA TV projects ■ United Artists Television Inc. and Edgewater Productions Inc. have joined to co-produce several television properties to be developed and produced by Robert Alan Aurthur, president of Edgewater. Included are a half-hour TV series based on the novel, *Pioneer, Go Home*; an hour TV series to be created by N. Richard Nash to be written by Alfred Bester.

Negro radio series ■ *Highlights in Negro History*, a 26-program series of 10 minute dramatizations of the contributions Negroes have made to perpetuate American ideals is available from High-

light Radio Productions, 3355 Rochester Street (Suite 102), Detroit 6. The series has been sold to WUST Bethesda, Md.; WEBB Baltimore; WTHB Augusta, Ga.; WAMM Flint, Mich.; WVOL Nashville, and WCHB Detroit.

AFL changes TV rules

Revenue from local football telecasts, not contracted with the American Football League, will go to the individual AFL clubs this season. Pre-season game revenue will be split among the league's eight teams.

The proposals were approved Wednesday (June 26) at the annual summer meeting of the AFL in Buffalo.

EQUIPMENT & ENGINEERING

MOTOROLA RE-ENTERS COLOR TV FIELD

Will make sets with both round and rectangular tubes

Motorola Inc. announced its re-entry into the color TV set market last week with two groups of color receivers, one line of three sets using the standard RCA 21-inch round picture tube and another line of eight sets using Motorola's new 23-inch short-neck rectangular color tube.

Motorola's key selling point for the new 23-inch color set: the new short-neck rectangular tube permits set size as compact as the present comparable black-and-white receivers. Motorola said the bulky "furniture" size of the older 21-inch color set has been a selling stumbling block with the lady of the house.

The new 23-inch color set line will start at \$650 while the new 21-inch set line in wood cabinet begins at \$449. At the brief Chicago demonstration last Tuesday (June 25) the 23-inch tube appeared to perform equally with the standard 21-inch version. A simultaneous showing was held in New York.

Motorola's new 23-inch color tube is a three-gun shadow mask tube similar to the RCA 21-inch round tube in near-

ly all respects except that it is rectangular and has 92 degree deflection instead of 70 degree. Motorola also has developed a new color chassis for use with the 23-inch tube since the deflection circuit requirements vary from the round tube set. The 23-inch tube was developed by Motorola using the standard 23-inch rectangular glass envelope used for black-and-white.

Motorola first showed a prototype of its new color tube two years ago and offered the design to anyone who would manufacture it. There were no takers. Motorola said the industry experts told the company it would take four years and \$16 million to produce the tube commercially. Motorola since then has perfected the tube and invested \$4 million, mostly for special production tooling installed at National Video Corp., Chicago, which is manufacturing the tube for Motorola.

Motorola said it will take all of National Video's color tube production this year and will have "tens of thousands" of 23-inch color sets on the market by the end of this year. The company is offering a full one-year warranty on both color set lines, including picture tubes. A "seven figure" advertising promotion will be started for color in the fall, it was reported.

Jerrold Corp. halts its diversification

The diversification policy followed by the Jerrold Corp. in the last few years is going to be reversed with the assumption by Milton J. Shapp of the presidency of the Philadelphia electronics firm.

Mr. Shapp, founder of Jerrold in 1948 and its president until 1961, suc-

News service offered

Resort Radio Productions, 7 South Cambridge Avenue, Atlantic City, has formed a special news unit for radio and TV coverage of the 1964 Democratic National Convention to be held beginning Aug. 24, 1964 in Atlantic City.

RRP will offer coverage to regional networks, groups and independents with individual reports tailored for subscribing stations. Radio coverage will include beepers, actualities, taped interviews and spot news reports. TV coverage will include both silent and sound on film coverage.

ceeds Sidney Harman as president and chief executive officer. The announcement was made at the annual stockholders meeting June 25.

Mr. Harman, who came to Jerrold when that firm acquired the Harman-Kardon Inc., high fidelity component maker three years ago sold his stock holdings and that of his family and has resigned from the company.

Mr. Shapp said in a statement issued last week:

"For several months, basic policy dif-

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Shown above is the final installation of a 16 bay antenna atop a 485' ROHN TV broadcast tower. The installation is the WMBD-TV translator station at LaSalle, Illinois, Channel 71.

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ferences have existed between Mr. Harman and myself as to the future direction that the company should follow to maximize profits. The operation of a company reflects the personality and experience of its chief executive officer. It is my belief that with the rapid expansion of the community antenna and microwave industries, that going forward, the company should lay greater stress in these fields rather than emphasize the general pattern of diversification that the company has been following for the past two-and-a-half years."

He also reported that for the first four months of its fiscal year Jerrold has been operating at a loss. First quarter losses were about \$104,000, he said, before tax recovery.

Jerrold had record sales of \$24.8 million for the fiscal year ending Feb. 28, 1963. Net earnings after taxes were

\$739,617 (36 cents a common share).

The Jerrold Corp. is divided into five subsidiaries: Jerrold Electronics Corp., Harman-Kardon Inc., Technical Application Corp., Pilot Radio Corp. and Analab Instrument Corp.

Biggest Block ■ Mr. Shapp and his wife are the largest individual stockholders of the Jerrold Corp. They own together 333,025 shares out of over 2 million outstanding.

Six directors were elected at the stockholders meeting. In addition to Mr. Shapp and his wife, the following were elected: Alex Satinsky, attorney and secretary of the corporation; Simon Pomerantz, treasurer and assistant secretary of the corporation; Frank Weil and Edward H. Weitzen, both with Carl M. Loeb, Rhoades & Co., investment bankers, which directly and indirectly owns 353,707 shares.

In addition to other affiliations, Mr. Shapp is consultant to the Department of Commerce, vice chairman of the National Public Advisory Committee on Area Redevelopment and special consultant to the Peace Corps.

Technical topics...

RCA to Gibbsboro ■ RCA's Broadcast and Communications Products Division has announced the consolidation of engineering, laboratory, and assembly facilities for broadcast antennas at their Gibbsboro, N. J., test area.

Ampex file ■ Ampex Corp. has released a six-part fact file, designed for use by both broadcast and closed circuit interests, which includes information on Ampex's line of Videotape recorders and other equipment.

INTERNATIONAL

THE TAXES AUSTRALIA GETS FROM TV

Federal government receives \$38 million annually

Australian television is responsible for an estimated \$38 million annually in license fees and taxes to the federal government in Canberra.

According to figures just released by the government highlighting TV's role in the Australian economy, viewers pay approximately \$18 million annually in license fees; manufacturers and service houses pay an estimated \$20 million in sales and excise taxes on equipment in TV sets and on replacement parts, and commercial TV stations pay about \$257,000.

The government has collected a total of \$66.3 million in viewers' license fees and an additional \$752,640 in revenue levies from commercial operators since the start of television in Australia in 1956. In the same period, taxes totaling approximately \$107.5 million have gone into general revenue.

A breakdown of TV license fee revenues in the past five years reveals a

jump from \$6.2 million in 1958-59, to about \$17.9 million estimated for the current year.

The revenues from license fees to date have been in excess of the cost of running the TV service of the Australian Broadcasting Commission.

Picture tube production also has shown a substantial increase with revenue from the sale of picture tubes in 1963 expected to exceed \$5.6 million.

According to industry estimates, the tax income on each set sold, excluding the excise tax on its picture tube, is about \$44.80.

CBS adds von Brentano to satellite special

Heinrich von Brentano, former foreign minister of West Germany and present majority leader in the Bundestag, has been added as a participant in the planned *Town Meeting of the*

World a CBS-TV broadcast using the Telstar II communications satellite.

The broadcast will be seen July 10 (12:15-1:20 p.m.) and will be rebroadcast that evening at 7:30-8:30 p.m.

Mr. Brentano will speak from Cologne, Germany. The other participants include former President Dwight D. Eisenhower in Denver; former British Prime Minister Anthony Eden in London and Jean Monnet, in Brussels.

British TV company reports 26% profit drop

The profits of Associated Television Ltd., one of Britain's big four TV companies, have dropped by about 26%. Its dividend to shareholders has been cut. Profits have fallen from \$14,030,299 before tax for the previous year to \$9,496,866 for the 11 months ended on March 31. Allowing for the one month difference in the two accounting periods the latest figure shows a drop of about 26% in profits before tax.

Profits after tax deductions last year were \$6,661,953. In the 11 months period they were \$5,179,185.

BBG approves CBC request for stations

The Canadian Broadcasting Corp. received approval for all radio and television stations and low power radio relay stations requested at the June meeting of the Board of Broadcast Governors at Ottawa. BBG recommended CBC for new French-language TV network repeater station at Chetivamp, N. S., with 7.9 kw video and 4 kw audio on channel 10; new French-language TV rebroadcasting station on the Magdalen Islands in the Gulf of St. Lawrence with 1.18 kw video and 0.59 kw audio on channel 12; TV rebroadcasting station at Red Lake, Ont.,

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to pick up programs of CBWAT Kenora, Ont., with 0.49 kw video and 0.24 kw audio on channel 10.

New CBC radio stations recommended are at Saint John, N. B., 10 kw on 1110 kc; 40-watt relay stations at Teslin, Yukon, on 940 kc; at Destruction Bay, Yukon, on 940 kc; and at Beaver Creek, Yukon, on 690 kc.

CBC's request for reservation of 10 TV channels across Canada for new second stations in as many communities, was met only in part by BBG. Reservations were approved for channel 9 at Saint John-Fredericton, N. B., with 325 kw video; channel 4 at Sudbury-Sturgeon Falls, Ont., with 60 kw video; and channel 11 at Saskatoon, Sask., with 325 kw video. BBG said it will study use of channel 8 for Prince Edward Island with 325 kw video, and it declined to recommend reservations for stations at Sherbrooke, Que.; Three Rivers, Que.; Port Arthur-Fort William, Ont.; Regina, Sask.; Calgary, Alberta, and Victoria, B. C.

Independent broadcasters have also been recommended for new stations. CKVR-TV Barrie, Ont., can establish a TV rebroadcasting station at Huntsville, Ont., with 143 w video and 72 w audio on channel 8; Ronald Austin East can start a new radio station at Smithers, B. C., with 1 kw daytime and 250 w nighttime on 1230 kc; CKLG Vancouver, B. C., has been recommended for an FM station on 99.3 mc with 97.5 kw.

Controversial Item ■ On the BBG hearing was a switch in frequencies by CHLO St. Thomas, Ont., from 680 kc to 1410 kc to permit CHFI-AM-FM Toronto to establish a new nighttime station with 10 kc on 680 kc at Toronto. Opponents said this was trading in frequencies, since CHFI owners were said to have offered CHLO recompense for losses sustained on the new frequency.

BBG reserved a decision on the CHFI application until early 1964 and will permit other Toronto interests to apply for the frequency. Meanwhile CHLO St. Thomas has been recommended for a change to 1410 kc and power increase from 1 kw to 10 kw day and 2.5 kw night operation with directional antenna.

CJAD Montreal, on 800 kc, has been recommended for a power increase from 10 kw to 50 kw daytime and 10 kw nighttime; CJSO Sorel, Que., can boost power from 1 kw to 10 kw day and 5 kw nighttime on 1320 kc; CKLW-FM Windsor, Ont., can change from 250 w to 50 kw on 93.9 mc, and CHUM Toronto has been recommended for a boost from 5 kw day and 2.5 kw nighttime to 50 kw on 1050 kc.

CJET Smith Falls, Ont., has been sanctioned to change its daytime antenna radiation pattern. CHIQ Hamilton, Ont., can move its nighttime power from 2.5 kw to 5 kw with same daytime

Canadians listen longer

Radio Sales Bureau of Canada reports Canadians listen more to radio than do American audiences. The statistics show blue collar men listen 20 hours a week in Canada, only 18 hours and 22 minutes in the U. S. Canadian men between 20 and 35 listen 19 hours and 18 minutes a week as against 13 hours and 31 minutes for American men between 18 and 34. Canadian housewives listen 30 hours weekly while U. S. housewives listen 16 hours and 46 minutes.

Canadian Radio Sales Bureau is planning further statistics on Canadian listening.

power on 1280 kc. CHUC Cobourg, Ont., changes from a daytime station to a fulltime operation with change of frequency from 1500 kc to 1450 kc and 1 kw.

CJSS-AM-FM Cornwall, Ont., changes ownership from Cornwall Broadcasting Ltd., to a new company to be formed by Paul Emard, Cornwall businessman.

Abroad in brief...

D'Arcy expands ■ D'Arcy Advertising Co., St. Louis, Mo., announced at Toronto, Ont., that the firm is extending its services into Italy through an arrangement with Studio Stile of Milan. It is the seventh international office for D'Arcy Advertising.

Agency adds offices ■ Erwin, Wasey, Ruthrauff and Ryan Inc., New York, after a meeting of regional managers at Toronto, Ont., announced that new offices would be opened at Munich, Germany, and Milan, Italy. Further expansion into the European Common Market countries was anticipated in the near future. Agency last winter opened

an office at Cologne, Germany.

Viewer increase ■ Figures released by Television Audience Measurement Ltd. show the commercial network share of television viewing in Great Britain has increased for the second consecutive month. TAM states that for the five weeks ended June 2, the commercial network share was 63%, 3% higher than during April.

Set export ■ West German manufacturers are developing low-priced transistor radios for export to "underdeveloped" countries. Two types of receivers are now in the labs, AM-FM receivers and FM-only sets. The West German government is expected to finance part of the exports within the frame of normal help for the non-European countries.

Sale of CHEK-TV approved by BBG

Sale of controlling interest in CHEK-TV Victoria, for \$508,668 to CHAN-TV Vancouver (both British Columbia), was approved Tuesday (June 25) by Board of Broadcast Governors at Ottawa following a public hearing on Monday.

At same time CKNW New Westminster, B. C., Vancouver suburb, had its application for 15% share in CHAN-TV approved by BBG. Both recommendations are subject to approval by Canadian government.

In April BBG had turned down sale of Victoria station to CHAN-TV. Counsel for CHEK-TV said that the only solution to its financial plight was sale to a purchaser who could provide additional capital.

CKNW's bid to buy CHEK-TV was also denied by BBG in April on grounds it would give CKNW a TV outlet which could be primarily focused on Vancouver, a city which already has two television stations (BROADCASTING, April 15).

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BROADCAST ADVERTISING



Mr. Jones



Mr. Edens



Mr. Hovel

Robert L. Edens Jr., Cleo W. Hovel and Dewitt L. Jones elected to board of directors of Leo Burnett Co., Chicago. Messrs. Edens and Hovel are VP's and creative directors. Mr. Jones is vice president

in charge of client services.

Sylvia Harris, VP and account supervisor at Fletcher Richards, Calkins & Holden, New York, elected senior VP and supervisor on consumer and industrial products division account of United States Rubber Co.

John L. Southard Jr., previously senior VP and management supervisor at Lennen & Newell, joins New York office of McCann-Erickson as vice president and senior management officer on Nestle Co. account.

Margaret Hughes joins Wisdom Associates Inc., New York-based advertising agency, as VP and media director.

Charles A. Conrad and William G. Pendill elected VP's at Post-Keyes-Gardner, Chicago. Mr. Conrad is account supervisor of New Era, Red Dot and Kacy Jones potato chip accounts, all divisions of Frito-Lay Inc. Mr. Pendill is Old Milwaukee Beer account

Terry named AAW head

Walter E. Terry, VP and general manager of Johnson & Lewis, San Francisco, elected president of Advertising Association of the West for 1963-64 at AAW annual convention held last week in Los Angeles. He succeeds **Robert L. Hemmings**, of Smith & Hemmings, Los Angeles. Other new AAW officers are **Albert D. Ross**, Nelson Roberts Co., Denver, senior VP; **Jean Replogle**, Jean Replogle & Associates, Los Angeles, VP at large; **Frederick Baker**, Baker & Stimpson Adv., Seattle, secretary, and **Charles Stuart**, Bank of America, treasurer. (Also see AAW story, page 34).

executive. **Jordan Bernstein**, formerly with Sarra Inc., New York commercial production firm, joins Post-Keyes-Gardner as TV-radio production manager.

Paul W. Hodges, head art director, appointed creative director for Miami office of McCann-Marschalk, succeeding **Franklin D. Baker**, who has been elected vice president and creative director for Interpublic Inc. (parent firm of McCann-Marschalk) in Johannesburg, South Africa.

Albert H. Noble, founder and first president of Noble-Dury and Associates, Nashville and Memphis advertising agency, and until recently firm's board chairman, appointed director of new Tallahassee, Fla., branch of Bisphop/Green/Fielden Inc.

Tom Lazor elected VP of Sudler & Hennessey Inc., New York. Mr. Lazor is supervisor on Schering Corp. and Pfizer Labs accounts at agency.

Anne Martyn named product manager for Home Products division of Shulton Inc., New York. Mrs. Martyn is also in charge of advertising and promotion for Aerosol Corp. of America, a subsidiary of Shulton.



Mr. Hughes

Joseph K. Hughes, VP and general manager of Dallas office of Grant Adv., Chicago, elected executive VP. He will continue as head of Dallas office in addition to having broader responsibilities for corporation policies and function. Mr. Hughes joined Grant in 1956 and has served as VP-general manager of Dallas office since 1959. **Warren J. Kratky**, Gardner VP, appointed creative director of agency's St. Louis office. **Raymond T. Gusnard**, executive controller, elected secretary-treasurer, succeeding Mr. Kratky. **J. Robert Webb**, controller, named assistant treasurer.

George De Pue Jr. joins BBDO as VP and group head assigned to Warner-Lambert account. Mr. De Pue was formerly VP at Grey Adv., New York.

Donald A. Porter, group head on New York Telephone account, and **James H. S. Pierson**, account supervisor on Lever Brothers, elected VP's of BBDO. Mr. Porter was formerly with Ruthrauff & Ryan. Mr. Pierson was with Benton & Bowles.

James A. Milne Jr., manager of product planning and promotion for Fels & Co., Philadelphia manufacturer of soaps and detergents, promoted to advertising-merchandising director. Prior to joining Fels, Mr. Milne had been in

Reps elect Bingham

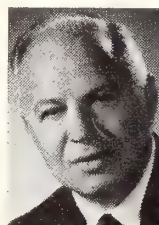
George C. Bingham, president of New England Spot Sales, Boston, elected president of New England Association of Radio and TV Representatives, succeeding **John T. King**, New England manager of The Katz Agency, who was elected to board of directors. Other officers elected are **Carter S. Knight**, Harrington, Righter & Parsons, VP; and **Santo J. Crupi**, H-R Representatives, secretary-treasurer. Directors elected in addition to Mr. King are **William A. Queen**, Adam Young Co., and **George B. Cookman**, Bill Creed Associates, Boston.

plans and marketing department of N. W. Ayer & Son, Philadelphia, and product manager for Betty Crocker Mixes division of General Mills, Minneapolis.

Richard Q. Kress, former account supervisor at N. W. Ayer & Son, Philadelphia, appointed director of advertising for North American Philips Co. Mr. Kress will make his headquarters in New York and be responsible for all of company's advertising, publicity and promotional activities.

William B. Wilbraham, VP and account supervisor for Chrysler Canada Ltd. account at Grant Adv. of Canada since 1960, named manager of advertising programs and plans in corporate advertising department of Chrysler Corp., Detroit. Earlier Mr. Wilbraham had been with both Grant and D. P. Brother & Co. in Detroit.

J. Barry Lawrence, formerly with Colle & McVoy Adv., Minneapolis, joins Klau-Van Pietersom-Dunlap, Milwaukee, as account executive.



Mr. Tarcher

Leonard Tarcher, VP in charge of media and marketing for The Sackel-Jackson Co., Boston advertising agency, joins Morse International Inc., New York, as VP and media director. Prior to joining Boston agency, Mr. Tarcher was associate media director at Lennen & Newell and had held positions with Biow-Beirn-Toigo, Cecil & Presbrey and J. D. Tarcher & Co.

Stuart Roeder, for past three years with advertising and publicity department of Warner Brothers, joins The Blaine-Thompson Co., New York, as

executive in charge of Warner Brothers Pictures account. Prior to joining Warner Brothers, Mr. Roeder was with 20th Century-Fox for seven years.

William F. Frantz joins Foote, Cone & Belding, New York, as account executive on General Foods account. Mr. Frantz was formerly with Best Foods division of Corn Products Sales Co.

Frank C. Freeman, VP and general manager of KZIX Fort Collins, Colo., joins Advertising Counselors of Arizona Inc., Phoenix, as creative director.

Robert K. Christenberry Jr. joins Gardner Adv., New York, as senior writer. Mr. Christenberry moves to Gardner from Doyle Dane Bernbach.

Neil H. McElroy, board chairman of Procter & Gamble, elected board chairman of Council for Financial Aid to Education. Mr. McElroy succeeds the late **Irv-ing S. Olds**, who was chairman of CFAE board from time of the council's establishment in 1953 until his death last March.



Mr. McElroy

Herbert Gramstorff, advertising manager for Family Products division of Charles Pfizer & Co., joins New York office of Foote, Cone & Belding as executive on Lever Bros. account. **Hal James**, associate director of broadcast in FC&B's New York office, assigned to agency's commercial production department as radio-TV coordinator, a newly created post.

Russell R. Anspach, former senior account executive at Norman, Craig & Kummel, joins Hicks & Greist, New York, as supervisor on Westclox division account of General Time Corp.

Nicholas Gibson, TV producer-art director at Foote, Cone & Belding, New York, joins Papert, Koenig, Lois, that city, as TV commercial producer.

Walter Daspit Jr. named manager of business affairs for TV-radio production at Needham, Louis & Brorby, Chicago, in addition to his present similar duties for agency's television-radio program department.

Kendall J. Mau, executive vice president of Hal Stebbins Inc., Los Angeles advertising and PR firm, elected president of Southern California Alumni chapter of Alpha Delta Sigma.

Dorothy Ravneberg, for 10 years head librarian and research specialist at Foote, Cone & Belding, joins Frank B. Sawdon Inc., New York and Los Angeles ad agency, as research director.

Tom W. Mahaffey, advertising promotion director of WJXT(TV) Jackson-

ville, Fla., elected president of Jacksonville Advertising Club for 1963-64.

Natalie Schram joins North Adv., Chicago, as creative coordinator. She earlier held food and fashion posts in consumer magazine field.

Joan Wilke, formerly of Leo Burnett and Tatham-Laird, joins copy department of Donahue & Coe, Los Angeles.

Budd F. White, former creative director of Firestone-Rosen, Philadelphia, joins copy department of Wermen & Schoor, that city.

Arthur C. McCarroll, for past two years public relations director of Hoffman Electronics Corp., joins Los Angeles office of Fuller & Smith & Ross to coordinate company's PR operations for its clients on West Coast.

Tom Lovelace, art director of Tom Grimes Adv., Dallas, joins Tracy-Locke Adv., that city, in similar capacity.

Charles F. Adams, executive VP of MacManus, John & Adams, Bloomfield Hills, Mich., appointed program chairman for Advertising Recognition Week in 1964, joint endeavor of Advertising Federation of America and Advertising Association of the West. The week will be observed in February, concurrently with annual AFA midwinter conference in Washington, D. C.

THE MEDIA



Mr. Fritz

Charles Fritz, VP and Detroit area manager for Blair Radio, appointed VP and general manager of WXYZ Detroit, ABC-owned radio station, succeeding **John O. Gilbert**, who became VP and general manager of WABC-TV New York last month (WEEK'S HEADLINERS, June 10). Mr. Fritz joined Blair as sales representative 12 years ago and earlier was salesman for WWJ Detroit.

Laurence M. Bub, administrator of literary rights and contract negotiations for NBC, West Coast, promoted to manager of talent and program administration for NBC's western division, succeeding **Edward Rosenberg**.

David A. Moss, presently assistant general manager of WKDN Camden, N. J., joins Princeton, N. J.'s new radio station, WHWH, as station and sales manager. WHWH is expected to go on air latter part of August.

Tom Chauncey, president of KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson, appointed general chairman of Phoenix's United Fund campaign.

Doug Thompson, sales and promotion manager of KBMT-TV Beaumont,

Tex., promoted to station manager, succeeding **John Fugate**, who resigned. Prior to joining KBMT-TV year ago, Mr. Thompson was assistant manager of KCEN-TV Waco, Tex.

O. P. Bobbitt, VP in charge of sales for KTBC-AM-FM-TV Austin, Tex., assumes added duties as manager of KTBC radio. **Charles L. Howell**, local sales manager of KTBC-TV, assumes added duties as KTBC-TV manager. Mr. Bobbitt joined KTBC in 1950 as salesman. Mr. Howell has been local sales manager of KTBC-TV since 1955.



Mr. Bobbitt



Mr. Howell

Frank B. Palmer, midwest sales manager for broadcast division of Triangle Publications, joins CBS-TV Network Sales, Chicago, as account executive. Mr. Palmer joins CBS after six years with Triangle Stations, where he served successively as general manager of WLYH-TV Lebanon, Pa., general manager of WFBC Altoona, midwest sales manager.

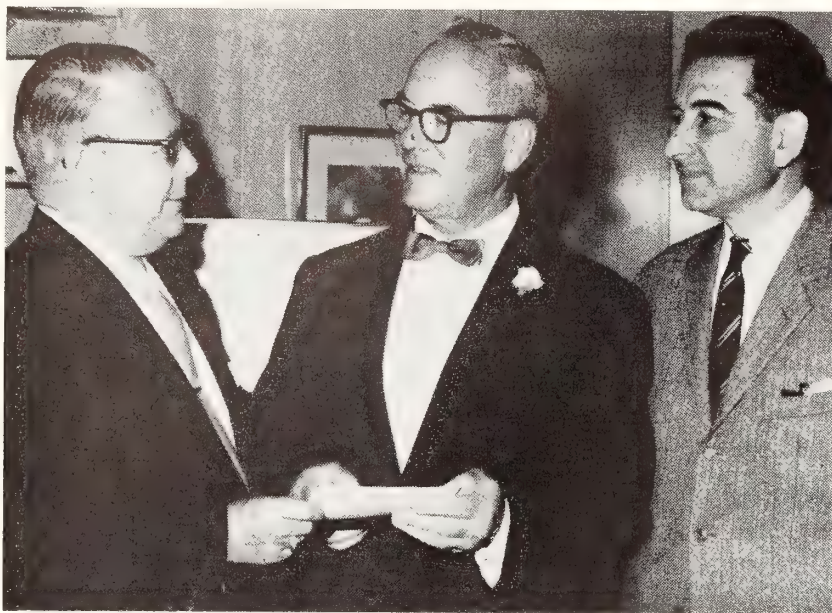
Duncan Mounsey, former general manager of WINQ Tampa, Fla. and WPTR Albany, N. Y., named manager of McGavren-Guild's Atlanta office. Mr. Mounsey succeeds **Charles E. Hedstrom**, who resigned.

Arthur Hull Hayes, president of CBS Radio, appointed national alumni chairman for \$10 million University of Detroit Challenge Fund.

Edward Q. (Ted) Adams transfers from Chicago to New York sales staff

CAAN elects full slate

Robert E. Kilgore, president of Gray & Kilgore Inc., Detroit, elected president of Continental Advertising Agency Network (CAAN), succeeding **William L. Sanborn**, president of Winius-Brandon Co., St. Louis. Other officers elected are **Lowe Runkle**, president of Lowe Runkle Co., Oklahoma City, VP; and **Karl Bishopric**, president of Bishopric/Green/Fielden Inc., secretary-treasurer. All four men were elected to CAAN's executive committee. Other committee members elected are **Seymour S. Preston Jr.**, Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, and **Douglas E. Anderson**, Anderson-McConnell, Hollywood.



Crosley presents annual gift to opera

James D. Shouse, left, chairman of the board of Crosley Broadcasting Corp., presents a \$5,000 check to W. Rowell Chase, treasurer of the Cincinnati Summer Opera Association and executive vice president of Procter and Gamble, as Crosley's

20th annual contribution to the summer opera. The check represents a total of \$100,000 Crosley has contributed over the past 20 years. Looking on at right is John Magro, president of the Summer Opera Association.

of Television Advertising Representatives. Mr. Adams' Chicago post has been filled by **John A. Carrigan**, formerly account executive at NBC-TV Spot Sales in Chicago.

Curtis L. Pierce, member of engineering staff of WNBQ(TV) Chicago since 1950, promoted to supervisor of technical operations for WNBQ and WMAQ Chicago, succeeding **Theodore Schreyer**, who retired last week after 37 years of service with NBC.

Edward J. Claseman, chief accountant at WTCN-TV Minneapolis-St. Paul, promoted to business manager.

Harvey Smart, vice president and mid-western sales manager for Blair Television, elected president of Chicago chapter of Station Representatives Association. Other officers elected are **Robert Kalthoff**, Avery-Knodel Inc., VP; and **John Boden**, John Blair Cos., secretary.



Mr. Smart

Martin J. Brown, previously sales service director of WOR-TV New York, joins New York sales staff of Roger O'Connor, radio-television sales rep.

Bruce O. Ballard, former TV producer-director for Bureau of Broadcasting at Arizona State University,

joins Chicago's new UHF channel 26 commercial outlet, WCIU(TV), as assistant program director. Licensed to Weigel Broadcasting Co., WCIU plans to begin operating Sept. 1.

F. E. (Buz) Busby, executive VP and general manager of WTVY Inc. (WTVY Dothan, Ala.), since 1954, elected president and general manager. Mr. Busby is former executive VP of WKRQ Mobile, Ala.



Mr. Busby

James P. Jimirro appointed program director of WPBS Philadelphia.

Terrell L. Metheny Jr., program director and air personality at WABY Albany, joins WOKY Milwaukee as production manager and air personality.

Dave Shafer, for past two years with WJBK Detroit, joins CKLW Windsor-Detroit to handle afternoon record program, succeeding **Bud Davies**, who moves to CKLW's early morning spot.

Frank C. Visk appointed promotion director of WPTR Albany, N. Y. **Gloria Gibson** named continuity director.

Frank Leahy, former football coach of Notre Dame, joins The Star Stations (KOIL Omaha, KISN Portland, Ore., and WISH Indianapolis, latter subject to FCC

approval) to write and broadcast sports editorials.

Sid Fruchter, station manager and sales coordinator for Concert Network's New York outlet, WNCN-FM, and sales coordinator for network's other stations—WBCN-FM Boston, WXCN-FM Providence, and WHCN-FM Hartford, joins Promotional Services Inc., New York media consultant firm, as executive assistant to Sidney K. Halpern, PSI president. Before joining WNCN, Mr. Fruchter was with Herald Tribune Radio Network as account executive for WFYI Mineola, Long Island, N. Y.



Mr. Fruchter



Mr. Parenzan

Joseph M. Parenzan, sales promotion and research manager for CBS-owned KNX-AM-FM Los Angeles, joins Los Angeles office of CBS Radio Spot Sales, effective today (July 1), as account executive, replacing **Jack D. Pohie**, who resigned.

Diana Matson, formerly with promotion department of WMAL-AM-FM Washington, joins WFIL Philadelphia as supervisor of traffic and continuity.

James W. Frost, promotion director of Downtown Riverside (Calif.) Association, resigns to become assistant to Frank P. Fogarty, executive VP of Meredith Broadcasting Co., with headquarters at WOW-AM-FM-TV Omaha. Mr. Frost, who will assume his new post July 8, is former assistant professor of journalism and alumni director at University of Oregon, as well as general manager of Oregon Association of Broadcasters.



Mr. Frost

Virginia Stricker, with Hollywood bureau of BROADCASTING Magazine for seven years and recently with Jerry Lewis Productions, joins KHJ-TV Los Angeles as assistant publicity director.



Mr. Anderson

James W. Anderson, formerly overseas general advisor for ABC International Television, joins Spanish International Network Sales (SINS) as sales executive. Mr. Anderson has been assigned to KWEX-TV (ch. 41) San Antonio as general sales manager.

Sydney A. Abel, advertising repre-

RIBA returns Dougherty



Mr. Dougherty

Joseph Dougherty, VP of Capital Cities Broadcasting Co. and general manager of WPRO-TV Providence, re-elected president of Rhode Island Broadcasters Association. Other officers, also re-elected, are **Joseph (Dody) Sinclair**, WJAR-TV Providence, VP; **Mowry Lowe**, WLKW Providence, treasurer; and **Zel Levin**, WWON-AM-FM Woonsocket, secretary.

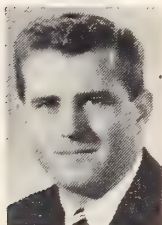
representative for BROADCASTING Magazine in New York, joins sales staff of WRC-AM-FM Washington.

Martin Colby, eastern TV sales manager and national sales specialist for Triangle Publications' broadcast division for past five years, joins Blair Television's BTA division in New York as sales specialist.



Mr. Colby

Jack Brickhouse, sports manager of WGN-AM-TV Chicago, re-elected president of Chicago chapter of National Academy of Television Arts and Sciences. **James W. Beach**, Foote, Cone & Belding, was re-elected first vice president and national VP from Chicago.



Mr. McGreevy

Shawn McGreevy, former securities salesman with L. F. Rothschild & Co., Chicago, joins Chicago TV sales staff of Avery-Knodel Inc., national radio-TV station representatives. **Don Bruce**, member of sales staff of CKBI Prince Albert, Saskatchewan, joins Avery-Knodel's Los Angeles radio sales staff, effective today.



Mr. Bruce

John Crowley, sales manager of KPHO Phoenix, promoted to station manager, replacing **Gene Spry**, recently named station manager of KPHO-TV. **Lou Reker**, KPHO account executive, appointed sales manager, succeeding Mr. Crowley. **Larry Burroughs**, KPHO program director, promoted to assistant station manager. **Sandy Gibbons**, KPHO production head, replaces Mr. Burroughs as program director.

GOVERNMENT

Charles M. Hill, director of TV for U. S. Information Agency, resigns, effective today (July 1), to return to program development for commercial TV. He is creator, together with Eddie Drost, of new *Espionage* series which will be produced by Herbert Brodtkin for presentation on NBC-TV (Wednesday, 9-10 p.m.) starting this fall. Mr. Hill, who joined USIA in his present capacity 18



Mr. Carter



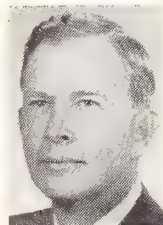
Mr. Hill

months ago, was formerly associated with Edward R. Murrow, USIA director, in production of *See It Now* and *Person to Person*. **Alan Carter**, special assistant to Don Wilson, deputy USIA director, succeeds Mr. Hill as agency's television director.

Paul R. Fenner, FCC inspector for Hawaii, retired June 30 after 35 years with agency.

EQUIPMENT & ENGINEERING

Chester M. Carr, formerly with management system staff at Lockheed Missiles and Space Co., Sunnyvale, Calif., appointed general manager of Bauer Electronics Corp. (manufacturer of radio broadcasting equipment), San Carlos, Calif.



Mr. Carr

Marcus A. Acheson, consulting engineer on General Telephone & Electronics Corp.-Sylvania corporate staff, announces his retirement effective today. Mr. Acheson holds approximately 40 patents on variety of electronic products and pioneered electric tube developments for almost 40 years.



Mr. Arch

Kenneth R. Arch, who joined Tower Communications Co. last November, promoted to manager of engineering department of Sioux City, Iowa, company. Earlier Mr. Arch was with Aerojet General Corp.

Herbert L. Brown, former VP and general manager of Ampex Corp.'s Sunnyvale, Calif., audio division, appointed VP, Ampex International-manufacturing and engineering. Mr. Brown, who joined Ampex in 1955, has been VP of corporation since 1959.

E. V. Huggins, executive VP for associated activities and a director of Westinghouse Electric Corp., resigns today (July 1) to devote himself to area related to industry and defense. Though continuing as senior consultant, he'll have offices at 120 Broadway, New York. Mr. Huggins since 1961 was responsible also for company's subsidiary, Westinghouse Broadcasting Co. (Group W) and Westinghouse International Operations. Westinghouse said it will not fill vacancy.

PROGRAMING

Julius Edelman elected executive VP and producer-director at Mickey Schwarz Productions Inc., New York. Mr. Edelman was formerly production group supervisor at Ted Bates & Co. **John Griffiths** elected VP of Academy TV Film Productions, Canadian affiliate of Schwarz' New York TV commercial production firm.

Robert M. Fresco appointed associate producer of six hour-long TV documentary specials David L. Wolper Productions is producing in association with United Artists-TV. Mr. Fresco, who functioned in same capacity on *The Story Of* series for Wolper, will coordinate his new activities with producer Marshall Flaum. **William Cartwright** has been named supervising film editor on firm's 90-minute TV docu-



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FAB elects Dodson



Mr. Dodson

Eugene B. Dodson, general manager of WTVT(TV) Tampa, elected president of Florida Association of Broadcasters, succeeding **Joseph S. Field Jr.**,

WIRK West Palm Beach. Other officers elected are **Jesse Cripe**, WFGA-TV Jacksonville, VP for TV; **Fred Shawn**, WSUN St. Petersburg, VP for radio; and **Norman O. Protsman**, WNER Live Oak, treasurer (re-elected). New TV directors are **Lee Ruwitch**, WTVJ(TV) Miami; **Charles Kelly**, WCKT(TV) Miami; and **James Tighe**, WJHG-TV Panama City. New radio directors are **Bernard Neary**, WGBS Miami; **Robert Nelson**, WBRD Bradenton; and **Justin Miller**, WCOA Pensacola.

mentary, *The Making of The President 1960* of which Mel Stuart is producer-director with David L. Wolper as executive producer.

Winston O'Keefe, with Screen Gems for past five years, signed to new term contract to develop several new TV series with Harry Ackerman, vice president and executive producer. Mr. O'Keefe will also produce episodes on series currently in work.

Lee Savage, formerly of Electra Films and J. Walter Thompson, joins MPO Videotronics Inc., New York, as director of animation and film graphics.

Daniel Endy and **John Hentz**, sports film producers, join Tel Ra Productions, Philadelphia.

Herbert W. Hobler, director of production operations for Videotape Productions of New York Inc., elected VP in charge of production operations.

Robert W. O'Brian joins syndication sales staff of Independent Television Corp., Chicago.

Irving Elman, associate producer of *The Eleventh Hour*, named producer of hour-long NBC-TV series for its second season, starting Oct. 2 in Wednesday 10-11 p.m. time period. Mr. Elman succeeds **Sam Rolfe**, on leave of absence for work-vacation trip to Europe. **Ellis Marcus**, who wrote many of first season's programs, named associate producer and story editor.

Hal Goodman and **Larry Klein**, recently with CBS-TV in development of TV projects, signed by MGM-TV to

create, develop and produce comedy series for studio. Besides having created and produced *Margie* series, duo wrote *Playhouse 90* drama "Invitation To a Gunfighter," being filmed as feature picture by Stanley Kramer.



Mr. Dubin

Mickey R. Dubin, VP of Sutherland Associates, named VP in charge of sales and administration for Sarra Inc., New York production firm. Prior to joining Sutherland, Mr. Dubin was senior vice president and member of board at Filmways Inc. He is also member of Connecticut bar, and member of law firm of Dubin & Dubin in Hartford.

Nick Castle and **Danny Daniels** signed to choreograph six programs of *The Judy Garland Show*, which will premiere on CBS-TV Sept. 29.

Bronislau Kaper has been signed by Revue Studios to compose musical score and main title theme for *Arrest and Trial* series (8:30-10 p.m., ABC-TV).

NEWS

Dick Richmond, formerly of WPLO Atlanta, Ga., joins WQAD-TV Moline, Ill., as director of news. Mr. Richmond will assume his duties today (July 1) and organize news department for WQAD-TV which has air date of August 1.



Mr. Richmond

George Baskos appointed local news director of KLMO Longmont, Colo.

Marty McNeely, on-camera newsman and sportscaster at WXYZ-TV Detroit, joins WRCV Philadelphia, effective July 1, as air personality.



Mr. Tobias

Richard M. Tobias, member of news department of WHAM Rochester, N. Y., for past eight months, promoted to news director, succeeding **Ronald E. Mires**, who resigned to join WBZ-AM-FM Boston as news director. Mr. Tobias is former news director of WCLJ Corning, N. Y., and correspondent with U. S. Department of Defense in Europe.

Clayton Vaughn, news director of KAKC Tulsa, elected president of Oklahoma Associated Press Broadcasters, succeeding **Bob Stabler**, KCCO Lawton.

Doug Stephens appointed manager of mobile news reporting at wowo Fort

Wayne, Ind. He succeeds **John Cigna**, who has been moved to station's late night disc jockey show.

Daniel R. Bialk, formerly of *Milwaukee Journal* and *Sentinel*, joins news staff of WISN-TV Milwaukee as news-sports writer and reporter. He will also take over as news editor for *Wisconsin News—Morning Edition*.

ALLIED FIELDS



Mr. Crane

Frank W. Crane, western manager for Broadcast Clearing House, New York, elected executive VP. Mr. Crane, as second ranking executive officer for the centralized billing company, will make his headquarters in San Francisco and service entire West Coast area. **Lee P. Mehlig**, firm's president, will continue to supervise servicing of BCH systems and procedures with advertising agencies, station representatives and radio-TV stations in New York. Mr. Crane, former partner of Torbet, Allen & Crane, joined BCH last September.

Lorie M. Molnar, associate of late Frieda B. Hennock, has formed Washington law firm specializing in administrative practice, with **James A. Gammon**, previously with McGrath & McGrath. Both Miss Molnar and Mr. Gammon are 1959 graduates of Georgetown University Law School.

Excutives appoint Crohan



Mr. Crohan

John F. Crohan, VP and general manager of WCOP - AM - FM Boston, elected president of Broadcasting Executives Club of New England. Other officers elected are **John King**, The Katz Agency, first VP; **Harry Wheeler**, WHDH-AM-FM-TV Boston, second VP; **Virginia Fairweather**, of Harry M. Frost Agency, treasurer; and **William Walsh**, WNAC-TV Boston, secretary. Directors for 1963-64 are immediate past president, **Thomas Y. Gorman**, WEEI Boston; **Ken MacDonald**, WBZ-TV Boston; **Carter Knight**, Harrington, Richter & Parsons; **Norman Knight**, Knight Management Corp.; **Robert Weiss**, Salada Tea Co.; **Milton Gunn**, TV Guide; **Eileen Conradi**, Kenyon & Eckhardt; and **Thomas Robertson**, WMEX Boston.

INTERNATIONAL



Mr. Berman

Richard Berman, since 1957 manager of international facilities for NBC, responsible for supervision of network's international investment and management activities, joins Screen Gems Inc., TV subsidiary of Columbia Pictures Corp., New York, as administrator of international operations. Mr. Berman previously served as business manager of NBC Opera Co., business manager of NBC Radio's *Weekday* program and supervisor of production at WRCV-TV Philadelphia.

Edward Lawless, formerly of advertising sales staff of *Reader's Digest*, Toronto, elected executive VP of Television Bureau of Advertising of Canada, that city, replacing **W. R. Seth Jr.**, who resigned last December.

Kevin Miller named manager of Saskatoon branch of McConnell, Eastman & Co. Ltd., London, Ont.

Kenneth L. Davis, chief of New Orleans bureau of Associated Press, appointed director of AP operations in Argentina, Uruguay and Paraguay, with headquarters at Buenos Aires. Mr. Davis succeeds **Sam Summerlin**, who has been named chief of New Orleans

ATAS returns Berg

Dick Berg, VP of Revue Productions and producer of company's *Bob Hope-Chrysler Theatre* for NBC-TV, re-elected president of Hollywood chapter of National Academy of Television Arts and Sciences. Other officers elected are **Don DeFore**, first VP; **John Scott Trotter**, second VP; **Danny Landres**, secretary; and **Howard Johnson**, treasurer. New trustees elected for two-year terms are **John Guedel**, **Marvin Aubrey Davis**, **Jackie Cooper**, **Ted Post** and Mr. Berg.

bureau, with responsibility for AP operations in Louisiana and Mississippi. Mr. Davis joined AP in Kansas City in 1941. **Daniel Harker**, member of AP staff in Bogota, Colombia, replaces **George Arfeld** as correspondent in Havana, Cuba. Mr. Arfeld was appointed correspondent in Lisbon, Portugal.

Roland Giguere, manager of CFTM-TV Montreal, and **Robert L'Herbier**, program director of CFTM-TV, elected directors of Paul L'Anglais Inc., Montreal station representative firm.

Maurie Service, announcer-news reader at 3KZ Melbourne, Australia, joins Richards Adv. Service Pty. Ltd., that city, as radio-television writer-pro-

ducer. Mr. Service, formerly of 3NE and 3TR, both Melbourne, joined 3KZ last October.

Robert M. Campbell, former managing director of J. Walter Thompson Co. Ltd., Toronto, elected vice president of Paul, Phelan and Perry Ltd., Toronto advertising agency.

Margaret Morris, formerly of CBO and CBOT(TV) Ottawa, appointed staff announcer on CBL and CBLT(TV) Toronto. She identifies Canadian Broadcasting Corp. network programs at originating Toronto station, also does late evening newscasts. Miss Morris also has three-hour Sunday evening music program on CJBC Toronto.

DEATHS

Jack Kilgore, 40, assistant to controller of Desilu Productions, died June 23 at Los Angeles Temple Hospital of heart attack.

George S. Kraft, 39, film director and photographer at WSBA-TV York, Pa., died June 19 at U. S. Public Health Service Hospital in Baltimore.

Jack Bernard, 59, president and board chairman of Rapid Film Technique Inc., Long Island City, N. Y., died June 6 in Scarsdale, N. Y.

Vern Craig, 54, air personality at WKAP Allentown, Pa., died June 20 of heart attack. Mr. Craig joined WKAP in 1951.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 20 through June 26 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV station

APPLICATION

San Diego, Calif.—**San Diego Telecasters Inc.** UHF channel 39 (620-626 mc); ERP 21.9 kw vis., 11.8 kw aur. Ant. height above average terrain 1877 ft., above ground 143 ft. P. O. address 2850 Fifth Avenue, San Diego. Estimated construction cost \$132,000; first year operating cost \$84,000; revenue \$84,000. Studio location San Diego; trans. location 13 miles east on San Miguel Mountain. Geographic coordinates 32° 41' 49" N. Lat., 116° 55' 03" W. Long. Type trans. RCA TTU-1B, type ant. RCA TFU-24DM. Legal counsel Saul R. Levine, Los Angeles;

consulting engineer, A. E. Towne, San Francisco. Principals: **Lawrence Shushan** and **Leon Kahn** (each 50%). Messrs. Shushan and Kahn are both owners of KPRI-FM San Diego; former is also part-owner of record company and latter is also doctor. Ann. June 24.

New AM station

ACTION BY FCC

Fine Music Inc., **Dwight M. Cleveland**, 600 Montgomery St., **Montgomery, Ala.**—Granted CP for new daytime AM station to operate on 1500 kc, 500 w; remote con-

trol permitted; conditions include pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. Action June 26.

Existing AM station

ACTION BY FCC

KQEN Roseburg, Ore.—Granted increased daytime power on 1240 kc to 1 kw from 250 w, continued nighttime operation with 250 w; remote control permitted; conditions. Action June 26.

Existing FM stations

CP CANCELLED

WICU-FM Erie, Pa.—CP cancelled for

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New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

ET

new FM station to operate on 103.7 mc, channel 279, and call letters deleted. Permittee Gibraltar Enterprises Inc. Ann. June 24.

Ownership changes

ACTIONS BY FCC

KLAC-AM-FM Los Angeles, Calif.—Granted assignment of license from M. W. Hall (100%), d/b as Hall Bestg. Inc., to Metromedia Inc. Consideration \$4,500,000 (\$300,000 is for FM facility). Mr. Hall agrees not to compete in radio, within 50 mile radius of Los Angeles, for 10 years. Metromedia owns KMBC-AM-FM-TV Kansas City, Mo., WHK-AM-FM Cleveland, Ohio, WIP-AM-FM Philadelphia, Pa., WNEW-AM-FM-TV New York City, WTTG-TV Washington, D. C., WTVH-TV Peoria & WTVP-TV Decatur, both Illinois, and 98.43% of KOVR-TV Stockton, Calif. Action June 26.

WREX-TV Rockford, Ill.—Granted transfer of control of licensee corporation, Greater Rockford TV Inc. from over 50 stockholders to WREX-TV Inc. (100%), solely owned by Gannett Inc., also large corporation. Consideration \$3,420,000. Gannett Newspaper stations are WHEC-AM-TV Rochester, WJMR-AM-TV Binghamton, WENY Elmira, all New York, and WDNB Danville, Ill. Action June 26.

WJRW(FM) Palmyra, Pa.—Granted transfer of control of licensee corporation, Radio Music Inc., from L. M. Williams, Earnest D. Williams, Jack L. Williams, Harry M. Williams and L. S. Alsapach (each 20%) to R. L. Fenstermacher, C. E. Miller and H. T. Ross (each 33 1/3%). Consideration \$10,000. FCC waived three-year holding rule. Messrs. Miller and Ross are part owners of WITT Lewisburg, Pa.; Mr. Fenstermacher owns broadcasting service firm. Action June 26.

ACTIONS BY BROADCAST BUREAU

KDAS(TV) Hanford, Calif.—Granted assignment of cp from Harold D. Gann (50%) and George L. Naron & C. B. Sweeney (each 25%), d/b as Gann TV Enterprises, to Mr. Naron and Mr. Sweeney (each 50%). Consideration \$7,000 and assumption of debt. Action June 25.

WKRS Waukegan, Ill.—Granted transfer of control of licensee corporation, News-Sun Broadcasting Co., from individuals to Keystone Printing Service Inc., substantially owned by same persons. No financial consideration involved. Action June 20.

KNIA Knoxville, Iowa—Granted assignment of license from Mitchell Broadcasting Co. to KNIA Broadcasting Co., wholly owned subsidiary of Mitchell. No financial consideration involved. Action June 24.

WCND Shelbyville, Ky.—Granted assignment of CP from J. B. Crawley, R. L. Turner, W. B. Kelly and Dean Harden (each 25%), d/b as Shelby Broadcasting Co., to Messrs. Crawley, Turner and Kelly (each 33 1/3%), tr/as company of same name. No financial consideration involved. Action June 24.

KPRM Park Rapids, Minn.—Granted assignment of license from Edward De La Hunt Jr. (66 2/3%) and E. H. Granse (33 1/3%), d/b as De La Hunt Broadcasting Co., to same persons in same percentages tr/as De La Hunt Broadcasting Corp. No financial consideration involved. Action June 24.

WBIC Islip, N. Y.—Granted assignment of license from Maurice S. Weiss, Herbert P. Hoffman and Eugene Kleinman (each 24 1/2%) and others, d/b as South Shore Broadcasting Corp., to Gerald T. Arthur and Wilson B. Stringer (each 37.5%) and Irving Maidman (25%), tr/as Meridian Media Inc. Consideration \$250,000. Mr. Arthur is senior VP of Donahue & Coe Inc., New York; Mr. Stringer is VP of Rowe & Sanford, New York; Mr. Maidman is realtor. Action June 25.

WNOH Raleigh, N. C.—Granted acquisition of negative control of licensee corporation, North Carolina Electronics Inc., from Frank P. Larson Jr. (25%) by James P. Poston (50% after transfer, 25% before); other ownership remains stable. Consideration \$12,000. Action June 24.

KDAK Carrington, N. D.—Granted acquisition of positive control of licensee corporation, Central Broadcasting Co., from Claire Ihringer (33 1/3%) and F. W. Carr (33 1/3%) by Mr. Carr and wife, Lucille Carr (66 2/3% jointly); other ownership remains stable. Consideration \$13,000 Action June 19.

WZIP-AM-FM Cincinnati—Granted transfer of control of licensee corporation,

Greater Cincinnati Radio Inc., from News-Sun Broadcasting Co. to Keystone Printing Service Inc.; ownership remains essentially stable. No financial consideration involved. Action June 20.

KRBC Abilene, Tex.—Granted assignment of license from Abilene Radio & Television Co., to Radio Abilene Inc., separate corporation with same ownership. No financial consideration involved. Action June 19.

KHUZ Borger, Tex.—Granted assignment of license from R. G. Hughes (100%), d/b as Radio Station KHUZ Inc., to Andrew J. Roberts (80%) and Henry T. Ray & Patsy L. Roberts (each 10%), tr/as North Plains Broadcasting Inc. Consideration \$65,000. Mr. Roberts is mgr. of KHUZ; Mrs. Roberts is housewife; Mr. Ray is partner in business. Action June 25.

APPLICATIONS

WETO Gadsden, Ala.—Seeks assignment of license from Cary Lee Graham (sole owner) d/b as Gadsden Radio Co., to Charles F. Bowman (100%), tr/as Gadsden Broadcasting Co. Consideration \$75,000. Mr. Bowman is 15% owner of WEVY Talladega, Ala. Ann. June 25.

KYNO Fresno, Calif.—Seeks assignment of license from Amelia Schuler (35%), Lester Chenault (50%) and Bert Williamson (15%), d/b as partnership Radio KYNO, to same person as cooperation. No consideration involved. Ann. June 20.

KPLX San Jose, Calif.—Seeks assignment of license from G. Stuart Nixon (100%) to Mr. Nixon d/b as KPLX Corp. If assignment is approved Mr. Nixon will receive \$8,000 in stock. Mr. Nixon also owns CP for KSTU Logan, Utah. Ann. June 21.

WADM Decatur, Ind.—Seeks acquisition of negative control (50%) of permittee corporation by WFYC Inc. (Wayne C. Harris [40%], David W. Sommerville [31.11%], H. B. Gase [13.33%], Gilbert E. and Betty M. Thomas [8.88% and 6.66% respectively]) from Robert Colman and Ralph J. Henry (each 50%), tr/as Airon Inc. Messrs. Colman and Henry will retain each 25% ownership of WADM. Consideration \$1,000. WFYC Inc. is licensee of WFYC Alma, Mich. Ann. June 24.

WMLT Dublin, Ga.—Seeks transfer of control from W. Newton Morris (70%), Mary Lou Morris (20%) and Marthelle M. Harpe (10%), d/b as Dublin Broadcasting Co., to Frank Floyd Jr., W. C. Woodall Jr., and Miles H. Ferguson (each 33 1/3%), tr/as Radio Dublin Inc. Consideration \$80,000. Mr. Floyd Jr. is general manager of WMLT; Mr. Woodall Jr. is 75% owner of WBBK Blakely, 25% owner of WFPM Fort Valley and WGRA Cairo, 50% owner of WDWD Dawson, all Georgia, and 37 1/2% owner of WGSW Greenwood, S. C.; Mr. Ferguson is general manager and 58.9% owner of WRDL West Point, Ga., and 22 1/2% owner of WJHO Opelika, Ala. Ann. June 20.

WBSM-AM-FM New Bedford, Mass.—Seeks assignment of license from Bay State Broadcasting Corp. to Murray Carpenter and George Gray (each 50%), d/b as Southern Massachusetts Broadcasters Inc., rather than as individuals as was requested in earlier application for transfer of control of WBSM-AM-FM (see For The Record, April 29). Ann. June 26.

WDLT Indianola, Miss.—Seeks assignment of license from Radio Cleveland Inc. to Ruth O. Fritts (100%) d/b as Fritts Broadcasting Inc. Consideration \$40,000. R. O. Fritts is farm operator and area representative for cosmetics firm. Ann. June 13.

WLNG Sag Harbor (Long Island) N. Y.—Seeks assignment of construction permit from Fitzgerald Smith (100%), d/b as The Hamptons Broadcasting Co., to Mr. Smith (49%) and Albert L. Capstaff (51%), tr/as same company. No financial consideration involved. Mr. Capstaff is president and general manager of CATV system in the Virgin Islands and is 40% owner of applicant for new AM station in San Juan, P. R. Mr. Smith is news writer for NBC-TV. Ann. June 25.

WPCA-TV Philadelphia, Penn.—Seeks assignment of CP from Donald B. Crawford, d/b as The Young People's Church of the Air Inc., to Aaron J. Katz and Leonard Stevens (each 50%) tr/as Philadelphia Television Broadcasting Co. Consideration \$200,000. Mr. Katz is attorney and Mr. Stevens is vice president of Philadelphia advertising firm. Ann. June 18.

WQXL Columbia, S. C.—Seeks assignment of license from Midlands Radio Corp., to Henderson Belk (100%) d/b as Belk Broadcasting Co. of Columbia Inc. Consideration \$225,000. Mr. Belk is 99.5% own-

er of WIST-AM-FM Charlotte, N. C., and sole owner of WORD Spartanburg, S. C. Ann. June 20.

KFYN Bonham, Tex.—Seeks assignment of license from Cyril W. and Winsett Reddoch and Ralph L. Hooks (each 33 1/3%), d/b as Bon-Tex Radio, to John T. Cauley (100%) tr/as individual. Consideration \$90,000. Mr. Cauley is presently manager of KFYN. Announced June 21.

KSSX Salt Lake City, Utah—Seeks assignment of license from William P. Fuller III (100%), d/b as individual, to Starley D. Bush (70.60%), Thomas R. and Murry D. Van Wagoner, Thomas C. Cuthbert (each 5.88%) and others, tr/as Star Broadcasting Co. Mr. Bush recently disposed of 25% interest of KWIC Salt Lake City; Messrs. Van Wagoners are representative of manufacturing firms and employed by copper smelting firm, respectively; Mr. Cuthbert is attorney and area businessman. Ann. June 25.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Granted motion by Redding-Chico Television Inc. for dismissal without prejudice of its application for new TV station to operate on channel 9 in Redding, Calif., and retained in hearing station application of Northern California Educational Television Association Inc. to operate noncommercially on that channel in Redding. Action June 20.

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreements reached at June 21 prehearing conference in proceeding on AM application of James S. Rivers Inc. (WJAZ), Albany, Ga., in Doc. 15080, scheduled certain procedural dates with July 30 hearing date remaining unchanged. Action June 21.

By Hearing Examiner Charles J. Frederick

■ On own motion, extended time to July 3 to file petitions to correct transcript in proceeding on application of Central Wisconsin Television Inc., for additional time to construct WCWT (TV [ch. 9]) Wausau, Wis., and for assignment of CP to Mid-continent Broadcasting Co. Action June 19.

By Hearing Examiner Millard F. French

■ In consolidated AM proceeding in Docs. 14425 et al., granted joint petition by applicants Radio Haddonfield, Inc., Haddonfield, and Salem County Radio, Salem, both New Jersey, to sever their applications from consolidation, and scheduled hearing for July 9 on severed applications. Action June 24.

■ Pursuant to agreement reached at June 21 prehearing conference in proceeding on applications of Wellersburg TV Inc., and People's Community Television Association Inc. for new VHF TV translator stations in Wellersburg, Pa., and LaVale, Md., respectively, in Docs. 14857 et al., scheduled hearing to be held in Cumberland, Md., on Sept. 4, at 10 a.m. Action June 21.

■ Granted petition by Broadcast Bureau to extent of extending time to June 28 from June 21 to file proposed findings and to July 22 from July 19 for replies in Largo, Fla., TV channel 10 proceeding in Docs. 12445-50. In absence of most urgent and compelling circumstances, no further extension will be granted. Action June 20.

By Hearing Examiner Isadore A. Honig

■ On own motion, corrected in various respects transcript of hearing in proceeding on AM application of Brainerd Broadcasting Co. (KLIZ) Brainerd, Minn. Action June 17.

By Hearing Examiner Arthur A. Gladstone

■ Pursuant to agreements reached at June 24 prehearing conference in proceeding on application of O. L. Withers for new AM station in Woodburn, Ore., in Doc. 15081, scheduled certain procedural dates, with hearing to proceed, as scheduled, on July 29. Action June 24.

■ Pursuant to agreements reached at June 21 prehearing conference in proceeding on microwave applications of Teleprompter Transmission of Kansas Inc., Spearman-Hogland, Tex., and Liberal, Kan., in Docs. 15069 et al., scheduled certain procedural dates and continued July 15 hearing to Sept. 4. Action June 21.

■ In proceeding on applications of Marshall Broadcasting Co. and Wright Broadcasting Co. for new AM stations in Marshall and East Lansing, Mich., respectively, in Docs. 15017-8, granted motion by Wright for leave to amend its application to permit

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 26

	Lic.	ON AIR Cps.	NOT ON AIR Cps.	TOTAL APPLICATIONS for new stations
AM	3,807	47	143	364
FM	1,093	24	94	191
TV	519	59	85	125

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, June 26

	VHF	UHF	TOTAL TV
Commercial	486	92	578
Non-commercial	47	21	68

COMMERCIAL STATION BOXSCORE

Compiled by BROADCASTING, May 31

	AM	FM	TV
Licensed (all on air)	3,801	1,088	518
Cps on air (new stations)	53	29	60
Cps not on air (new stations)	130	91	85
Total authorized stations	3,984	1,208	663
Applications for new stations (not in hearing)	223	181	67
Applications for new stations (in hearing)	151	13	54
Total applications for new stations	374	194	121
Applications for major changes (not in hearing)	255	92	46
Applications for major changes (in hearing)	50	3	7
Total applications for major changes	305	95	53
Licenses deleted	0	0	0
Cps deleted	0	2	2

*Includes 3 stations operating on unreserved channels

to July 24 from June 24 for notification of witnesses to Aug. 8 from July 8 and from July 9 to a date to be set by further order of hearing examiner for hearing on its AM application. Action June 20.

■ Granted motion by Golden Triangle Broadcasting Inc. (WEPP), Mt. Oliver, Pa., to correct transcript in proceeding on its AM application. Action June 19.

■ By Hearing Examiner Forest L. McClenning proceeding on application of Port Chester Broadcasting Co. for new AM station in Port Chester, N. Y., in Doc. 14212, denied petition by respondent Long Island Broadcasting Corp. (WVRL), New York, N. Y., for reconsideration of May 27 adverse ruling which denied approval of agreement between Port Chester and WVRL whereby latter would withdraw its opposition to grant of Port Chester's application, as amended, in consideration of payment of \$4,500 as "partial" reimbursement of expenses incurred to date in course of its opposition. Action June 24.

■ Granted petition by Big Bear Broadcasting Co. for leave to amend its application for new AM station in Big Bear Lake, Calif., to specify transmitter site at location several hundred feet from that initially designated. Action June 19.

■ By Hearing Examiner Herbert Sharfman

■ In proceeding on application of K BAR J Inc., for new AM station in Hastings, Neb., on own motion, advanced date of hearing to July 8 from July 15 and date for receipt of notification of witnesses desired for cross examination to July 3 from July 8, and date for furnishing applicant's direct affirmative written case remains June 24, as scheduled. Action June 18.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that May 1 initial decision which looked toward granting application of Albert Lea Broadcasting Co. to increase daytime power of station KATE Albert Lea, Minn., to 1 kw from 250 w, continued operation on 1450 kc, 250 w-N; conditions and without prejudice to any action deemed necessary by commission with respect to renewal of license of station WJON St. Cloud, Minn., became effective June 20 pursuant to Sec. 1.153 of rules. Action June 25.

■ Commission gives notice that May 1 initial decision which looked toward (1) granting application of Cherokee Broadcasting Co. for new AM station to operate on 1500 kc, 500 w, D, in Pawhuska, Okla., condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and (2) denying application of Osage Programers for new station on same frequency with 1 kw, D, in Bartlesville, Okla., became effective June 20 pursuant to Sec. 1.153 of rules. Action June 25.

■ Commission gives notice that April 29 initial decision which looked toward denying applications of Desert Broadcasting Co. for (1) additional time to construct station KANT-FM Lancaster, Calif., and (2) assignment of CP to Manuel Martinez for \$19,937 became effective June 18 pursuant to Sec. 1.153 of rules. Action June 24.

INITIAL DECISIONS

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward granting application of International Broadcasting Corp. for new AM station to operate on 1400 kc, 250 w, unl., in Carolina, Puerto Rico; conditions. Action June 26.

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward denying, for engineering reasons, application of Mitchell Broadcasting Co. for new AM station to operate on 1340 kc, 250 w, unl., in Estherville, Iowa. Action June 25.

■ Hearing Examiner Forest L. McClenning issued partial initial decision dealing only with hearing Issues 11 through 14 in proceeding on applications for new AM stations of Eastern Broadcasting System Inc., Brookfield, Colonial Broadcasting Co., and George F. O'Brien, both New Milford, and Fairfield Broadcasting Co., Easton, all Connecticut, concluding that Fairfield Broadcasting Co. would possess character qualifications to be entrusted with authorization for broadcast facility; granted petition by Broadcast Bureau for acceptance of late-filed proposed findings and dismissed as unnecessary Fairfield's motion for extension of time to reply; and certified partial initial decision to Review Board pursuant to latter's Feb. 8 memorandum opinion & order. Action June 25.

■ Hearing Examiner Arthur A. Gladstone

minor relocation of proposed trans. site, effect certain resultant changes in technical showings, and to conform showing on financial qualification to engineering changes. Action June 21.

■ Continued June 26 hearing to July 1 in proceeding on application of Des Moines County Broadcasting Co. for new AM station in Burlington, Iowa; by separate order, granted petition by Des Moines for leave to amend its application to provide more current data on financial qualifications. Action June 20.

■ In Paterson, N. J., TV channel 37 proceeding, granted petition by Spanish International Television Co., for continuance of June 25 prehearing conference; continued conference to July 8. Action June 20.

■ In proceeding on applications of Service Broadcasting Corp. and Z-B Broadcasting Co. for new AM stations in Kenosha, Wis., and Zion, Ill., continued July 1 hearing to July 2. Action June 20.

■ By Hearing Examiner Walther W. Guenther

■ Granted petition by Broadcast Bureau for extension of time to June 26 from June 19 to respond to petition by Hudson Valley Broadcasting Corp. (WEOK), Poughkeepsie, N. Y., to reopen record, accept previously proffered testimony and close record in proceeding on its AM application. Action June 20.

■ Granted petition by Triangle Publications Inc. (WNHC-TV), New Haven, Conn., for extension of time to July 15 from July 1 to file proposed findings and to July 31 from July 19 for replies in proceeding on its application. Action June 18.

■ In proceeding on application of Western Broadcasters Inc., for new AM station in Cheyenne, Wyo., continued July 5 hearing to July 25. Action June 18.

■ By Hearing Examiner Annie Neal Hunting

■ Upon consideration of reasons in justification submitted by applicants, granted joint petition by Newton Broadcasting Co., Newton, Mass., and Transcript Press Inc., Dedham, Mass., for extension of time to July 29 from June 28 to file proposed findings and to Aug. 30 from July 30 for replies

in proceeding on their applications for new AM stations. Action June 19.

■ By Hearing Examiner H. Gifford Irion

■ By memorandum opinion & order in Miami, Fla., TV channel 10 proceeding in Docs. 14775-8, confirmed ruling made at June 5 hearing which granted motion by South Florida Television Corp., to quash in part Miami Television Corp. subpoena to Walter M. Koessler, stockholder and principal in South Florida. Action June 25.

■ In proceeding on applications of WIDU Broadcasting Inc., and AL-OR Broadcasting Co., for new AM stations in Asheboro and Mebane, N. C., respectively, upon request by AL-OR, continued June 21 further hearing to July 11. Action June 19.

■ By Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau for extension of time to July 3 from June 21 to file proposed findings in proceeding on application of Geoffrey A. Lapping for new AM station in Blythe, Calif. Action June 21.

■ In consolidated proceeding on AM applications of WNOW Inc. (WNOW), York, Pa., and Radio Associates Inc. (WEER), Warrenton, Va., in Docs. 14402-3, granted request by WEER for extension of time to June 25 from June 21 to file reply findings. Action June 21.

■ In proceeding on applications of Garo W. Ray and Connecticut Coast Broadcasting Co. for new AM stations in Seymour and Bridgeport, Conn., respectively, in Docs. 14829-30, granted request by Ray to extent of extending time to June 28 from June 21 to file replies. Action June 18.

■ By Hearing Examiner

Chester F. Naumowicz Jr.

■ Granted request by Broadcast Bureau for extension of time to file proposed findings in proceeding on application of Pinellas Radio Co. for new AM station in Pinellas Park, Fla., in Doc. 14692; extended time to July 1 to file proposed findings and to July 9 for replies. Action June 21.

■ Granted request by Denver Area Broadcasting (KDAB), Arvada, Colo., for continuance of date for exchange of exhibits

issued initial decision looking toward granting application of WSIV Inc., to increase power of daytime station WSIV Pekin, Ill., on 1140 kc, from 1 kw to 5 kw, maintaining its present power of 1 kw during CH; conditions including pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action June 25.

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward (1) granting applications for new AM stations of The Greenview Broadcasting Corp. to operate on 1490 kc, 250 w, unl., in Greenwich, Conn., conditions, and Milford Broadcasting Co. to operate on 1500 kc, 5 kw, D, in Milford, Conn., condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and (2) denying applications for new stations of WPD Inc., and The Berkshire Broadcasting Corp. to operate on 1490 kc, 250 w, unl., in Danbury and Stratford, Conn., respectively. Action June 24.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward (1) granting application of Billy Walker for new daytime AM station to operate on 1330 kc, 500 w, in Prattville, Ala., conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and (2) denying application of The Prattville Broadcasting Co. for new daytime AM station to operate on the same frequency with 5 kw, DA, in Prattville. Action June 21.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Star Broadcasting Corp., to increase power of station WFLS Fredericksburg, Va., to 1 kw from 500 w, continued operation on 1350 kc, D; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action June 21.

DESIGNATED FOR HEARING

KWEB Rochester, Minn.—Designated for hearing application to change operation on 1270 kc from 500 w, D, to 1 kw-N, 5 kw-L, DA-2; issues include Sec. 3.35(a) multiple ownership determination; made KCUE Red Wings, Minn., party to proceeding. Action June 26.

OTHER ACTIONS

■ By memorandum opinion & order, commission (1) granted application by Drexel Hill Associates, Inc., for licenses covering changes in ERP, ant. height, ant. and trans. systems, ant.-trans. location, and installation of auxiliary trans. for station WDHA-FM Dover, N. J., and (2) denied opposing petition by Harold M. Gade (WHTG-FM), Eatontown. Action June 26.

■ By order, commission waived Sec. 1.354 of AM "freeze" rule and accepted for filing application of Potomac Broadcasting Corp. for mod. of CP (730 kc, 5 kw, DA, D) to make changes in directional ant. system of station WPIK Alexandria, Va. Action June 26.

■ By memorandum Opinion & order, commission granted petition by WKBT Television Inc. (WKBT [ch. 8]), La Crosse, Wis., to extent of reconsidering and setting aside March 6 grant of CP to Southern Minnesota Broadcasting Co. for new VHF TV translator station (K07FO) to operate on channel 7 in Rochester, Minn., to re-broadcast programs of its station KROC-TV (ch. 10), Rochester. Since there is evidence that there will be interference between translator station and WKBT when latter commences operation from its new site, commission will withhold further action on translator application to afford Southern Minnesota an opportunity to amend its application to specify different output channel. Action June 26.

■ Because study shows that proposals would not affect future consideration of class I-A channels, commission waived Sec. 1.351 of rules and removed following three applications from pending file and placed them in line for processing in proper turn: Tyler Broadcasting Co. to increase power of KZEY Tyler, Tex., on 690 kc, DA, D, to 1 kw from 250 w, but denied its request for early grant; KPDQ Inc., to increase power of KPDQ Portland, Ore., on 800 kc, D, from 1 kw to 5 kw, and Chambersburg Broadcasting Co. to increase power of station WCHA Chambersburg, Pa., on 800 kc, D, from 1 kw to 5 kw. Action June 26.

■ By order, commission granted petition by Kenton County Broadcasters, Covington, Ky., for extension of time to July 10 to file replies to exceptions in Norwood, Ohio-Covington, Ky., AM proceeding in Docs. 14125-7. Action June 21.

■ By order, commission granted petition by Wilkes Broadcasting Co. for extension

of time to June 20 to file opposition to Broadcast Bureau's application for review of Review Board's decision granting Wilkes' application for new AM station in Mocksville, N. C. Action June 20.

Routine roundup

ACTIONS BY REVIEW BOARD

■ In proceeding on AM application of Denver Area Broadcasters (KDAB), Arvada, Colo., in Doc. 14817, granted petition by KDAB for extension of time to July 22 to reply to Broadcast Bureau petition to enlarge issues. Action June 26.

■ In proceeding on applications of Laramie Community TV Co. and Albany Electronics Inc., for new VHF TV translator stations in Laramie and Tie Siding, Wyo., in Docs. 14552-6, granted petition by Frontier Broadcasting Co. and extended to June 21 time to file replies to exceptions to initial decision. Action June 24.

■ In proceeding on AM application of O.K. Broadcasting Corp. (WEEL) Fairfax, Va., in Doc. 15079, granted petition by Broadcast Bureau for extension of time to July 3 to respond to WEEL's motion to enlarge hearing issues. Action June 24.

■ By memorandum opinion & order in proceeding on AM application of 1360 Broadcasting Co. (WEBB), Baltimore, Md., in Doc. 14906, (1) denied late filed petition by Belvedere Broadcasting Corp. (WWIN), Baltimore, to enlarge issues; and (2) on own motion, enlarged hearing issues to determine whether WEBB is financially qualified to construct and operate proposed station. Board Member Nelson concurred in result. Action June 24.

■ By memorandum opinion & order, Review Board, by members Nelson, Pincock and Slone, denied petition by Ridge Radio Corp. for reconsideration of Board's March 12 decision which (1) granted application of Windber Community Broadcasting System for new AM station to operate on 1350 kc, 1 kw, D, in Windber, Pa., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, and (2) denied application of Ridge Radio for same facilities. Action June 21.

Scheduled following proceedings for oral argument on July 23:

■ AM applications of Tri-City Broadcasting Co. Belpre, and The Radiocasters, Merietta, both Ohio

■ AM application of Thomas County Broadcasting Co. (WKTG), Thomasville, Ga., and

■ AM application of Stuart W. Epperson, Winston-Salem, N. C. Action June 20.

BROADCAST ACTIONS

by Broadcast Bureau Actions of June 25

WBRW Brewster, N. Y.—Granted license for AM station.

WISA-FM Isabela, P. R.—Granted license for class B FM station; ERP 3.4 kw.

WGEM Quincy, Ill.—Granted license covering use of old main trans. as alternate main nighttime and aux. daytime trans., with DA-2, at main trans. location.

KEWI Topeka, Kans.—Granted license covering changes in ant. patterns.

WAQE Towson, Md.—Granted license covering increase in power, installation of new trans. and DA-D and deletion of remote control; condition.

WIFI(FM) Philadelphia, Pa.—Granted license covering change in type ant., and specify type trans.

KUDL Fairway, Kan.—Granted license covering change in hours of operation, studio and ant.-trans. locations, installation of DA-2 and a new trans., changes in ground system and deletion of remote control.

WBAP-FM Fort Worth, Tex.—Granted license covering installation of new trans.

WOIC Columbia, S. C.—Granted license covering use of old main trans. as aux. daytime trans. and use of new trans. as aux. nighttime trans., with remote control operation, while using non-DA, at main trans. site; specify trans. location as near West Columbia, S. C. and correct geographic coordinates.

WHTC Holland, Mich.—Granted license covering changes in ant. system (increase height).

KEWI Topeka, Kan.—Granted license covering installation of new trans. as alternate main nighttime and aux. daytime trans.

WFTL Ft. Lauderdale, Fla.—Granted license covering installation of FM ant. on top of AM tower (increase height).

WAIT Chicago, Ill.—Granted mod. of

license to change name to WAIT Radio.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WATN Watertown, N. Y. and specify type trans. and redescribe trans. and studio location; KXRO Aberdeen Wash., and specify main studio location; WANS Anderson, S. C.; WHUM Reading, Pa., and specify type trans. and make changes in ground system; WCMJ Ashland, Ky.; KLGR Redwood Falls, Minn.; KPRK Livingston, Mont.; WHUC Hudson, N. Y.; WOIC Columbia, S. C.; WGEM, Quincy, Ill., and specify type trans. and make changes in night DA pattern; conditions.

■ Following stations were granted extensions of completion dates as shown: WTIP Charleston, W. Va., to Aug. 31; KVEN Ventura, Calif., to Dec. 26; KRIK Roswell, N. M., to Dec. 5; WTEL Philadelphia, Pa., to Dec. 14; WENG Englewood, Fla., to Dec. 15; KEKO Kealahou, Hawaii, to Dec. 17; WDOK Cleveland to Dec. 26; KGON Oregon City, Ore., to Dec. 5; WGHF-TV High Point, N. C., to Dec. 3; WRDW-TV Augusta, Ga., to Aug. 1; WWL-TV New Orleans, to Oct. 1; WTTG-TV Washington, D. C., to Oct. 1; *WCLP-TV Chatsworth, Ga., to Dec. 31.

Actions of June 24

■ Granted licenses for following AM stations: WINQ Tampa, Fla., and change studio location; KROB Robstown, Tex.

■ Granted licenses for following FM stations: KLUC-FM Las Vegas, Nev.; *WPKN (FM) Bridgeport, Conn.

■ Following stations were granted extensions of completion dates as shown: WEEF-FM Highland Park, Ill., to Aug. 15; KSD-FM St. Louis, Mo., to Dec. 10; WRKB-FM Kannapolis, N. C., to Oct. 27; WNAM Nantah-Menasha, Wis., to Aug. 1; WMNI Columbus, Ohio, to Oct. 10; WTOD Toledo, Ohio, to July 15; KGRB West Covina, Calif., to Aug. 26.

WTVL Waterville, Me.—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

WTAG Worcester, Mass.—Granted license covering installation of presently licensed emergency aux. trans. at main trans. site.

WSKI Montpelier, Vt.—Granted license covering use of old main trans. as aux. daytime and alternate main nighttime trans. at main trans. site; remote control permitted.

KUAM Agana, Guam—Granted CP to make changes in ant. system (increase height—top mount TV ant.).

WRHC Jacksonville, Fla.—Granted CP to change ant.-trans. and studio location and make changes in ground system.

KSET—El Paso, Texas—Granted CP to install new alternate main trans. at main trans. location; remote control permitted.

WKTN-FM Kenton, Ohio—Granted mod. of CP to change type ant. and increase ERP to 2.6 kw.

WEEF AM-FM Highland Park, Ill.—Granted mod. of CPs to change name to Radio Station WEEF.

KGIL San Fernando, Calif.—Granted mod. of CP to make changes in daytime DA pattern.

WONN Lakeland, Fla.—Granted license covering increase in daytime power and installation of new trans.

WDEL-FM Wilmington, Del.—Granted license covering installation of new trans. and specify type trans.; ERP 20 kw.

KPAL Palm Springs, Calif.—Granted change in remote control authority.

Actions of June 21

Hoagland-Downie Larned, Kan.—Granted CP for new AM station to operate on 1510 kc, 1 kw, D; conditions.

KAOH Duluth, Minn.—Granted license for AM station.

WRC-TV Washington, D. C.—Granted license covering changes (main trans. and ant. and aux. trans. and ant.); conditions.

***KGTS(FM) College Place, Wash.**—Granted license covering change in frequency.

WBIL Leesburg, Fla.—Granted license covering increase in power and installation of new trans. and specify type trans.

WMSR Manchester, Tenn.—Granted license covering increase in power.

WJPF Herrin, Ill.—Granted license covering use of old main trans. as aux. trans. at main trans. site.

WTGW Whitesburg, Ky.—Granted license covering increase in power and installation of new trans.

Continued on page 83

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED** 20¢ per word—\$2.00 minimum • **HELP WANTED** 25¢ per word—\$2.00 minimum.
- **DISPLAY** ads \$20.00 per inch—**STATIONS FOR SALE, WANTED TO BUY STATIONS** and **EMPLOYMENT AGENCIES** advertising requires display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to **Broadcasting**, 1735 DeSales St., N.W., Washington 6, D. C.

AFFILIATES: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. **BROADCASTING** expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, **BROADCASTING**.

Management opportunity. Wanted: A sales-partner, with experience in sales field proven. Preferably family man. Must have cash to invest. 20% stock available to right party, with possibility of 50%. Station value \$75,000.00 in market of 3 other locals. Located in Utah in 2nd largest metropolitan area. 125,000 population. Box J-3, **BROADCASTING**.

Wanted . . . top flight assistant to management of group radio stations programming foreign languages and religion. Necessitates some traveling for supervision. Salary and bonus. Send photo and all information in first letter covering operational background and sales experience. Your letter will be held in strict confidence. Box J-50, **BROADCASTING**.

Assistant news director. Must have 1st phone license. No maintenance. Good typist. Strong on interviews, local news. Mobil units. Must have good news delivery. Top starting salary. Will consider man with limited experience in news. Paid vacations, insurance, other extras. Single station market. Full time 5kw. Send background resume, news tape, photo, personal detail to Jim Jae, KHMO, Hannibal, Missouri. If in local area call for interview.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, **BROADCASTING**.

Sales promotion writer, strong on research, sales presentation and ideas in top five market. Box H-128, **BROADCASTING**.

Salesman for western Pennsylvania metropolitan area of 28,000. Base plus commission plus bonus. Modern sounding operation. Forward resume. Box H-287, **BROADCASTING**.

Young, aggressive salesman wanted by major midwest market. Stable organization offers all the fringe benefits. Rush resume and record to Box J-29, **BROADCASTING**.

Virginia station is looking for an experienced salesman with announcing background. This is a permanent position with many fringe benefits. Send tape resume and references to Box J-77, **BROADCASTING**.

California, KCHJ, Delano. 5000 watts, 1010 kc. ½ millivolt 244 miles. Serving 1,300,000. \$500 guarantee, 25% commission. Send experience, photo.

Radio station KOLJ, Quanah, Texas, now auditioning salesmen and announcers. Send tape and resume to box 589, Quanah, Texas.

Wanted: radio time salesman with some announcing experience. WFMM, 44 W. Bidle, Baltimore 1, Md.

5000 watt station. . . Serving thumb of Michigan, needs salesman . . . your chance to get in on ground floor. . . Send complete resume—Box 1530, Lapeer, Mich.

Help Wanted—(Cont'd)

Sales

Sales Manager wanted. Top opportunity in 100,000 market. Midwest. Need idea man who is real driver. Must be experienced and have good past record. Write fully. Box J-43, **BROADCASTING**.

Salesman: Opportunity to grow with new 5,000 watt fulltime good music Princeton, N. J. station. Due on air late August. State minimum salary requirements. Herbert Hobbler, 295 Mercer Rd., Princeton, N. J.

Expanding group, has opening for successful salesman, with management potential. Write: Galen Gilbert, Box 497, Tahlequah, Oklahoma.

Sales manager, am radio station, California resort area. Prior experience required. 533 Marguerita Ave., Santa Monica, California.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Announcers

Experienced staff announcer for Maryland independent. Mature voice, good references necessary. Send air check and resume. Box G-250, **BROADCASTING**.

Capable deejay newsmen. Illinois adult music kilowatt. Fine opportunity for qualified announcer who can gather, write and deliver news in professional manner, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume. Box H-138, **BROADCASTING**.

One of America's highest rated stations has need for top personality. Must be bright, warm and strong air salesman. Box H-285, **BROADCASTING**.

Combo man, first phone, for New Hampshire's largest resort area. Fulltime operation. Must be reliable. Send tape and resume to Box J-12, **BROADCASTING**.

Experienced Spiritual announcer for Chicago Negro programed station. Must be reliable and be established spiritual personality in your market. Send tape, resume, and picture to Box J-46, **BROADCASTING**. All replies in confidence.

Announcer, Negro, for major northern market. First phone preferred but not absolutely necessary. Send tape and resume to Box J-71, **BROADCASTING**.

Are you an experienced announcer interested in associating with an adult formatted station? If you are reliable with a pleasing delivery, your future is assured with this well known Virginia operation. Send tape, resume and references to Box J-78, **BROADCASTING**.

Announcer 1st phone thousand watt midwest independent has immediate opening. Complete resume first letter. KCIM, Carroll, Iowa.

First phone announcers, some engineering. WAMD, Aberdeen, Maryland.

Announcer-Engineer 1st ticket. Good music staff duties. Send tape-photo-resume. WAQE, Box 6767, Balto., Md.

Announcer, first phone (no maintenance), experienced concert music broadcasting, for established am/fm (fm stereo); pleasant conditions, fringe benefits. Send tape and resume: WCRB, Boston 54, Mass.

Good combo man wanted at WHRT, Hartselle, Alabama.

Help Wanted—(Cont'd)

Announcers

Storz Broadcasting WDGY Minneapolis seeking tapes jock quality air work a must and first ticket. Join one of America's swingiest stations. No phone calls. Red Jones, Program Director.

WLPM needs an announcer with 1st class license. No maintenance required. If interested in joining staff of stable, aggressive, well equipped station playing up tempo big band music, send tape picture and resume to: E. D. Beydush, WLPM, Suffolk, Va.

Need a first phone man for small market station. About 10 hours a week board and air work. . . Good shift. . . Immediate opening. Contact Banner F. Shelton, WMYN, Madison, N. C.

Swinging deejay with 1st phone for #1 top 40 station. Minimum technical schedule. Immediate opening. Call or write C. A. Bengtson, Endicott-Binghamton, New York. Phone STilwell 5-3351.

Announcers: Opportunity to grow with new 5,000 watt fulltime good music, Princeton, N. J. station. Due on air late August. State minimum salary requirements. Herbert Hobbler, 295 Mercer Rd., Princeton, N. J.

It's a fact—First phone announcers earn more money. Secure your future with an FCC first class license. Five (5) weeks. Guaranteed. Free Placement for graduates of Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Technical

Are you the chief engineer of a small operation who desires more responsibility and more money? Or perhaps you are chief material but have little chance where you are. Large Virginia radio station is looking for responsible chief engineer who will assume a large responsibility—and a salary commensurate with the job. Send details in writing. Box H-295, **BROADCASTING**.

Northern New England. . . 1st class engineer with general maintenance ability for fulltime. Send resume and references. Box J-28, **BROADCASTING**.

Washington, D. C. radio station has immediate opening for transmitter engineer. Some construction and maintenance. Must have 1st class ticket & car. Box J-69, **BROADCASTING**.

Qualified engineer/announcer for central Colorado station. Needed immediately. KBRR, Leadville, Colorado.

Engineer-Announcer. Rapidly growing daytime non-directional remote control has immediate opening. Accent on maintenance. Above average pay for right man. Rush tape and resume to WAAC, Terre Haute, Ind.

Chief engineer Washington. Experienced chief for career with independent am-fm station. Flagship of dynamic growing group. Good salary, benefits and future. Contact present chief: Kendall, or President: Arundel, WAVA, Arlington, Va., Phone KEnmore 6-9000.

Chief Engineer—for 5-kw-da. Must be qualified for complete maintenance and be able to do some announcing. Send complete information and salary requirements to WION—Box 143—Ionia, Michigan—or phone 2-300, between 8:00 and 9:00 am Est.

Help Wanted—(Cont'd)

Technical

Engineer with first phone. Good opportunity for beginner. Must have initiative and wiring ability. Forward resume to WTIV, Titusville, Penna.

Transmitter engineers. 1st class ticket, minimal experience required for new 5,000 watt full time directional in Princeton, N. J. due on the air late August. Call Art Silver, Chief Engineer, Hopewell N. J., 6-1584 or write 295 Mercer Rd. Princeton, N. J.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Production—Programing, Others

Experienced copy writer or traffic girl. Excellent working conditions. Salary commensurate with ability. Send full resume with references. Box H-224, BROADCASTING.

Creative program director needed at top indie. Must be strong on production and air work. Grow with a growing organization! Box H-286, BROADCASTING.

Excellent private, midwestern university seeks experienced film writer-director for social problem tv documentaries supervised by prize-winning producer and aired by commercial station in major market. Skill in interviewing important. Social science background helpful. Starting salary \$6,000 to \$8,000 per year depending on experience. Box J-2, BROADCASTING.

Newsman with local news experience—gathering, writing and airing. Established am-fm station in growing New York suburban area. Pleasant working conditions, good salary. Send tape and resume to Box J-14, BROADCASTING.

Program manager needed by radio station in Southeast Missouri city. All replies confidential. Box J-17, BROADCASTING.

Operation manager or assistant to general manager-Norfolk radio station. Must be experienced in production and programing. Send qualifications and picture to Box J-74, BROADCASTING.

News minded large market indie looking for creative journalist with authoritative voice. \$175.00 per week to start. Send tape resume to Box J-76, BROADCASTING.

Immediate opening for newsman. Strong in local news coverage. Good job and good future for right man. Call manager of Radio Station WHUT, 644-1225, Anderson, Ind.

Immediate opening for experienced nite news editor. . . Journalism background. . . Excellent working conditions. . . Send resume, picture, tape, references, to Ralph Allinger, WIBX, P.O.B. 950, Utica, N. Y.

Small station? Want big station sound? Top professional will cut production spots that sell. Free audition tape and information. Two day service. 2820 Fourteenth St., Detroit, Michigan.

SITUATIONS WANTED

Management

General manager. Major market only. Good men are rarely available. One is now. Box H-228, BROADCASTING.

Attention net affiliates! Successful manager medium market net station looking for large market challenge. Have strong ratings through creative programing. Rep experience. Strong community activities. Presently employed, married, college educated, best references. Box J-48, BROADCASTING.

Network sales executive, N. Y. C., with proven ability and capacity for work insists upon challenge. Willing to give up half of present income for opportunity to grow with radio or tv organization providing honest potential. College, veteran, age 33, married. Box J-53, BROADCASTING.

Successful owner-manager for 13 constructive years in medium market desires relocation. Florida or Gulf Coast preferred. Proven sales ability. Bonus arrangement or stock purchase or option as manager. Complete information on request. Box J-58, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Sales oriented manager. Believe in hard work. Have excellent record and top notch community reputation. 34, family. Box J-36, BROADCASTING.

To a station owner—A thoroughly qualified, prominent, broadcast executive wants to leave concrete jungle and team up with a station owner located in the top fifty markets. Owner may have expansion plans and needs a working associate or would like to become less active in management to enjoy the fruits of his labor. I am willing to back up my ability with sizable financial investment for part ownership. My record of performance, integrity, and stability will stand closest scrutiny. I am not an armchair manager but desire a challenging, hard working association that will result in solid growth and profitable future for both of us. Box J-64, BROADCASTING.

Working manager, former owner, experienced all phases, sales, programing, administration, "launching CP's." Small or medium market. Bob Brown, 701 Monroe, Ft. Atkinson, Wisconsin, Jordan 3-6179.

General/Sales manager: Currently operation major market radio station now awaiting commission approval for sale. Offer ownership extensive background in sales with wide experience in finance and business brokerage. Gladly supply ability and character references. Call or write: Marvin Tavel, President, Radio Station WMET, 350 N. E. 71st St., Miami 38, Florida, Phone: 754-5939.

Sales

Top sales manager in tough competitive small market. Ready to move up to management in Kansas, Oklahoma, Nebraska, Colorado, Texas or vicinity. Married. Seven years radio sales. Can program with the best. Top professional and credit references. Versatile, stable, educated and a SALESMAN par excellence. Would arrange personal interview on request. Box J-4, BROADCASTING.

Seven day a week selling manager who can deliver ability, integrity and dependability, plus a cost-conscious, profit-wise operation to your station. Best references covering twenty years experience in all phases. Now employed, interested in mutually profitable association. Box J-8, BROADCASTING.

Aggressive young man, 13 years broadcasting experience, all phases, seeking sales-management position small medium market. Eventual investment. College Grad., creative, excellent air personality, writer. Box J-23, BROADCASTING.

Am looking for sales position that offers advancement and money in return for results. Age 39, college graduate, 16 years experience in all aspects of radio. Participation in community projects. Bud Ward, P. O. B. 695, Milledgeville, Georgia. 452-8226.

15 years in advertising. Former merchandiser. Management caliber. Mature. Radio experience. Wishes to relocate in Midwest. Box J-15, BROADCASTING.

Announcers

Top 40 cornball personality. Voices, drop-ins, nutty promotions. Now working; but want situation with pay scaled to ratings produced. Will start low base. Fully experienced, impeccable references. Box H-185, BROADCASTING.

Virginia announcer-production-programer, 27, married, 10 years experience. Desires morning shift plus programing or production. References excellent. Box H-281, BROADCASTING.

Announcer, dj—Experienced, air personality, strong sell and strong news, married. Box H-292, BROADCASTING.

Boston Area. Announcer/dj with first phone seeks part-time work while attending college. Box J-19, BROADCASTING.

Top 40 personality with P. D. background, first phone. Experienced all phases, married, family. Box J-7, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer with deep background in all phases of television and radio production, seeks sports announcing position with emphasis on play-by-play. Presently employed with major southwest television station. Big 10 college graduate, married. For resume and tape write: Box J-9, BROADCASTING.

Announcer-Narrator, Radio-tv, seeks calm, stable position in small station away from Hollywood hysteria. For resume, write to Box J-11, BROADCASTING.

Coastal areas. Modern, mature announcer, bright show. Not rocker. Four years experience, two as program director. Presently employed, not enough bread. Have ticket. Box J-5, BROADCASTING.

Announcer-dj, 1st phone. All around experience. Enjoys production, knows music. Presently employed medium market. Family man. Box J-25, BROADCASTING.

Announcer-dj. Production voices. 2 years experience. Veteran. Prefer northeast. Box J-33, BROADCASTING.

Award-winning news director. Managerial and programing experience also. Producer, host of adult discussion program. Excellent as reporter. Friendly air personality. College graduate with more than a voice. Want work in New England. Reasonable but not extravagant wage. Box J-34, BROADCASTING.

Think of the most personable, humorous morning personality you have ever heard. Think big. Bigger. Now you are thinking of me. Think of money. Think Big. That's big enough. Write Box J-35, BROADCASTING.

Air personality, dj authoritative newscaster, expd. all phases of radio broadcasting, desires position & will relocate anywhere. Box J-38, BROADCASTING.

DJ—1 year middle of road experience. 22, single. Wants to swing. Box J-39, BROADCASTING.

Attention Florida stations. Announcer dj 6 years experience, strong news & commercials. Presently on staff of N. Y. station. Minimum salary. Relocate in Florida immediately. Box J-60, BROADCASTING.

Bright-dj-newsman-4 years experience. Desire popular music station on good market. Box J-65, BROADCASTING.

DJ personality-8 years. Modern radio format. Seasoned all phases. Sells product first. Versatile. Large, medium-large market. Box J-66, BROADCASTING.

Announcer, salesman, dj, first phone wants opportunity to sink roots. Box J-63, BROADCASTING.

I'm a swinger, but not a screamer. I'm top-40 now, and that's what I'm looking for. My humor, gimmicks, and excellent voice will do the job you want done. Currently booming in one of the top 100 markets. Send for audition package. Box J-70, BROADCASTING.

Announcer: 5 years experience, all phases. 27 yrs. old, married, vet. Will travel to any med. to metro market. Presently employed. Box J-72, BROADCASTING.

Magnificent voice, first phone, experienced announcer for quality music and news operation. Will relocate family for right job. Box J-73, BROADCASTING.

College graduate-first phone. Married, age 25, now employed but want to advance with a top flight station. Excellent references. Box J-75, BROADCASTING.

Top 40 dj have FCC second phone. Willing to study for first phone. Fast board, bright sound, available immediately. George A. Phinn, 825 Quincy St., Brooklyn 21, N. Y.

Reaction-positive! Sales wise. Ayem or pm personality jock. Mature—no screemie—but a live entertaining rockin' Daddy-O. Have mike? Have bread? Will travel. Send missive to Jonathon Cue, General Delivery, Mt. Airy, N. Carolina.

Situations Wanted—(Cont'd)

Announcers

Attention southern markets: I'm worth a fortune, but will take \$500 or less a month. #1 morning show in central Pennsylvania, carrying 85% of audience. Good on any format, outstanding on c&w with 5 years experience, married, enthusiastic and rarin' to go. Contact Gene Cashman, WJUN.

Sportscaster/dj. First phone. Any format. College graduate. Prefer interview. Notice required. Sports and music director. Present manager best reference. Tom Walters, KVON, Napa, Calif.

Versatile personality dj—1st phone. Good pop programming—strong news and commercials. B. A., married. Paul Pagan, 165 Bleecker St., New York 12, N. Y.

Audience pleaser-teaser likes top forty! First phone. Phone: Johnny Bowles, 606-267, 4-5 p.m.

1st phone, family man will trade 5 years announcing experience, pops, classics, plus Broadway stage, tv, for permanence with respected organization in southwest. All replies answered, Jerry Cardoni, 10912 Pine Ave., Lynwood, Calif.

New England. Experienced announcer-deejay. Clever intros, creative copy, strong news. Box J-40, BROADCASTING.

Stop! Look! Listen to me. Deejay and versatile announcer radio and tv with nine years experience in medium markets. Ready for advancement to major market station. 34 years old. Married. Good references possible interview during vacation. Box J-42, BROADCASTING.

Jerry Gillies is available! Who cares? No one should, unless truly interested in wit, imagination, and outlandish innovation. There are far too many monotonous voice machines and corny "personalities" clogging the airwaves. Agree? Then, let's get together! After four years in radio, am now successfully engaged in free lance comedy writing. Will only return to ratings race for right creative opportunity in major market. Interested? More of my story and tape on request. 2712 Knorr Street, Philadelphia 49, Pennsylvania. Phone: MA 4-1071 (area code 215).

Let me help you become top local news station. Solid background at 10 kw station. Want challenge. 31. Married. Box J-52, BROADCASTING.

Professional. Ten years. Solid references. Finest background. Know formula and standard radio production. Veteran with college. All phases airwork. Box J-54, BROADCASTING.

Attention: New York, New Jersey, Connecticut need apply. Experienced announcer. Specialty rests particularly on newscasting, disc-jockey and on commercials. Box J-55, BROADCASTING.

Technical

First class license. No experience. Willing to learn. Presently in communications. Married, age 26, Box J-26, BROADCASTING.

Engineer, sixteen years experience, part as chief at small stations. Six years one station, four on present job. Desires a change. Box J-37, BROADCASTING.

Engineering-production nine years experience, video, maintenance, productions 1st phone, technical schooling. Box J-44, BROADCASTING.

Capable Chief offers good engineering and maintenance only. Your offer? Box J-51, BROADCASTING.

Attention Washington-Baltimore area. Announcer-engineer seeking Friday or Saturday slot while attending college. Have chief engineer experience. Versatile programming. Will consider straight engineering. Call Washington, D. C., 483-4186.

Situations Wanted—(Cont'd)

Technical

1st phone—Grantham graduate. Can combo if necessary, heavy technical—finest references—seeks southeast, U. S. A. Box J-68, BROADCASTING.

Competent young technician seeks employment in Western Washington area. Experience includes am & tv with some fm. Also a fair announcer. Good references. 1801 N. Adams, Tacoma, Wash.

Production—Programing, Others

I'd sooner radio. Mature, dependable broadcaster with Master's degree in tv seeks position of responsibility with solid, well-equipped am, network affiliate, medium market, pleasant climate. 6 years experience, 3 as P. D., New York state. Pleasant voice, authoritative delivery. Production-minded, detail conscious. Thorough knowledge of music. Station management my goal. 26, married, 1 child. Box H-268, BROADCASTING.

College grad, married, 6 years experience, can do writing, tight morning shift, promotion minded, available now. Box H-277, BROADCASTING.

News & Sports. Former news director with 1st ticket returning to the field after year's absence. Finest references from top caliber people both in and out of radio. Prefer medium market to large. Will consider all offers. Ready to move in mid July. Experienced in all phases. Box H-288, BROADCASTING.

Public affairs special events director. 5 years in radio. College graduate. 30. Veteran. Presently working top 40 market station. Experienced in and can do all aspects of news and some sports. Also can write and produce low budget prestige shows. Do public relations. Excellent record, references. Imagination, integrity, creativity. Excellent appearance. Box J-41, BROADCASTING.

Automation program director, experienced in all phases, proficient with production and news, desires medium market. College. Married. Employed. Excellent credit and references. Box J-56, BROADCASTING.

Experienced newsman—gathering, editing, (heavy on local), airing. Seeks relocation Florida, southeast U. S. A. Finest references. 1st phone. 305-844-0008, 277 Silver Beach Rd., Lake Park, Florida.

TELEVISION

Help Wanted—Sales

Immediate opening for an experienced tv time salesman in a fast growing tv market. Network affiliated station. Salary plus commission. The right man can expect a five-figure gross income. Reply To: Harry C. Barfield, Station Mgr., WLEX-TV, Lexington, Ky.

Announcers

Versatile television announcer wanted. Must be able to handle booth, weather, sports, children's programs. Ability more important than experience. Send salary requirements, resume, photo, tape or film to Box J-13, BROADCASTING.

Network affiliated station, southeastern market, has opening for tv announcer with good background as MC. Must also be proficient in news, weather, and editorial writing. Send resume, picture, references and tape. Box J-22, BROADCASTING.

Technical

Qualified studio engineer with Ampex vtr experience. Also one transmitter engineer, some experience, large new studios, RCA transmitter. More new equipment arriving. Full power channel 2 contact KOOK-TV, Billings. Montana's largest metropolitan area. Phone Collect: Chief Eng., Hobart Paine, 252-5611.

UHF station needs man for combined board and transmitter shift. Wire or phone M. J. Lamb, WIMA-TV, Lima, Ohio.

Help Wanted—(Cont'd)

Production, Programing & Others

Major N. Y. Agency needs junior producer-TV commercials. We want an industrious man who will be added to our tv production dept. It's a "shirtsleeves" job, best filled by man who's successfully producing and directing tape and live commercials at a local tv station. Salary-up to \$7,000. Submit resume with references, availability and possible dates for interview in New York. Box J-59, BROADCASTING.

TELEVISION

Situations Wanted—Management

Top—metro market sales manager available. Experienced in all phases of broadcast sales. Excellent record and best of references. Box H-293, BROADCASTING.

TV operations manager available soon. Fifteen years experience programming, production, sales, film buying, video tape and public affairs. Young, married, management degree, and exceptional industry references. Box J-32, BROADCASTING.

Announcers

Experienced reliable tv newscaster. 12 years radio/tv experience. Prefer West or Midwest, will consider any area. Consider radio if good offer. Box J-16, BROADCASTING.

Announcer-personality—experienced. Young, yet mature; fairly good looking. Strong voice. Sells product first. Versatile. Not afraid to work. Box J-67, BROADCASTING.

Technical

First phone engineer over 2 years tv studio experience. California only. Box J-1, BROADCASTING.

Production—Programing, Others

Director producer-writer, 7 years experience looking for progressive station. Available July 1st. Box H-129, BROADCASTING.

Steady but creative, congenial but professional, shirtsleeve type production-program manager of award winning smaller station seeking larger market. Degree, family man, 33, in tv since 1949. Box J-62, BROADCASTING.

Photographer—"Have camera-will travel." Young aggressive man, BA degree, has had newspaper photography experience and two years television experience in major market. Box H-290, BROADCASTING.

Operations manager; producer-director-writer. Flair for organization and personnel management. Highest integrity, enthusiasm. Eight years in commercial, educational, military television. Age 27. Excellent references. Resume. Box J-18, BROADCASTING.

Experienced TV newsman. Gathers, writes and delivers news on the air. Also editorialist, panel show host, documentary producer. Box J-49, BROADCASTING.

Attention ETV. An experienced producer-director, engineer, speech, dramatics and technical theater person is looking for a position with a new or established etv station. Willing and capable teacher in all above areas. Have B.S. degree. Willing to work for college assistantship. Would rather have productive position than fabulous salary. M. P. Stowers, 2420 Club Drive, South Bend 15, Indiana.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, BROADCASTING.

UHF Television. Need everything. Transmitter, Antenna, tower, studio equipment. Box H-220, BROADCASTING.

WANTED TO BUY—(Cont'd)

Equipment

Wanted—Channel 27 used 5 kw transmitter and antenna. Forward price, make and age of equipment to Box J-10, BROADCASTING.

Want to buy W. E. 506-B-2 fm transmitter for spare parts, in particular the three tubular tuning assemblies in D-153823 power amplifier unit. J-20, BROADCASTING.

AM proof of performance test set, audio oscillator or distortion analyzer. State price, condition. KBLI, 2433 Montana Ave., Helena, Mont.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magne-cord, Presto, etc. Audio equipment for sale Boynton Studio, 10 B Pennsylvania, Tucka-hoe N. Y.

Wanted. Good clean used broadcast equipment including console, modulation monitor, limiter, two 16-inch turntables, pick up arms, etc. Write, stating condition and price, KUMA, Box 278, Pendleton, Oregon.

For Sale

Equipment

One G.E. color film scanner, new '58. Includes two Eastman-Kodak model 300 continuous motion projectors in excellent condition. Also includes a dual 8 slide disc slide system. Also includes preview facilities for film and slides. Is currently in regular use and well maintained. Ideal way to get into color film and slides inexpensively. \$27,500. Box H-8, BROADCAST-

FM Multiplex station monitor, Nuclear Electronics cost \$1250—now like new \$325. Andrew 3 tower phase monitor good condition \$100. Both \$400 or trade for good used Magne-cord or Ampex tape. WEAU, Evans-ton, Ill.

Schafer Spotter with memory unit. Records 200 commercials and selects next scheduled spot at random. First quality equipment, tape deck is by Ampex—finest made. Remote control unit permits announcer to by-pass memory unit and select any of the 200 commercials. Perfect alone, or as first step to automation. Make an offer. Bill Dahlsten, WLPO, LaSalle, Ill.

2 DUMONT TV camera chains—TA 124A complete with viewfinders, cable, etc. Consider all offers. Station Manager, Box 7158, Austin 12, Tex.

Reconditioned Collins cartridge equipment with full 90 day guarantee. Cartridge play-backs priced at \$225.00 and recording amplifiers at \$165 each. Ampex 601 at \$295.00, two Magne-cord PT6A recorders with amplifiers at \$200.00 each. Southeast Audio Co., Jacksonville, Florida, Phone 305-356-3007.

Model 22 Houston Fearless 16mm film processor, serial 164. Good condition. Asking \$2,275.00. Contact Purchasing Agent, Courier-Journal & Times, Louisville 2, Ky.

Ampex 600-2 stereo tape recorder. Used only in home. \$400. Father Forster, 2101 65th Ave., Philadelphia 38, Phone WA 4-7369.

7/8" Coaxial cable, Andrew Heliax. Black sheath covered. Never used. 85¢ per foot fob El Cajon Electronic Engineering, P. O. Box 012, San Diego 15, California.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrounding, repair, etc., BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 96, Temple, Texas.

Thermometer, remote electrical: used by over 100 stations, enables announcer to read to correct outside temperature from mike position. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 111, San Diego 6, Calif.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 450 Weaver Street, Larchmont, N. Y.

For Sale—(Cont'd)

Equipment

Used transmitter tube—General Electric GL-7D21 good condition. Has about 4,500 hours. Make offer. WPIK, Alexandria, Va. Need one (1) 891-R.

Used UHF 1 kw RCA Transmitter excellent condition, immediate delivery, a bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

Xmission Line; Teflon insulated, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Tem-plebar 2-3527.

Television/radio transmitters, monitors cameras, microwave, tubes, audio, moni-tors. Electroind, 440 Columbus Ave., N.Y.C.

Gates BC-1D 1kw am transmitter now in operation: Tough 833-A tubes final and modulators. Reasonable price, Box 571, Blytheville, Ark.

Miscellaneous

TV and Radio news directors; coverage of National Governor's Conference from Mi-ami Beach, exclusive, reasonable, free de-tails, write immediately. Box H-207, BROADCASTING.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. \$5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Movies and Broadway shows reviewed for your station in a well planned program on tape or record-personalized for your sta-tion. Universal Commercial Music, 2842 Whaleneck Dr., Merrick, New York.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and labora-tory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and labora-tory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta. Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console opera-tion. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school de-voted exclusively to Radio and Telecom-munications. Graduates on more than 1000 stations. Ratio of jobs to graduates approxi-mately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

INSTRUCTIONS—(Cont'd)

San Francisco's Chris Borden School teaches you what you want: 1st phone and "mod-ern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 10, October 9. For information, refer-ences and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operat-ing 5 kw station. One price includes every-thing, even room and board. Can be financed. American Academy of Elec-tronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

Pittsburgh, Pa. FCC First Phone ac-celerated "success-proven" course now in Pittsburgh. Day or evening classes. Free placement. American Broadcast & Elec-tronics School, 415 Smithfield St., Pitts-burgh 22, Pa. Phone 281-5422.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement serv-ice. Allied Technical Schools, 207 Madi-son, Memphis, Tennessee.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Elec-tronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assist-ance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

RADIO

Help Wanted—Announcers

ANNOUNCER

Bright, fast paced tight produc-tion. No Rock and Roll! 1st ticket desirable and will bring more money. Play-by-play ex-perience also desirable. Job is ready now, but will wait for the usual notice. Send tape & resume to

Box H-200, BROADCASTING

RADIO

Help Wanted—Announcers

NIGHT-TIME ANNOUNCER

MIDNIGHT TILL DAWN

for progressive FM-STEREO station. Rich voice with excellent knowledge of all types of music. Immediate opening. Write, wire, phone. Audition Tape NEEDED. KRGN-FM, 909 E. Sahara Ave., Las Vegas, Nevada.

Help Wanted—Sales

WE NEED ADDITIONAL REP SALES PERSONNEL

Our needs are unusual. We can only use honest, hard-working men who really understand radio or TV sales—that means men who fully understand broadcast selling and the agency's problems and the client's problems and good service and ratings and long hours. If you know how to sell conscientiously and well, let us know. We're growing and expanding. Please send full information.

REGIONAL REPS ASSOC.
(Ohio Stations Representatives, Inc.)
(Penn State Reps)
(?? Next)

Write: Len Auerbach, President
Fidelity Bldg.—Cleveland 14, Ohio

HELP WANTED

Production, Programing & Others

NEW STATION

Near N. Y. C. . . Top management team requires full staff of broadcasters on the way up to implement their lively better quality format . . . salesmen . . . copy . . . announcers . . . 1st phones . . . will consider combos . . . car required.
BOX J-27, BROADCASTING

WANTED

Staff newsman for modern news-minded midwest metro station. Experience necessary. Salary open. Jim Watt Asst. Mgr., KSTT RADIO, Davenport, Iowa.

TELEVISION

Help Wanted—Sales

TV SALESMAN

CALIF. STATION NEEDS EXPERIENCED TV SALESMAN. DRAW PLUS GENEROUS COMMISSION. SEND RESUME.

BOX J-6, BROADCASTING

Help Wanted—Technical

TELEVISION TECHNICIAN

Progressive VHF-CBS affiliate in mid-South needs experienced man for studio maintenance and operation. 1st class license required. Send resume, references, salary requirements, and recent photograph.

Box H-230, BROADCASTING

TV Studio Technician

EAST COAST CHANNEL 12 NEEDS STUDIO TECHNICIAN WITH FIRST CLASS LICENSE. SWITCHER AND VIDEOTAPE EXPERIENCE ESSENTIAL. WANT COMPLETE RESUME, REFERENCES, SALARY REQUIREMENT AND PHOTOGRAPH.

Box J-61, BROADCASTING

TELEVISION

Situations Wanted—Management

Attention Station Owners:

I have a specialty. . . I take sick stations and make them money makers. I can sell and I work. I am not a desk operator and believe the manager should carry the largest share of the billing. I will have a sales force that will sell or there will be none and I will have a good sound . . . a sound we can sell or we will get the people that can do it. I have references and the record to back it up. May I show you my record and you be the judge. I am a young man with a fine family and want the best for them and myself. I am presently happily employed but the job is done and I want to work the clock around again. Box J-24, BROADCASTING.

Television Station Manager or Executive Tv Assistant

16 years of diversified TV experience in administration, Sales, Programing, Production, Research, Film Buying, Law, Promotion, NAB Code Affairs, Videotape, Public Affairs, and overall VHF Operation. Seek challenging opportunity to develop new property or strengthen existing VHF Station. Age 37, Married, De-grees, and Excellent References. Resume and/or personal interview upon request. Available within 60 days.

Box J-31, BROADCASTING

GENERAL MANAGER STRONG SALES RECORD

RICH BACKGROUND INCLUDES COLLEGE DEGREE, ANNOUNCING, NEWS, SALESMAN, COMMERCIAL MANGER. PRESENTLY MANAGING EASTERN STATION. EXPERIENCE INCLUDES METROPOLITAN AND RURAL RADIO. WILL CONSIDER ANY EASTERN SEABOARD MARKET. TOP REFERENCES.

BOX J-57, BROADCASTING

Situation Wanted—Announcers

AVAILABLE AUGUST TOP 40 SWINGING DJ/PD

Majors and Metros only. Top ratings at top station in Eastern major. Married. Ten years in bus., College Grad.

Box J-30, BROADCASTING

Production—Programing, Others

ADMINISTRATIVE/OPERATIONS PROGRAM EXECUTIVE

NINE YEARS MAJOR MARKET STATION EXPERIENCE IN ALL PHASES OF ADMINISTRATION, OPERATIONS AND PROGRAMING; NETWORK, NATIONAL AND LOCAL SALES AND PROMOTION . . . PLUS FCC APPLICATION PREPARATION AND HEAVY 4-A AGENCY BACKGROUND. TOP REFERENCES AND COMPLETE PROFILE ON REQUEST.

Box J-21, BROADCASTING

Business Opportunity

MAJOR MARKET A.M.

REGIONAL SIGNAL
WANTS

MANAGING PARTNER

SOUTHEAST

Box J-47, BROADCASTING

Miscellaneous

COVERAGE MAPS

Quality Printing - Accurate Data
Sample & Details on Request

Continental Broadcast Service
8135 Wynnwood Road
Minneapolis 27, Minnesota

Colorful Combination

RADIO MARKET SHEETS and COVERAGE MAPS

Address Radio Dept. on your letter-head for FREE information and samples.

EVEREADY ADVERTISING

1817 Broadway • Nashville 4, Tenn.

WANTED TO BUY

Stations

TOP-FLITE BROADCASTER

wants to buy small market midwestern station. Will consider managerial or P.D. position in right station. Top professional ability.

Box J-45, BROADCASTING

For Sale

Stations

FOR SALE

NORTHEAST TV STATION
Excellent opportunity. Network affiliate. In top 100 markets.
Box H-294, BROADCASTING

For Sale—(Cont'd)

Stations

MODEL FM STATION FOR SALE

Established independent FM station in metropolitan Southeastern market serving coverage area of half-million homes from ideal mountain-top site. Entire operation housed in new building beside major highway. Low overhead operation with semi-automation and ready for low-cost conversion to stereo. Finest equipment purchased new. Established audience and quality clients. Also multiplexing background music to twenty clients with unlimited opportunity for expansion. Exclusive taped music franchises for both main channel and background services. Owners must sell due to press of other interests. Terms. Box H-225, BROADCASTING.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

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HOWARD S. FRAZIER, INC.
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For Buying and Selling
RADIO and TV STATIONS
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W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
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To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

ROCKY MOUNTAIN. Exclusive. Fulltime. Gross exceeds \$90,000. Priced at \$125,000. 29% down.
GROWING WESTERN MARKET. Fulltime. Gross \$200,000. Priced at \$300,000.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

S. E.	single	fulltime	\$85M	cash
Tenn.	single	daytime	48M	25M
Ky.	medium	regional	225M	35M
Fla.	medium	fulltime	225M	SOLD
Pa.	suburb	daytime	120M	50%
S. E.	suburb	daytime	52M	SOLD
La.	metro	daytime	150M	29%
Pa.	large	daytime	200M	50M

And others

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

To reach everyone in BROADCASTING and its allied fields.

**You Can't Top A
CLASSIFIED AD**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 77

WROK Rockford, Ill.—Granted license covering installation of new trans. as alternate main nighttime and aux. daytime trans., with DA-D.

WBAC Cleveland, Tenn.—Granted license covering use of old main trans. as alternate main nighttime and aux. daytime trans.; remote control permitted.

KPOI Honolulu, Hawaii—Granted licenses covering changes in ant. and ground systems, main studio and ant.-trans. locations, and installation of aux. trans.

KFBC Cheyenne, Wyo.—Granted license covering use of old main trans. as alternate main nighttime and aux. daytime trans. at main trans. site; remote control permitted.

KIMN Denver, Colo.—Granted license covering change in aux. trans. location; remote control permitted.

WTOL Toledo, Ohio—Granted change in remote control authority (main and aux. trans.).

KLOC Ceres, Calif.—Granted mod. of CP to change ant.-trans. location, type trans. and name to Redchester Broadcasting Co.; conditions.

■ Granted licenses for following noncommercial educational FM stations: **WVIK Rock Island, Ill.**; **KGTS College Place, Wash.**, and specify ant. height as minus 59 feet above average terrain.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: **WBAC Cleveland, Tenn.**; **WJPF Herrin, Ill.**, and specify type trans.; **WROK Rockford, Ill.**, and install DA-D, change studio location and delete remote control; **KACY (daytime trans.—now 2 main trans.) Port Huene, Calif.**, and make change in DA and redescribe ground system, ant.-trans. and studio location; **KCOK Tulare, Calif.**; **KRAL Rawlins, Wyo.**, and specify type trans.

■ Following stations were granted extensions of completion dates as shown: **WRVM-FM Rochester, N. Y.**, to Dec. 15; **KIMA Yakima, Wash.**, to Aug. 1; **KBAB Indianola, Ia.**, to Aug. 12; **KROD El Paso, Tex.**, to Sept. 1; **KCAL Redlands, Calif.**, to Aug. 31; **KYOK Houston, Tex.**, to Nov. 17; **KBLA Burbank, Calif.**, to Dec. 19; **WLOB Portland, Me.**, to Oct. 1; **WGBS Miami, Fla.**, to Dec. 10; **WWOK Charlotte, N. C.**, to Sept. 26; **WATO Oak Ridge, Tenn.**, to Sept. 1; **WHYH Montgomery, Ala.**, to Aug. 30; **KCEE Tucson, Ariz.**, to Aug. 2; **WRAI Rio Piedras, P. R.**, to July 17.

Actions of June 20

***State of California, San Fernando Valley State College, Northridge, Calif.**—Granted CP for new class D noncommercial educational FM station to operate on 88.5 mc. with 10 w.

***WCRB(TV) Augusta, Me.**—Granted license for noncommercial educational TV station and redescribe trans. and studio locations as near Lewiston, Me.; ERP 310 kw vis. and 155 kw aur.

***WVCR-FM Loudonville, N. Y.**—Granted license for noncommercial educational FM station.

KJKJ Flagstaff, Ariz.—Granted license for AM station; trans. site specified same as studio location.

KNXT(TV) Los Angeles, Calif.—Granted license covering changes for TV station (main trans. and ant.); conditions.

KRBC-TV Abilene, Tex.—Granted license covering changes for TV station.

WBBM-TV Chicago, Ill.—Granted license covering changes for TV station (main trans. and ant.); ERP 100 kw vis. and 50 kw aur.; conditions.

KWNA Winnemucca, Nev.—Granted license covering increase in daytime power, installation of new trans. and specification of type trans.

WHOA San Juan, P. R.—Granted license covering increase in daytime power, installation of new trans. and DA-1, change in frequency and ant.-trans. location and changes in ground system.

KGMB Honolulu, Hawaii—Granted licenses covering change in ant.-trans. location, ant. and ground system and change of aux. trans. to new site.

KWOW Pomona, Calif.—Granted license covering changes in ant. system (decrease height).

WYZZ(FM) Wilkes-Barre, Pa.—Granted license covering change in type trans.

WLCY, WTSP, Inc., St. Petersburg, Fla.—Granted mod. of license to change name to WLCY Inc.

KVNI, The Rexard Co., Coeur d'Alene, Idaho—Granted mod. of licenses to change name to North Idaho Bestg. Co.

***WNDT(TV) Newark, N. J.**—Granted CP

to change frequency control (main trans. and ant.).

KOMU-TV Columbia, Mo.—Granted to replace existing transmission li. 247 kw vis. and 124.5 kw aur.; ant. 790 ft.

WTIC-TV Hartford, Conn.—Granted CP to install aux. trans. at main trans. and ant. location.

***WNMR(FM), Northern Michigan College, Marquette, Mich.**—Granted mod. of CP to change name to Northern Michigan University.

WFOL Hamilton, Ohio—Granted mod. of CP to move ant.-trans. location and make changes in DA system (eliminate one tower); specify main studio location same as trans.

KFNF Shenandoah, Iowa—Granted extension of authority to operate sign-off at 7:15 p.m., Monday through Saturday, and 7:30 p.m., Sundays (except for special events), for period ending Aug. 27.

■ Following stations were granted extensions of completion dates as shown: **WYSO (FM) Yellow Springs, Ohio**, to July 15; **WCME-FM Brunswick, Me.**, to Nov. 1; **WMRT-FM Lansing, Mich.**, to Nov. 13; **WRLM(FM) North Attleboro, Mass.**, to Nov. 14; **KADM(FM) Golden Valley, Minn.**, to Sept. 1; **KRCS(FM) San Bernardino, Calif.**, to Nov. 24; **KBBI(FM) Los Angeles, Calif.**, to Aug. 15; **WMUU-FM (main trans.) Greenville, S. C.**, to Sept. 11; **WGEE-FM Indianapolis, Ind.**, to Nov. 13; **WWOG(FM) Boca Raton, Fla.**, to Oct. 8; ***WIPR-FM San Juan, P. R.**, to Sept. 12; **WHPL-FM Winchester, Va.**, to Nov. 15; **WCPC Houston, Miss.**, to Aug. 27; **WSTH Taylorsville, N. C.**, to Oct. 1; **WBCI-FM Williamsburg, Va.**, to July 15.

Actions of June 19

WWOD-FM Lynchburg, Va.—Granted SCA on sub-carrier frequency of 67 kc.

WGIR-FM Manchester, N. H.—Granted SCA on sub-carrier frequencies of 41 kc and 67 kc.

KTRG Ala Moana Broadcasting Co. Honolulu, Hawaii—Granted assignment of license to Hawaiian Paradise Park Corp.

KFTW Fredericktown, Mo.—Granted extension of completion date to July 20.

WENT Gloversville, N. Y.—Granted change in remote control authority (main trans.).

Actions of June 18

WIRD Lake Placid, N. Y.—Granted request to continue existing pre-sunrise operation with non-DA and reduced power of 1 kw between 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

WHUB Cookeville, Tenn.—Granted change in remote control authority (main and aux. trans.).

WGIR-FM Manchester, N. H.—Granted change in remote control authority.

Action of June 14

Mia Enterprises Inc., Beatrice, Neb.—Granted CP for new UHF TV translator station, on channel 71, to translate programs of KETV(TV) (ch. 7), Omaha, Neb.

License renewal

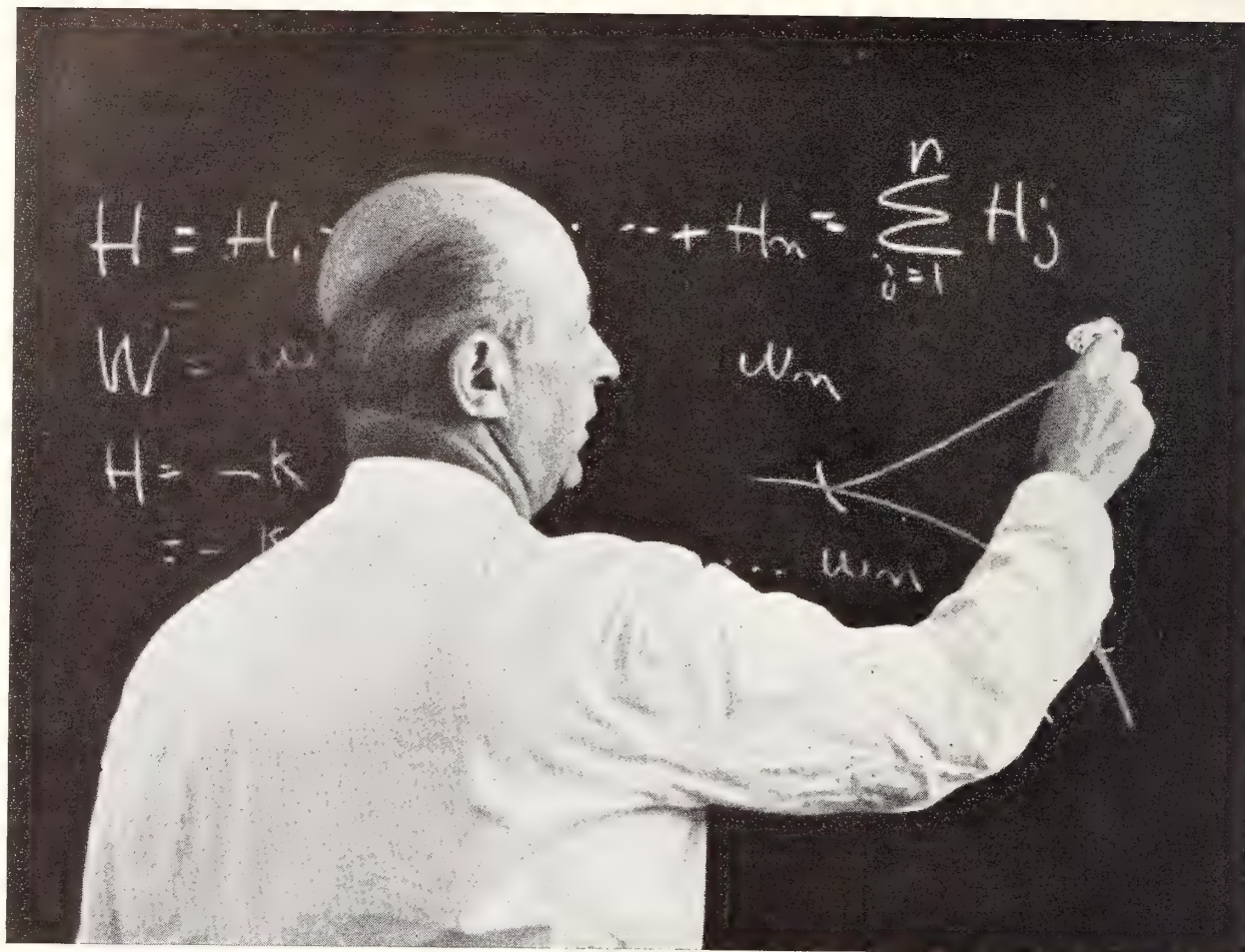
BY BROADCAST BUREAU

KNBR-FM, National Broadcasting Co., San Francisco, Calif.—Granted renewal of license for FM station, including SCA, on which action had been deferred, for normal license term; without prejudice to such action as commission may deem warranted as result of its final determination: (1) with respect to conclusions and recommendations set forth in report of Network Study Staff; and (2) with respect to related studies and inquiries now being considered or conducted by commission; and (3) with respect to pending antitrust matters relating to National Broadcasting Co., and Radio Corporation of America. Action June 24.

Rulemaking

PETITION FOR RULEMAKING FILED

■ **Plans Television Corp. (WCHU[TV] Champaign, WICS[TV] Springfield, and WICK[TV] Danville, all Illinois)**—Requests institution of rulemaking so as to add channel 15 to Champaign, to add channel 71 to Bloomington, and to delete channel 15 from Bloomington and channel 33 from Champaign. This proposal would also require that the WBLN(TV) ch. 15) Bloomington construction permit be modified to specify operation on channel 71. Received June 14.



If he doesn't talk your language, we do

We talk the scientist's language—and yours. We make the jargon of electronics and telecommunications understandable so that you can write lucidly about these complex and fascinating subjects. What's more, we're all over the map, as you can see by the list below. So anytime, wherever you may be, when you've got a question

about electronics or telecommunications, call the ITT Public Relations Manager nearest to you. After all, ITT is the world's largest international supplier of electronics and telecommunications equipment. International Telephone and Telegraph Corporation. World Headquarters: 320 Park Avenue, New York 22, New York.

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LONDON • LOS ANGELES • MADRID • MANILA • MEXICO CITY • MILAN • MONTREAL • NEW YORK • OSLO • PARIS • RIO DE JANEIRO • ROME
SAN FERNANDO • SAN JUAN • SANTIAGO • STOCKHOLM • STUTTGART • SYDNEY • THE HAGUE • TOKYO • WASHINGTON • VIENNA • ZURICH
...AND MANY OTHERS

worldwide electronics and telecommunications

ITT

OUR RESPECTS to Alfred Andreas Atherton

Try any idea that has a chance of working

Some 30 years ago a San Francisco bank placed a glass tank in its street window. In the tank were a carp and a trout and all day they would lunge at each other, only to bump their snouts against an invisible glass divider. One day they swam freely past each other and beside the tank was a sign reading: "Keep trying. Maybe the glass is gone."

"I've never forgotten that window," Alfred A. Atherton, president of Atherton-Privett, Los Angeles advertising agency said last week. "Ever since then I've been willing to try any idea that seems to have a chance of working out. Just because something hasn't been done before doesn't mean it won't work. If it's really a good idea there's always a way to make it work."

Fantastic Formula ■ One new idea that has worked very well is the TV formula devised by Mr. Atherton for Hawaiian Punch. The agency prepared six spots for the fruit drink and took them to the national convention of food brokers in December 1961 to show to the men responsible for getting shelf space and display in the nation's retail food stores. One spot was received with such enthusiasm that Atherton-Privett decided to put it on the air first. Then came a second thought. If it's so superior, why change it? So they didn't.

The spot is now well into its second year on the *Tonight* and *Today* shows on NBC-TV, with no sign of wearing out its welcome with the viewing public. "It gets more laughs than we do," Johnny Carson declared and Hugh Downs told the agency "We're actually getting letters from viewers telling us how much they like it. In television that's not just remarkable, it's fantastic."

Almost as fantastic is the way the spot is presented. The commercial runs for 20 seconds. The *Today* and *Tonight* shows sell only one-minute spots. So Mr. Atherton came up with the novel idea of running the commercial, then switching to the live camera to pick up the performers in the studio, one of whom says, "Say, I enjoyed that. How about running it again?" or words to that effect. So they run it again. "When we proposed this sandwich formula of three 20-second segments: film, live, film, everyone looked at us as if we had lost our minds. 'Who ever heard of such a thing?' they asked us. Maybe no one had then, but they have now and the result proves the value of giving a new idea a chance and not abandoning it just because it hasn't been done before."

Young Man Goes West ■ Alfred Andreas Atherton was born July 4,

1901, in Mount Vernon, N. Y. but before he was conscious of much beyond his crib he was transplanted to Council Bluffs, Iowa, where he spent his boyhood. Another move took the Athertons the rest of the way across the country to Berkeley, Calif. Al had just started high school there when his father died and he was forced to leave school and go to work. "My first job was as an office boy for Bemis Bag Co., 'Bags, Burlap & Twine' was the way the sign read," he recalled.

After a series of similar teen-age jobs, young Alfred soon settled on selling on commission as his best means of livelihood. "That's been pretty much true ever since," he mused. "I've never been in an economic position that would let me go to work for what I was worth—or at least for what any employer was willing to pay for my services, so I've generally been in business for myself or selling on commission."

With World War I, "I wanted to be an aviator like every other kid, but I couldn't get my widowed mother's consent to enlist and I was too young to get in without it." So when World War II came he enlisted in the Army Air Corps. The entrance tests showed him to have one of the highest degrees of mechanical aptitude ever measured by the service, and he was slated to become a bombsight technician, but with the Army's renowned ability to put the right man into the wrong job, he wound up as company clerk.

His Own Agency ■ Out of the service, Al joined the sales staff of KMPC Los Angeles. "For two years I called

on agencies and for two years I looked for a chance to go to work for one, but I was never offered an agency job for a salary I could afford to accept," so he took the direct route by opening his own agency. One of his first accounts was Hawaiian Punch, which he landed by calling on the president and telling him the advertising was all wrong and suggesting a change in agencies. He has handled the Hawaiian Punch advertising for 16 years, while the advertising budget has grown from \$35,000 to something over \$1 million and the company itself from a regional operation to full national distribution with a gross of about \$30 million. The company was purchased recently by R. J. Reynolds Tobacco Co., but it's being operated as a completely autonomous division, with the same management, advertising policy and agency.

Television accounts for 90% of Hawaiian Punch's consumer advertising. *Today* and *Tonight* are the main vehicles, augmented with spot TV during the warm weather months. Last year nighttime spots were used; this summer the agency is buying into children's programs in the top markets.

As soon as it could assemble the necessary credentials, the Atherton agency joined the American Association of Advertising Agencies and Mr. Atherton became active in the association, subsequently becoming chairman of the board of governors of the Southern California Council. In this work he came to know Nort Mogge and Jack Privett; their ideas about advertising jibed with his and about six years ago they joined forces as Atherton-Mogge-Privett. Mr. Mogge left the agency shortly before his death last year and it is now an equal partnership. Atherton-Privett is a consumer goods agency, with no industrial accounts and is a heavy buyer of broadcast media for such clients as Jersey Maid Milk Products Co., Vienna Sausage Manufacturing Co. and Volk-McLain Communities, as well as Hawaiian Punch.

Mr. Atherton and his wife, Isabelle Fithian Atherton, have two children, a son, Don, 29, in the real estate business, and a daughter, Andrea, 23. The family home is in Bel Air, where Al can usually be found weekends exercising his technical aptitude by taking a sports car apart and putting it back together again. "I'm between Ferraris at the moment and I've just sold a Bentley Continental and a 300 XL Mercedes," he reported. "With a two-car garage and a wife who doesn't drive, owning three cars was a bit out of line."



Mr. Atherton

The haves and have-nots

THE National Association of Broadcasters has chosen an awkward defense against the FCC's proposal to embrace in its rules the limitations on commercial time in the NAB's radio and television codes.

As a consequence of last week's actions of the NAB radio and television boards, broadcasters are committed to defend their codes as good if applied and enforced by a central organization within the industry but bad if they are applied and enforced by the government. The logic of this argument still eludes us except to the extent that it assumes the government has no reason to intrude in broadcasters' business affairs.

As reported elsewhere in this issue, the NAB radio board rejected a proposal by the radio code board to loosen the time standards of the radio code. The NAB television board adopted a considerably watered-down version of amendments that had been offered by the television code board. The radio action will do nothing and the television action little to encourage stations that have stayed out of the codes to come in now. When the NAB presents its case to the FCC, it will be defending codes that are now totally ignored by more than 60% of all radio stations and 30% of all television stations and are violated by a good many of the stations that do pay their dues and display the code seals of approval.

It is difficult to imagine a weaker position from which to argue against government enforcement of standards that the leaders of broadcasting have now reaffirmed are morally sound and economically practical—but cannot, on the record, be enforced by the National Association of Broadcasters. The position, it seems to us, gives the FCC every reason to proceed with its plan and no reason at all for those FCC members who voted for the rulemaking to turn around and vote against the very action they proposed.

With further legal research, the NAB may find other grounds on which to oppose FCC action. It may also be able to enlist enough political power in Congress to dissuade the FCC from its intentions. But it seems to us the real hope for averting an inclusion of the NAB codes in the FCC rules now resides in the stations that are not code subscribers.

Those outside the codes must explain to the FCC why the code restrictions on commercial time are, for them, unrealistic. If it is true that 60% of all radio stations and 30% of all television stations have found it impossible to survive if they limit their volumes of advertising to the codes' restrictions, those stations owe it to themselves and to the FCC to give an accounting of their problems. As we have said before, we doubt that any FCC will deliberately invoke a rule that is likely to put hundreds if not thousands of stations out of business.

Workload or made-work?

WHEN FCC Chairman E. William Henry appeared before the Senate Independent Offices Subcommittee 10 days ago to try to justify the request for a record \$16.5 million appropriation for fiscal 1964, he said the additional funds were needed because of the "greater workload."

In the process he ran into a couple of buzz-saws in the persons of Senator Gordon Allott (R-Colo.) and Senator Roman L. Hruska (R-Neb.). He didn't receive much help either from the subcommittee's chairman, Senator Warren G. Magnuson (D-Wash.).

Mr. Henry, having been a commissioner nine months and

chairman only since June 1, could not have been expected to possess any considerable background. He had been coached by his staff, but the staff must have been thinking about some other outfit—certainly not the FCC.

It isn't the workload but the made-work that is responsible for the FCC's inordinate demands for funds. The kind of made-work engendered by the Chicago and Omaha program hearings, by the letter-writing crusades, by the freezes on AM and FM, by the dubiously-authorized filing fees, by the clutching of the National Association of Broadcasters' commercial code limitations to its bosom, by insinuating itself into the ratings picture and by otherwise diving headlong into programing areas proscribed by law.

The upshot is that the FCC is now farther behind in its regular duties than ever. It has worked the headlines rather than the processing lines. It takes forever to handle a routine transfer even though there's a halt in AM and FM licensing because of the freezes. Renewals are backed up hundreds deep because the staff writes letters questioning programing "balance" and something called local programing in prime time. The field staff snoops for technical violations so the FCC can sock stations with fines, suspensions or revocations.

All this with more money and more personnel than its predecessor commissions ever dreamed possible. Ten years ago the FCC appropriation was \$6.4 million. This was in fiscal 1953, just after the TV freeze had been lifted and the stampede was on for new stations to supplement the 108 pre-freeze grants. The \$16.5 million sought for fiscal 1964 is \$1.5 million more than was appropriated for the current fiscal year. In those same 10 years the FCC staff has increased from 1,044 to 1,416. And Mr. Henry told the Senate committee (obviously because of what his staff brain-trust told him) that they would be back next year and the year after for further demands for more money and more people.

Chairman Magnuson indicated he would have the FCC back later. When he does, we hope he and his colleagues penetrate beyond the smoke screen of generalities. He should get into the wanton waste of taxpayers' money and the outlays imposed upon broadcasters forced to defend themselves against mirages and charges of improper programing—an area that Congress itself made off-limits for the FCC when it wrote the anti-censorship Section 326 into law.



Drawn for BROADCASTING by Sid Hix

"Hold it! Don't shoot till we get that damned peacock out of there!"



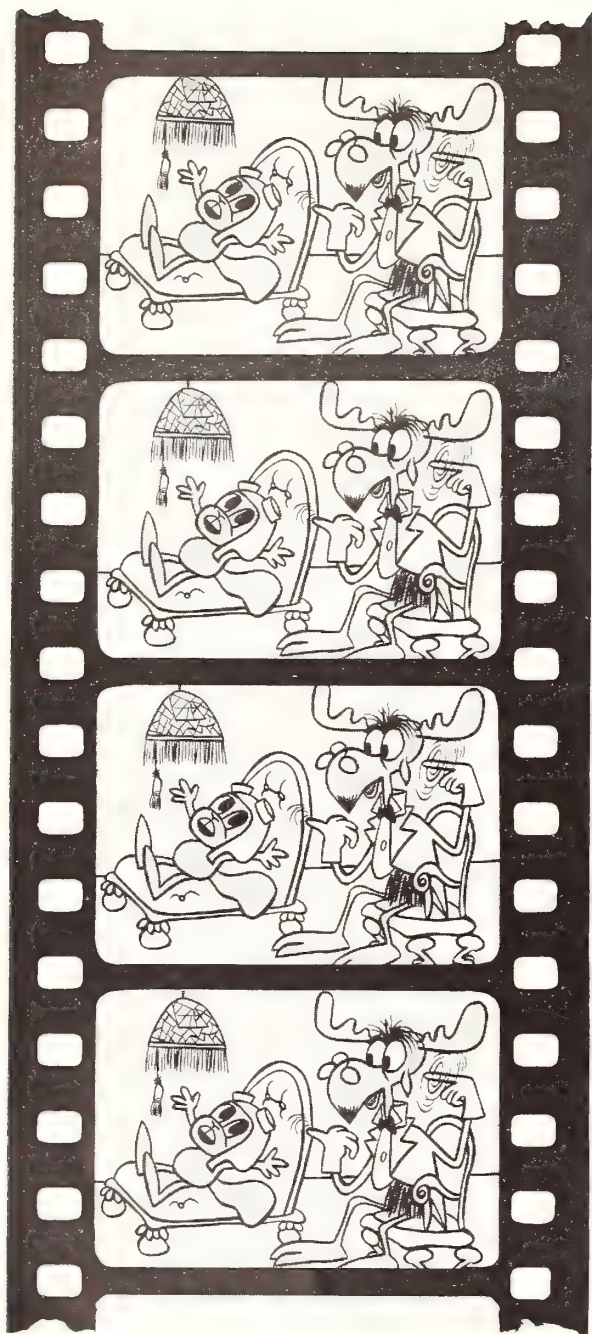
Mark of Deluxe Television

This is the camera you see wherever they insist upon the finest in television. More and more this deluxe 4½" I.O. equipment is becoming the symbol of TV leadership. Everyone is impressed with its "new look," its striking performance and its built-in aids to production. Your studio can benefit from this symbol of television distinction. To own it is to move up!



THE MOST TRUSTED NAME IN TELEVISION





ROCKY AND HIS FRIENDS

...one of 268*
syndicated
TV film series
which use

BMI

licensed music
and were
telecast locally
during the past year

*out of a total of 390
syndicated TV film series

BMI

*

BROADCAST MUSIC, INC.

589 FIFTH AVENUE • NEW YORK 17, NEW YORK

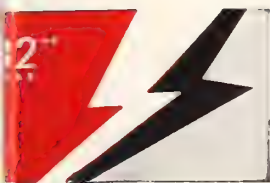
CHICAGO

• LOS ANGELES

• NASHVILLE

• TORONTO

• MONTREAL



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JULY 8, 1963

Admen, agencies keeping a close watch on expensive, expansive fall lineup 27

Stabilizing influence seen in billing switches among agencies 48

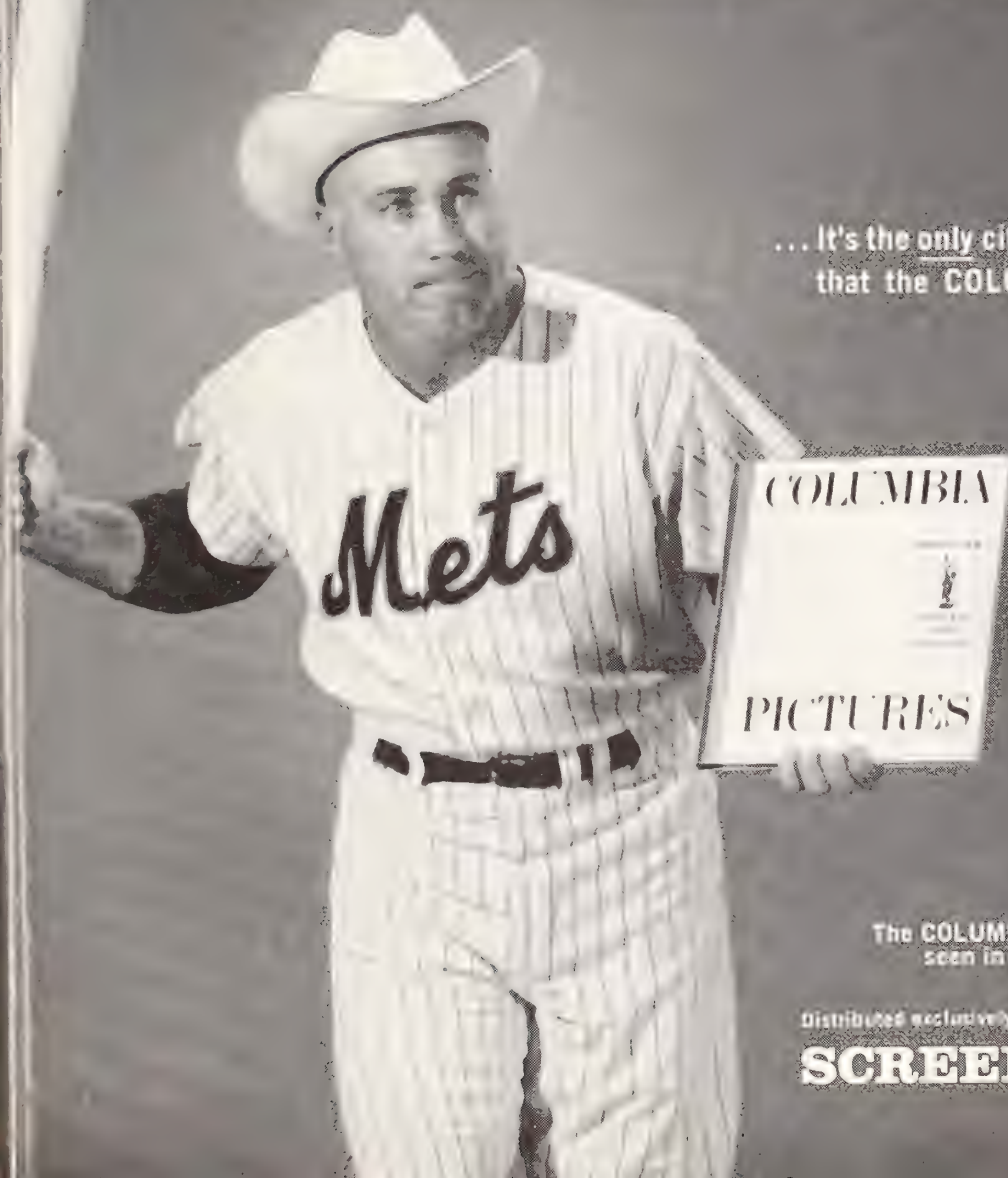
Cox calls commission vote on drop-in plan 'slightly hypocritical' 56

Humble spending \$4 million in first entry into network TV series 32

COMPLETE INDEX PAGE 7

Duke Snider hates to play in Houston!

... It's the only city where the Duke plays that the COLUMBIA features don't!



The COLUMBIA features can be currently seen in more than 130 markets!

Distributed exclusively by
SCREEN & GEMS, INC.



©1983 CBS 212100-8 30 C. Day Division

BUNNY

Key to the most exclusive time-buying club in the world is knowledge of product distribution control. Nashville is the only major test market area in the Southeast with local control of more than 90% of the area's retail food outlets . . . administration, buying, warehousing. Buying power tops \$2,872,648,000. Over 96% of the area's 2,052,300 people depend on Nashville for all TV. Quick now, shouldn't Nashville be on your KEY LIST?

WSM-TV
NBC-TV Channel 4

WSIX-TV
ABC-TV Channel 8

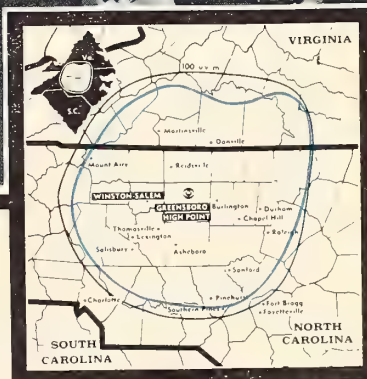
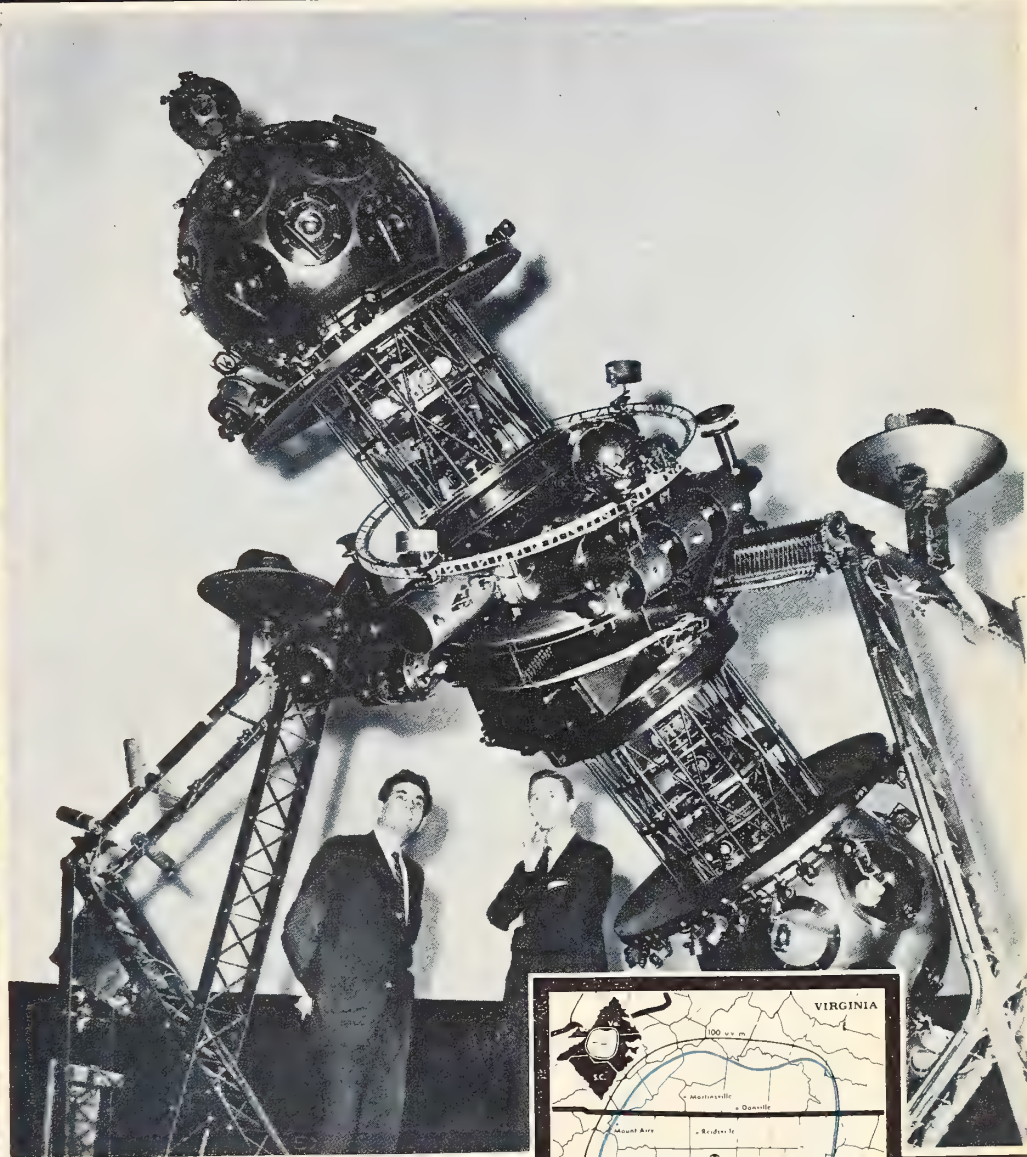
WLAC-TV
CBS-TV Channel 5

NASHVILLE, TENNESSEE



in

CHAPEL HILL



THE SOUTHERN PART OF HEAVEN is how a noted illustrator describes the unique charm of Chapel Hill. Home of the University of North Carolina, Chapel Hill is both village and thriving community . . . cultural center and pleasant place of business . . . small town living and cosmopolitan thinking. Here WFMY-TV weatherman Dave Wright views the heavens at Morehead Planetarium, one of six in the western hemisphere and first in the world to be part of the equipment of an institution of higher learning. Astronauts also study the stars here. Along with cultural attractions, traditions and sprawling campus of over 100 buildings valued at \$75,000,000.00, people also remember Chapel Hill for its gracious way of life, which moved Thomas Wolfe to write, "It's got every other town beat all holler". Chapel Hill — typical of the eager, spirited 51-county area that looks to WFMY-TV for CBS and local interest television programs. Chapel Hill — a nice place to visit, but you wouldn't want to leave there.



wfmy-tv

GREENSBORO, N. C.

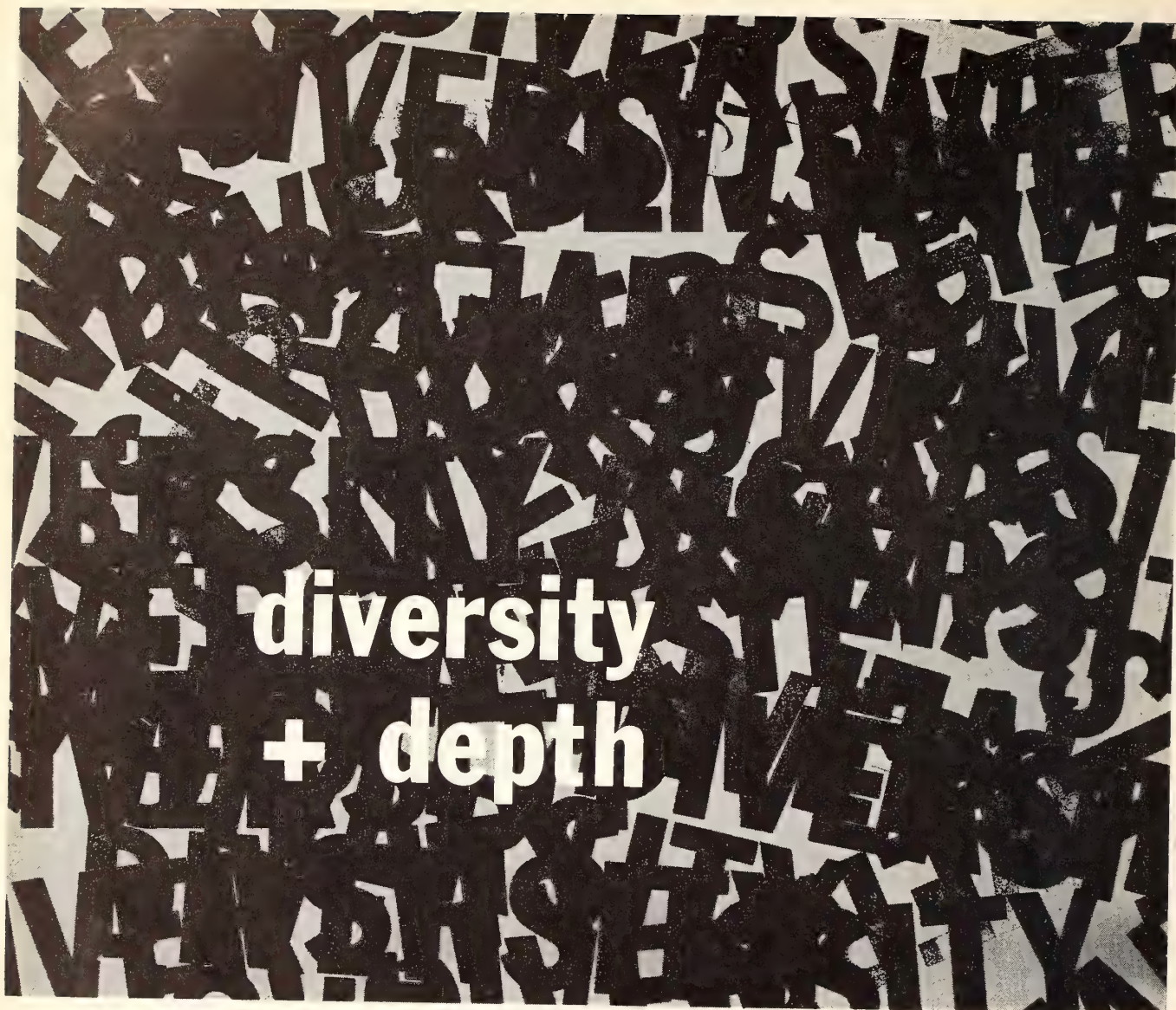
"Now In Our 14th Year Of Service"



Represented nationally by Harrington, Righter & Parsons, Inc.

SERVING THE LARGEST METROPOLITAN TV MARKET IN THE CAROLINAS

BROADCASTING, July 8, 1963



diversity + depth

The diversity and depth of KRLD-TV's programming make it possible for Channel 4 viewers to see and enjoy worthwhile cultural, religious, and educational programs; informative and accurate news and sports coverage; as well as a dazzling array of entertainment. This variety is an integral part of the good life enjoyed by the hundreds of thousands of Texas and Oklahoma men, women, and children who make up our audience.

This variety has made **KRLD-TV the dominant station** in the area for many years.

Now in its 14th year of quality telecasting, KRLD-TV pledges the conscientious use of all its facilities to maintain and improve the diversity and depth of its programming, and to insure its clients the maximum return on their advertising budgets.



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS



Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

'Repeat' complaints

Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee is exercised over large number of summer repeats on networks. He said last week preponderance of complaints to his committee, which has jurisdiction over communications legislation, deal with repetition of programming. He advocated use by networks and stations of summer replacements in form of tryouts for new programs and new talent. He reported that most of broadcast communications received by committee during past two months were critical of network repeats.

Hartford pay TV is 'go'

First anniversary of Hartford, Conn., pay TV tests by RKO General and Zenith passed last week (July 1) without hula-baloo—but far from unnoticed by those principals. Companies had agreed in advance that, although FCC authorization was for three years of tests, they'd take stock after one year, decide then whether to go for three. Word last week was that they're firmly agreed to proceed for full term—or whatever period is necessary to reach decision on pay TV feasibility. Though installation of decoders in Hartford homes has gone more slowly than expected, 3,000 homes are now equipped, and both Zenith and RKO General appear satisfied with their investments. To date these come to \$3.5 million to \$4 million for RKO General; in excess of \$1.25 million for Teco Inc., Zenith affiliate.

Thompson changes

Major radio-TV realignment is in works at J. Walter Thompson Co., New York, nation's largest advertising agency in both overall and broadcast billing. Changes, under direction of William H. Hylan, former CBS-TV sales executive who recently became vice president and director-broadcasting at JWT, include top appointment of William R. Wilgus, vice president and manager of agency's Hollywood office, as associate director of new broadcast department.

Most significant change at J. Walter Thompson will be formation of new broadcast department that'll replace current setup of buying functions for network and spot, now interlocked and lodged in separate media and radio-TV (programming) departments. Though details are still unknown, it's reported spot and network buying will be coordinated more closely under broadcast department. JWT had estimated 1962 billings of \$133 million in radio and TV.

CLOSED CIRCUIT

Smut or art?

Classic case involving obscenity on air is being handled rather gingerly by FCC which reportedly has sought intervention of Department of Justice. Case involves Pacifica Foundation's KPFA(FM) Berkeley, Calif., which broadcast free verse (FCC has tape) in which four-letter word denoting sexual relations was used. Differences developed at FCC staff level, with some contending that poem was "work of art" and FCC could not get involved in this sensitive area. Upshot was referral to Department of Justice.

Pacifica Foundation is in trouble otherwise with FCC and with Congress. Senate Internal Securities Subcommittee in closed sessions last January inquired into purported "Communist infiltration" and its report may be forthcoming this week. FCC, in addition to obscenity issue, is checking into ownership qualifications and solicitation of funds possibly from undesirable sources, hopes to decide cases before its August vacation. Action thus might coincide with release of report by Senate subcommittee.

Bulls' baby

Wall Street security analysts are advancing CBS stock as increasingly attractive investment. Report of one brokerage house revises earnings-per-share estimate for 1963 upward to \$4.25 from May estimate of \$4 and earlier projection of \$3.75. Another investment house sees earnings capability approaching \$5 by end of 1964. Earnings per share in 1962 were \$3.24.

Breakdown offered by one broker anticipates healthier future for radio as well as TV activities of CBS; foresees radio, which contributed 5 cents to earnings-per-share figure in 1962, as contributing 20 cents by end of this year and 25 cents by end of 1964. TV revenues (\$344 million in 1962) are seen gaining by \$22 million per year, reaching \$388 million by 1964 yearend with attendant gain in earnings per share attributable to TV activities from \$2.70 to \$3.60 over same period.

Shollenberger to Munich

Lewis W. Shollenberger, assistant bureau chief, ABC News, Washington, will become director of Radio Liberty, headquartered in Munich, Germany, this fall. Mr. Shollenberger, 46, was with CBS News before joining ABC. As head of Radio Liberty he will direct installations in Ger-

many, Spain and Taiwan. He will report to Howland Sargeant, former assistant secretary of state, who is president of Committee of Liberation, independently organized nonprofit organization that espouses democratic causes by reaching into Communist-dominated areas.

Membership report

Bid of WDKD Kingstree, S. C., for membership in National Association of Broadcasters was tabled by NAB radio board because of station's difficulties with government. FCC has refused to renew WDKD license on grounds of misrepresentation and alleged smutty broadcasts, and case now is in courts. At same meeting, board accepted as member WGMA Hollywood, Fla., owned by Jack Barry and Dan Enright, who produced *Twenty-One*, one of quizzes disclosed in 1959 congressional investigation to have been rigged. WGMA also is facing renewal difficulties because of role played by owners in quiz scandals, but examiner has recommended renewal (BROADCASTING, May 6).

Meanwhile, most outspoken broadcaster-critic of NAB has had second thoughts about NAB membership. Jack Roth (KONO-AM-TV San Antonio), president of Texas Association of Broadcasters, had told NAB he intended to resign but has changed his mind.

Question of space

TV film syndicators and officials of National Association of Broadcasters will meet in next two weeks to discuss return of film exhibitors to NAB annual convention. Syndicators were invited back for convention last April, but satisfactory accommodations in NAB headquarters hotel, Chicago's Conrad Hilton, were unavailable so TV Film Exhibit was held in Pick-Congress hotel, two blocks from convention proceedings.

Film men have asked for space on one floor for exhibits and hospitality suites and reportedly favor continuing TFE in separate hotel if this cannot be worked out. Syndicators, through Bob Rich of Seven Arts Associated, also have asked NAB for panel discussion on convention program devoted to film and NAB-sanctioned cocktail party. NAB executive said last week association would like to have all convention activities under its aegis in official hotel and "we hope we can work it out."



WE'VE GOT A WAY WITH WOMEN

In 4 Station Detroit
WJBK-TV
(Metro Share*)

45.6%

9 AM to 5 PM

STATION B.....27.8%
STATION C.....17%
STATION D.....9.5%

Call your STS man for life-saving details. He'll show you how Channel 2 can come to your rescue with more sales.

*NSI, M-F Avg., May 26, 1963

WJBK-TV
CBS IN
DETROIT **2**



MILWAUKEE
WITI-TV

CLEVELAND
WJW-TV

ATLANTA
WAGA-TV

DETROIT
WJBK-TV

TOLEDO
WSPD-TV

NEW YORK
WHN

MIAMI
WGHN

CLEVELAND
WJW

LOS ANGELES
KGBS

DETROIT
WJBK

TOLEDO
WSPD

PHILADELPHIA
WIBG

IMPORTANT STATIONS
IN IMPORTANT MARKETS

STORER
BROADCASTING COMPANY

STORER TELEVISION
SALES, INC.

Representatives for all
Storer television stations.

WEEK IN BRIEF

There's big money riding on the new fall network television shows. Twenty-four new programs will take the air. A close look at the economic and artistic aspects of this sweeping fall overhaul. See lead story . . .

TERRIFIC FALL TURNOVER . . . 27

Over a score of major advertising accounts using broadcast media changed their agencies in the first half of the year. They represent \$80 million in overall billings. Signs of stabilization appear in advertising business. See . . .

23 MAJOR ACCOUNT SHIFTS . . . 48

Humble Oil is moving into the national network TV picture with a reported \$4 million buy on NBC. Starting in January, the firm will sponsor 26 one-hour news and special events documentaries. See . . .

HUMBLE BUYS NETWORK SERIES . . . 32

Once again American Association of Advertising Agencies has refused to serve as a voting member of the new Rating Council formed to improve broadcast services. It's willing, however, to provide observers. See . . .

AAAA WON'T VOTE . . . 36

The FCC order reversing its original decision to allow drop-in VHF stations in eight markets drew a plea for reconsideration from ABC-TV plus a stinging rebuke of the reversal by Commissioner Cox. See . . .

COX HITS DROP-IN SWITCH . . . 56

ABC is the only TV network to take a stand against the FCC order outlawing option time. CBS is mainly concerned about its graduated compensation plan. NBC lets reply deadline pass without taking a stand. See . . .

ABC'S LONESOME STAND . . . 54

The FCC is ready to go ahead with its plan to duplicate 13 of 25 clear channels. It has implied that only congressional action can keep it from executing this long-pending move. See . . .

FCC ANSWERS HARRIS LETTER . . . 64

Here's a fascinating prospect. Leonard Jaffe, NASA official, envisions the day—a decade or so hence—when broadcast satellites will retransmit radio and TV programs directly into receivers in the home. See . . .

FROM SATELLITE TO HOME . . . 78

It seemed to be a necessary step when Conelrad was set up as an emergency radio system that would keep the nation informed during a bombing. A new project will start operating Aug. 5, replacing Conelrad. See . . .

CONELRAD TAKING LAST BOW . . . 57

Britain's going commercial in a big way, judging by latest signs. The newest proposal is creation of a second commercial TV network. According to Parliament debate, there is a need for more diversity. See . . .

THIRD NETWORK FOR BRITAIN . . . 74

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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DON'T BOTHER TO
COUNT 'EM

THERE ARE

1,760,000 WATTS ON
(ERP)

KERO • TV • 23

NOW THE MOST
POWERFUL UHF IN
THE UNITED STATES

NB FOR

BAKERSFIELD

CALIFORNIA



Transcontinent Television Corporation

Represented by



The Original Station Representatives

Henry terms editorializing 'highest duty'

URGES INVOLVEMENT IN CONTROVERSIAL PUBLIC ISSUES

Broadcasters who feel they should participate in molding public opinion in their communities were given solid support by FCC Chairman E. William Henry Sunday (July 7).

Appearing on ABC's *Issues and Answers*, he said editorializing is broadcaster's "highest duty."

Since it's commission policy to license only responsible individuals, he said, FCC should allow broadcasters to involve themselves in controversial issues.

"I think it is very good that they take positions on issues of public importance and knead and mold public opinion," he said.

FCC chairman also defended networks against claim of southern congressmen that chains are biased in covering civil rights stories (AT DEADLINE, July 1). On basis of news programs he's seen, he said, coverage has been fair.

Good News ■ He also said networks are doing good job, in general, in news and public affairs areas. But he expressed hope they would do more probing of controversial issues.

In discussion of FCC's local programming hearing in Omaha last winter, Chairman Henry said commission wasn't "meddling," as claimed by Omaha advertising executive Helen C. Moeller (MONDAY MEMO, July 1).

Chairman, who had conducted hear-

ing, said it's "perfectly in accord with the democratic process . . . to seek to find out what the people are thinking." He said it's "unfortunate" if some consider this "meddling."

Questioned about FCC's current study of how "objectionable loudness" in commercials can be regulated (BROADCASTING, Dec. 24, 1962), he said he thinks announcement will be made "in a matter of months" on results of search for method of measuring loudness.

Asked about most frequent complaints about TV, he had one surprise—"canned laughter." He said most complaints, though, relate to commercials—amount, timing and loudness.

Court sends Orlando TV case back to FCC

Federal court in Washington Friday (July 5) decided to accept reasoning of former FCC Chairman Newton N. Minow in substitution of views of majority of his colleagues.

U. S. Court of Appeals for District of Columbia, in per curiam decision (for court as whole) said FCC should hold oral argument in Orlando channel 9 case to decide whether grant should be continued to WLOF-TV Orlando or go to WORZ that city—or, if it decides, reopen record for new applications.

And, court said, commission should consider fact that WLOF-TV attorney made off-record contacts with former FCC Commissioner Richard A. Mack, even though commission majority found this was done without knowledge of station's principals.

Further, court said, FCC should consider "the serious question" concerning character of WORZ principals.

In FCC decision last January, endorsed by four commissioners with two not participating and with Mr. Minow dissenting in part, WLOF-TV principals were cleared of knowledge of ex parte activities by attorney. Majority held that 1957 grant must be vacated, and agreed that after oral argument it should make new decision between WLOF-TV and WORZ.

In dissent, Mr. Minow contended WLOF-TV principals knew of and affirmed its lawyer's approach to Mr. Mack. He also questioned disposition of charges, made during 1957 hearing, alleging misrepresentations by WORZ

High living

John W. Kluge, president-board chairman of Metromedia, apparently plans to spend good part of his time in Los Angeles, where his company has just added KLAC-AM-FM and KTTV(TV) to its Metropolitan Broadcasting Division. Mr. Kluge has purchased Hollywood Hills home of Frank Sinatra, who has moved into apartment near Sunset Strip.

principals. In both positions he was following recommendations of hearing examiner in initial decision.

Orlando channel 9 case had been sent back to FCC by appeals court (which in turn had received it back from U. S. Supreme Court) after disclosures of off-record contacts by House Legislative Oversight Committee.

After hearings on ex parte charges, commission submitted proposed action to appeals court (BROADCASTING, Jan. 14). Friday's ruling sends it back to FCC for further consideration.

Costa Rican super-power is scuttled by Windsor

Concern over planned super-power broadcasting station in San Jose, Costa Rica, on 625 kc was dispelled last week with word that project has been "held in abeyance" because of engineering and other complications. Wilbur C. Windsor Jr., KJIM Fort Worth, who had acquired station in San Jose, last Friday (July 5) disclosed he would not proceed with plan to place directionalized 50 kw transmitter on "in-between" standard broadcast channel. Protests had emanated from Latin American countries as well as from Herbert Evans, Peoples Broadcasting Co. president and NAB delegate to Inter-American Association of Broadcasters, to prevent "ruinous" interference to Latin American and U. S. broadcasters.

Cuts in color rates announced by NBC-TV

NBC-TV has reduced advertising rates charged for color facilities in belief savings will stimulate advertiser interest in color TV participation. Advertisers are now being notified of new rates, which went into effect July 1. Rate differentials reduced for color production include these chief ones: Large studio facility rental color differ-

MGM buys network time

In unusual placement of movie advertising on network television, MGM has bought time in six NBC-TV shows in September to promote "The VIP's," new Elizabeth Taylor-Richard Burton movie that bows that month. Film company is spending more than \$250,000 for inserts in shows, five of which are in prime time. Commercials beginning week of Sept. 16 are scheduled for *The Lieutenant*, *Monday Night at the Movies*, *Robert Taylor Show*, *Saturday Night at the Movies*, *Mr. Novak* and *Tonight* show.

MGM network placement could represent departure in advertising strategy on behalf of new movie releases. Agency is Donahue & Coe, New York.

ential (added cost of color over black and white) cut from \$125 to \$100 an hour; flat differential for all other studios, which used to range from \$75 to \$110 per hour for color, cut to \$50; live daytime package rate for color commercials reduced from \$250 to \$180 per commercial. Also being changed: For black-and-white or color video-tape "integration," rates are cut from \$60 to \$40 per commercial.

KOB protection case nears conclusion

FCC has reportedly taken what it hopes is "final" step in implementing five-year-old decision in KOB case, which itself has been before commission 21 years.

In order expected to be issued this week, commission is said to have rejected ABC's application for renewal of WABC New York on ground it doesn't provide for protection of KOB Albuquerque, N.M., at night.

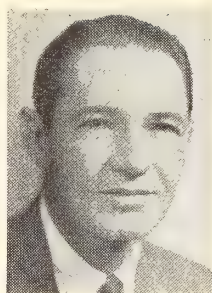
Order reportedly invites ABC to submit new application that will provide for such protection, as required in 1958 decision. Under that action, both stations are to operate on 770 kc with 50 kw, each using directional antennas at night (BROADCASTING, Sept. 8, 1958).

Controversy began in 1941, when FCC gave KOB special service authorization to operate on 770 kc with 50 kw daytime and 25 kw nighttime. ABC has been trying to force KOB off its class 1-A channel ever since, with protests to commission and appeals to courts.

In last court decision, in 1961, commission was directed to consider question of whether presence of second station on WABC's frequency at night would have damaging impact on ABC as network, in view of fact that CBS and NBC clear channel stations in New York are unduplicated.

Gardner gets 5 cigar brands

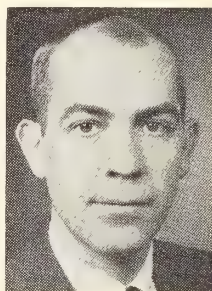
American Tobacco Co. and wholly-owned subsidiary, American Cigar Corp., have named Gardner Advertising as agency for their cigar brands. Brands are Roi-Tan, formerly handled by Lawrence C. Gumbinner, and La Coro-



Mr. Beech



Mr. Huth



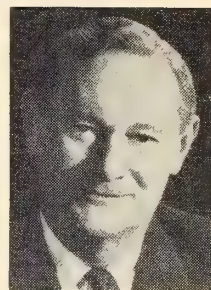
Mr. Gurganus

Condit, associate manager for media broadcasting, will succeed Mr. Huth as director of media. **Joseph Beech Jr.**, advertising manager of toilet goods division, named manager of creative services division. He will be responsible for

Paul Huth, director of media for Procter & Gamble, Cincinnati, appointed manager of broadcasting and media division. Mr. Huth will be responsible for TV programing and media buying. **Russell L.**

TV commercial production and art and package design. Divisions headed by Mr. Huth and Mr. Beech are new, replacing advertising production division. **William R. Gurganus**, manager of advertising production division, transferred to international division for European Common Market. Mr. Gurganus will later receive major management post in Germany. All changes are effective July 15.

Abe Schumacher, for past eight months president of Hazel Bishop International, elected executive VP of Hazel Bishop Inc., parent company, New York. **Alex W. Lansberg**, Hazel Bishop's financial VP, elected to cosmetic firm's board of directors. Mr. Schumacher is former president of Owl Rexall Drug Co., a director of Rexall Drug Co. and president of Liggett Rexall Drug Co. Mr. Lansberg previously held positions of treasurer and controller and VP in charge of finance for Knox Glass Inc.



Mr. Schumacher

For other personnel changes of the week see FATES & FORTUNES

na Antonio y Cleopatra, Bock y Ca, and Cabanas, all formerly handled by Sullivan, Stauffer, Colwell & Bayles. Change is effective Aug. 1.

New broadcasters buy N.Y. newspapers

Group of new broadcasters which only two weeks ago received FCC approval to buy WBIC Islip, N.Y., have acquired Macy chain of weekly newspapers on Long Island in reported \$750,000 deal.

Sale of WBIC is expected to be consummated July 15; that of newspapers today (July 8). Daytimer WBIC was

sold for \$250,000. It operates on 540 kc with 250 w, and was founded in 1959 by Maurice Weiss.

Principal stockholders in both transactions are Gerald T. Arthur, Wilson B. Stringer and Irving Maidman. Mr. Arthur was senior vice president of Donahue & Coe; Mr. Stringer, vice president of Rowe-Stanford Advertising; Mr. Maidman, realtor and investor.

Filmways cites expansion in 'black ink' report

Filmways Inc. claims to have climbed out of red ink. In unaudited figures disclosed by company July 5, Filmways reports net income of \$187,966 before taxes for nine-month period ending May 31, compared with loss of \$345,703 for same period last year.

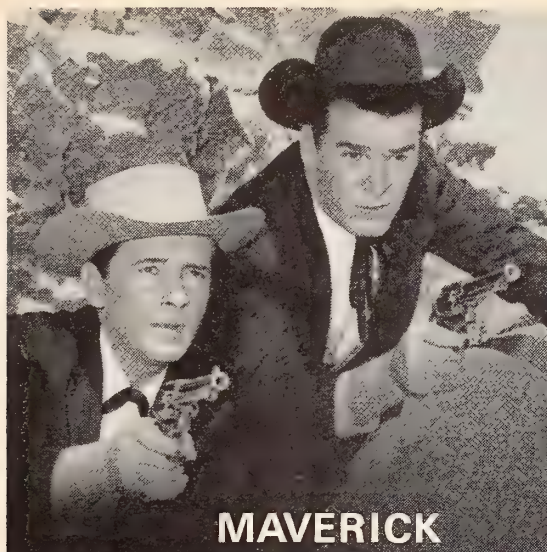
After taxes, income was \$83,966 (14 cents a share), while loss in 1962 was \$234,803 (41 cents a share). Company also reported increase of almost \$2 million for same period (\$7,163,038 in 1962, \$9,017,116 in 1963) in production of motion pictures and TV films, TV film rentals and other income. Gains were attributed to expansion of motion picture, TV activities and shift of production of commercials from East Coast to West Coast.

Coming up—Minow, the author

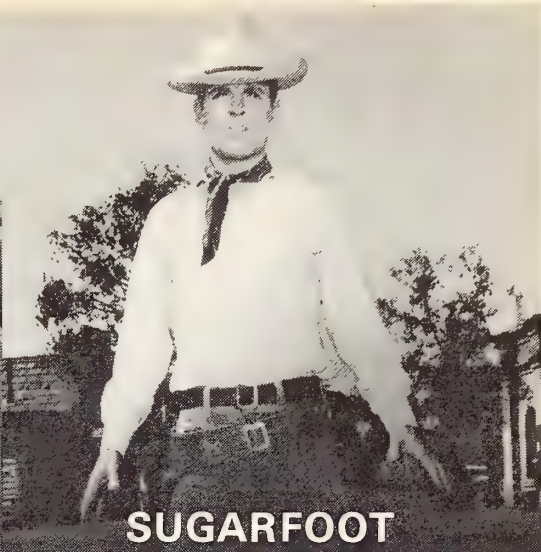
FCC's former chairman, Newton N. Minow, will co-author book with Larry Laurent, *Washington Post* television-radio critic, to appear next spring. Volume, to run perhaps 350-400 pages, will be collection of essays based on Minow experiences during his 27-month FCC tenure covering all facets of communications (communication satellites, AT&T, but with emphasis on tele-

vision and Section 315 [equal time]). Title not yet selected but it won't be "Vast Wasteland." Publisher is Atheneum Publishers of New York.

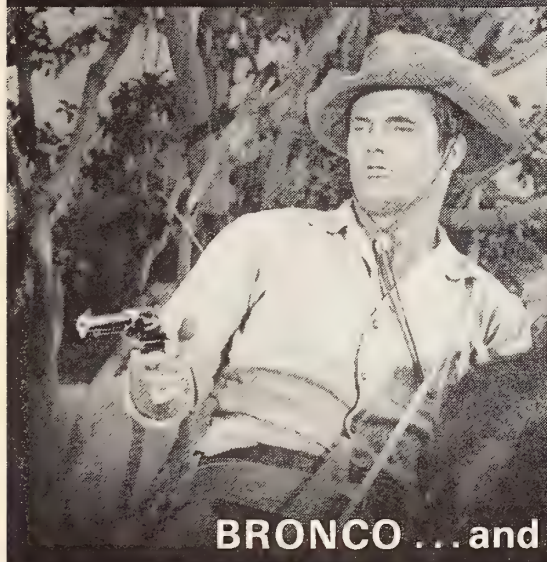
Mr. Laurent last week embarked on two months leave from *Post* to do first draft. Mr. Minow, after vacation, will report about Aug. 1 for his new job as executive vice president and general counsel of Encyclopaedia Britannica Inc., Chicago.



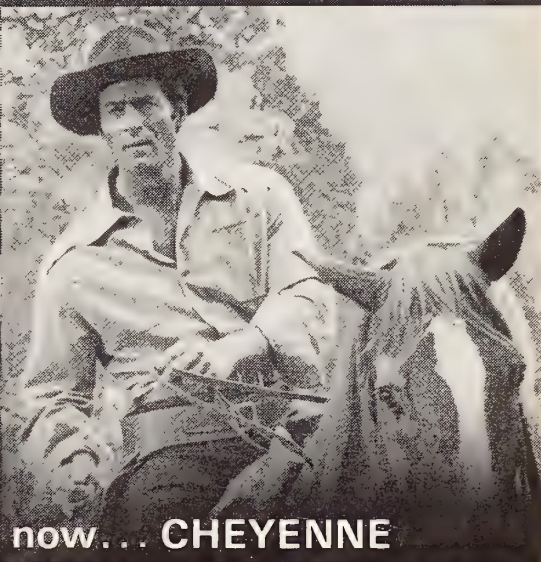
MAVERICK



SUGARFOOT



BRONCO ...and now... CHEYENNE



THE GREAT WESTERNS ARE ^HOURS

One sure-fire way to beef up late-afternoon and early-evening television ratings is to program a Western series. And when you run down the list of the great television Westerns, you'll find most of them are hours. Take *Maverick*, *Sugarfoot*, and *Bronco*, for examples. Each of these hours averaged better than a 35% share of audience on the network. Each is going great guns on an off-network basis. During February and March 1963, a total of 65 hours of these three Westerns were running weekdays in various markets between 5:30 and

7:30 pm. Compared to programs on the same stations, same time periods, a year ago, these 65 Western hours reached 35% more homes*—with 48% more men and 24% more women. Now, with the hour-long *Cheyenne* series ready for fall start, stations and advertisers interested in reaching more adults in these time periods will have even greater program flexibility and sales opportunities. For more adults—on either a once-a-week or strip basis—look into the great Westerns. You'll find most of them are hours . . . and they're also ours.

*ARB Reports: Feb/Mar 1963 and 1962

WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y., Circle 6-1000

ALSO: HAWAIIAN EYE • SURFSIDE 6 • THE ROARING 20'S • BOURBON STREET BEAT • LAWMAN



What makes a great salesman?

Henry Ford scaled the heights of industrial success by bringing a rich man's toy to the masses. Creating a durable car for the common man, assembling it quickly and economically on a production line, and selling it at a price anyone could afford, "the sage of Dearborn" turned a brick workshop into a billion-dollar corporation — and helped put an entire country on wheels.

The advent of the "horseless carriage" had initiated a clash of manufacturing ideas. Should the automobile be a high-priced luxury, available only to the very wealthy? Or should it be a more utilitarian vehicle, placed within the reach of every pocket-book? Henry Ford's answer was the plain-but-sturdy Model T. Over 15,000,000 "Tin Lizzies" were sold between 1908 and 1927!

Because of one mechanic's vision, an age was transformed. Ford recognized a vital need and found a way to fulfill it. Today, the Storer stations' perceptive understanding of individual community needs is responsible for the great sales successes of Storer advertisers. A commercial message broadcast on one of the community-programmed Storer stations has far more impact. In Detroit, Storer's great salesmen are WJBK-Radio and WJBK-TV, two important stations in an important market.

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WJBK
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV





KOOL KATS LISTEN TO



WVON

1450 on your radio

... All Negro air personalities
24 hours a day

... Strong Hooper ratings

... Merchandising plan that
creates sales

1.2 Million Negroes in
Chicagoland

Represented by
Bob Dore Associates

or Lloyd Webb
312-847-2600

FOR SALE

Slightly used TV TOWER.
Only 10 years old. One owner—
a Code Board Member (used
only 19 hours per day). 286 ft.
tall; 70 ft. antenna thrown in.
Priced for quick sale! As stand-
ing, come-and-get-it for
\$7,777.77. Available August 1.
Reason for selling: New Tower
962 ft. above average terrain
(740 ft. above ground) delivers
529,300 TV Homes. Greater
coverage in Wheeling/Steuben-
ville Market also for sale. For
used TV Tower or more TV
Homes, contact Exec VP Bob
Ferguson, WTRF-TV, Wheel-
ing 7, West Virginia.

DATEBOOK

A calendar of important meetings and
events in the field of communications

*Indicates first or revised listing

JULY

June 30-July 12—Fifth annual Advertising
Federation of America marketing manage-
ment and advertising seminar, Harvard
Business School, Cambridge, Mass.

July 8-19—ETV Workshop, sponsored joint-
ly by telecommunications division of
San Bernardino Valley College and the
University of Redlands. For further in-
formation, write: Dr. Robert West, director
of summer sessions, University of Red-
lands, Redlands, Calif.

July 9—Annual stockholders meeting, Taft
Broadcasting Co., 1906 Highland Ave.,
Cincinnati, Ohio.

July 10—Annual meeting of Broadcast
Pioneers, Park Lane hotel, New York City.

July 10-14—Convention of American Fed-
eration of Television and Radio Artists,
Ambassador hotel, Los Angeles. Keynote
speakers will be California Governor Ed-
mund Brown and Mayor Samuel Yorty.

July 10-20—Fourteenth International Festi-
val of Documentary Film, Venice, Italy.

*July 11-13—Annual convention of Idaho
Broadcasters Association, Moscow, Idaho.
FCC Commissioner Kenneth A. Cox will
be luncheon speaker on Friday, July 12,
and Frank Bartholomew, board chairman
of United Press International, will be
dinner speaker that same day. Other
scheduled speakers include Douglas A.
Anello, general counsel of the National
Association of Broadcasters; Robert H.
Alter, vice president of the Radio Ad-
vertising Bureau; Rex Howell, president of
KREX-AM-TV Grand Junction, Colo.; and
James Murphy, executive vice president
and general counsel of the Washington
State Association of Broadcasters, Seattle.

July 14-16—Summer convention of South
Carolina Broadcasters Association. Ocean
Forest hotel, Myrtle Beach. A. P. Skinner,
general manager of WOLS Florence, is con-
vention's general chairman.

July 14-26—Fourth annual NAB Executive
Development Seminar, Harvard Business
School, Cambridge, Mass. The general out-
line of subject matter includes: (1) de-
velopment of the executive; (2) formulation
and execution of competitive strategy; (3)
organization and delegation of work; (4)
planning, budgeting and controlling costs
(5) management of people; (6) review and
appraisal of management performance.

*July 15—House Communications Subcom-
mittee hearing on broadcast editorializing.

July 16—Fifth annual International Radio
& Television Society fun day at Wykagyl
Country Club in New Rochelle, N. Y.

July 16—National Association For Better
Radio and Television (NAFBRAT) annual
awards banquet, Wilshire County Club,
Los Angeles.

July 17—Comments are due on FCC rule-
making to control development of AM and
FM radio services.

July 18—Effective date for FCC's new
automatic logging rules, requiring daily,
five times a week inspection of trans-
mitter facilities.

July 20—Florida AP Broadcasters annual
meeting, Cape Colony Inn, Cocoa Beach,
Fla. News panels in the morning, a lunch-
eon, afternoon tour of Cape Canaveral and
an awards dinner at night.

July 20-23—Twenty-third annual National
Audio-Visual Convention, Sherman House,
Chicago. Keynote speaker will be George
Murphy, vice president of Technicolor Inc.
and former actor, producer and motion
picture industry spokesman.

July 22—Deadline for comments by inter-
ested parties in the FCC investigation of
changed rates for private telegraph and
telephone lines.

July 25-27—National Broadcast Editorial
Conference (NBEC), co-sponsored by Henry
Grady School of Journalism and the
Georgia Association of Broadcasters, at the
University of Georgia, Athens. Keynote
speaker is Representative Oren Harris (D-
Ark.). Participants include FCC Commis-
sioner Kenneth A. Cox; communications at-
torney Theodore Pierson of Washington,
D. C.; Dr. Mary Ann Cusack, National As-
sociation of Broadcasters; Ralph Renick,
vice president of WTVJ(TV) Miami; George
Campbell Jr., executive vice president of
Peoples Broadcasting Corp., Columbus,
Ohio; and Howard K. Smith of ABC-TV.

July 28-Aug. 1—Radio Broadcast Seminar
of Barrington Summer Conference, Bar-
rington College, Barrington, R. I. Lecturers
include: Dr. Eugene R. Bertermann, presi-
dent, National Religious Broadcasters; Ralph
Brent, president, Worldwide Broadcasting;
Dr. Clarence Jones, chairman of board,
World Radio Missionary Fellowship (HCJB).

AUGUST

Aug. 4-6—Atlantic Association of Broad-
casters convention, Newfoundlander hotel,
St. John's, Newfoundland.

Aug. 11-15—Second annual NCTA Man-
agement Institute, sponsored by National
Community Television Association in co-
operation with the extension division of
University of Wisconsin, Madison.

Aug. 19—Eighth annual Distributor-Manu-
facturer-Representative conference, Jack
Tar hotel, San Francisco. Chairman of the
conference planners is E'vin W. Feige,
president of Elmar Electronics of Oakland.

Aug. 20-23—Western Electric Show and
Convention (WESCON), San Francisco's
Cow Palace. Papers include: "Telstar" by
Irwin Weiber of Bell Telephone Labora-
tories; "Relay" by Warren Schreiner of
RCA; "Syncom" by Dr. Harold A. Rosen of
Hughes Aircraft Co.; "Comsat" by Wilbur
L. Pritchard of Aerospace Corp.; "Commer-
cial Communications Satellites" by Beards-
ley Graham of Spindletop Research.

Aug. 23-24—Oklahoma Broadcasters As-
sociation convention, Western Hills State
Lodge, Wagoner. Speakers include Okla-
homa Governor Henry Bellmon, Ed Bunker,
president of Radio Advertising Bureau,
and Robert Richardson, special counsel to
the House Subcommittee on Investigations.

Aug. 27—Board of Broadcast Govern-
ment hearing, Ottawa.

SEPTEMBER

Sept. 5-8—Annual fall meeting of West
Virginia Broadcasters Association, The
Greenbrier, White Sulphur Springs.

Sept. 6-7—Fall meeting of Arkansas Broad-
casters Association, Holiday Inn, North
Little Rock. LeRoy Collins, NAB president,
will be principal speaker.

Sept. 6-7—Arkansas AP Broadcasters As-
sociation. Speaker: AP Assistant General
Manager Louis J. Kramp.

Sept. 8-11—Western Association of Broad-
casters annual meeting, Jasper Park Lodge,
Jasper, Alberta, Canada.

Sept. 9-12—New York Premium Show, New
York Coliseum.

Sept. 10—Premium advertising conference
of the Premium Advertising Association of
America, New York Coliseum.

Sept. 10-12—Fall meeting of Electronic In-
dustries Association, Biltmore hotel, New
York City.

Sept. 11-14—Eighteenth international con-
ference and workshop of Radio-Television
News Directors Association, Radisson hotel,
Minneapolis, Minn.



FAVORITE THROUGHOUT MARYLAND THE BALTIMORE SYMPHONY ORCHESTRA

WBAL-RADIO 1090  **BALTIMORE** MARYLAND'S ONLY 50,000 WATT STATION
NATIONALLY REPRESENTED BY McGAVREN-GUILD COMPANY, INC.

BROADCASTING, July 8, 1963

there's no question about ratings
in Minneapolis • St. Paul

WCCO RADIO DELIVERS

58.0[%]
July-Dec., 1960

60.5[%]
Jan.-June, 1961

65.6[%]
July-Dec., 1961

66.6[%]
Jan.-June, 1962

66.7[%]
Sept., 1962-Feb., 1963



67.5%

share of audience

March-April, 1963



SOLID ACCEPTANCE

Picking the top station is no problem in the Minneapolis-St. Paul market. WCCO Radio is in a class by itself . . . with an enormous 67.5% share of audience . . . delivering *twice* as many listeners as all other stations *combined*! It's been this way year after year. Solid acceptance as WCCO Radio steadily and consistently enhances its remarkable audience leadership. For the advertiser, this means top coverage of a giant 124-county market. Actually *two markets in one*: 5-county Twin Cities metro area plus 119 surrounding non-metropolitan counties.

WCCO RADIO

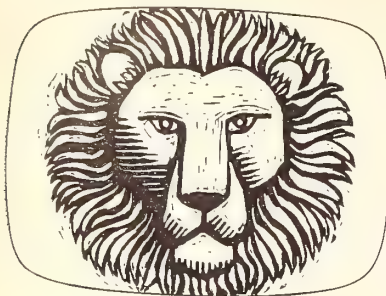
MINNEAPOLIS • ST. PAUL

Northwest's Only 50,000-Watt 1-A Clear Channel Station

Sources: Nielsen Station Index/Station Total/6:00 A.M.-Midnight, 7-day week
NCS '61

Represented by

CBS  **RADIO
SPOT
SALES**



View from the Lion's Den

The New Wave in Kids

■ At times it seems we're being inundated by kids. Moppets or monsters, there are more of them today than ever before. Good for a laugh, a Good Humor, a good night kiss and at times good for nothing. The wiles, the gall and guile of kids communicate, however. Probably a very basic reason why the medium of TV and kids has clicked so big. The new TV season is going to have two new waves of kids breaking on the home screen. Not just new faces, but new TV experiences that will really communicate with kids—and with adults.

■ Strangely, the waves are 100 years apart from each other. Kids of another era are Jaimie McPheeters and the four Kissel boys; Lamentations, Micah, Deuteronomy and Leviticus. Already you suspect something out of the ordinary! It's true. And it's grand. *THE TRAVELS OF JAIMIE MCPHEETERS* goes back to the gold rush days, to spirit and humor and adventure of Huck and Tom, Twain and Harte. Jaimie's a true gem to TV—transplanted right out of Robert Lewis Taylor's Pulitzer Prize novel. Everyone's going to wish he could have been Jaimie on his big adventure West.

■ This is a *really* big show. Big cast. Big entertainment. Big premiere is Sunday, September 15 at 7:30 NYT on ABC-TV.

■ An interesting aside about the scope of this series is that the Kissel kids are played by the *Osmond Brothers*, the quartet that made a hit on the Andy Williams Show (and have recorded an album of those songs on the MGM label). They also do Jaimie's theme, which should roll over the air waves to a hit this fall.

■ And then there's the other new show about kids—the contemporary story of high school students and their teachers. It has the real beat of our times. (But not beat kids.) You'll see them in their natural habitat through the experiences of their young English teacher. That young teacher is *MR. NOVAK*, which is also the name of the series. It comes on strong 7:30 NYT Tuesdays, NBC-TV, September 24. Altogether, it's a bright crop of kids in TV's future, the stations and the viewers.

OPEN MIKE ®

Why those minus signs?

EDITOR: In the 1963 issue of the *BROADCASTING YEARBOOK*, several FM stations have an antenna listing of minus so many feet. Exactly what does this mean?—*Private First Class Charles Frey, U. S. Army, Redstone Arsenal, Ala.*

[Both FM and TV station antenna heights in the *YEARBOOK* are for antenna height "above average terrain" and are from FCC records. According to paragraph 3.310 (a) of the FCC's rules for FM stations, antenna height above average terrain is defined as "the average of the antenna heights above the terrain from 2 to 10 miles from the antenna for the eight directions spaced evenly for each 45 degrees of azimuth starting with True North." A station in a hilly or mountainous area, with its antenna on the side of the mountain, or in a valley, could therefore have its antenna at a minus reading, or "so-many feet" below average terrain.]

Congratulations . . . but

EDITOR: Congratulations on your customary excellent coverage of the recent National Association of Broadcasters board meeting (*BROADCASTING*, July 1). But may I respectfully disagree with a couple of your conclusions.

Your editorial on the failure of the boards to accept the loosening of the time standards as proposed by the code boards. As far as the radio board was concerned, I sincerely believe that our failure to accept the recommendation of the code board was simply because we felt that their A, B and C proposals would have gutted the code without accomplishing its desired objective.

Members of the radio board are cognizant of the fact that many stations cannot live within the present code time limitations. This is true even of some of our board members. But perhaps there is a better way of adding flexibility to the code to solve the problems of stations who are busier in some seasons, months, days or hours than in others. And we have asked the code board to take another look.

The code is not perfect. It has been changed many times and will be changed again. But I don't see how you can switch this around to an argument for government intervention as you did in your editorial. The mere fact that we are still continuing to try to find ways of making this code work for more and more stations is to me proof of the fact that an industry regulated code is practical and that an inflexible code enforced by government bureaucracy is an absurdity.

Your *CLOSED CIRCUIT* regarding our tabling a \$50,000 appropriation for a program unit within NAB implied that this was a slap at Governor Collins. . . . It was merely proof that the NAB board is deadly serious about spending money to fight government intervention . . . and to research new and accurate methods of measuring broadcasting audience. The board deemed it inappropriate to

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*Reg. U. S. Patent Office

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BROADCASTING, July 8, 1963



Throughout the years it has been a rewarding experience to watch WSPA-TV grow in size, coverage, and stature until today it is one of the South's finest television stations. WSPA-TV has served its audience with superior showmanship and a deep sense of civic responsibility. . . . I wish WSPA-TV much success in the years to come. SENATOR OLIN D. JOHNSTON, SOUTH CAROLINA.



I am pleased to extend felicitations and best wishes to the staff and management of WSPA-TV in celebrating seven years of service to the public on Channel 7. . . . Because of excellent programming and a very very responsive attitude on public service needs, I am confident WSPA-TV has a bright future in the field of television broadcasting. SENATOR STROM THURMOND, SOUTH CAROLINA.



As we have watched the growth of WSPA-TV it is difficult for even those of us who witnessed the early dawn of television to remember we of this area have both seen and heard the history which will be written tomorrow. . . . My thanks and congratulations for a job well done. . . . [I] wish WSPA-TV, its staff and officers the very best for the future. CONGRESSMAN ROBERT T. ASHMORE, SOUTH CAROLINA.



It's a great honor and pleasure for me today to congratulate WSPA-TV on its seventh anniversary. The programs of WSPA-TV have been outstanding, and very much appreciated by the people not only in my district but throughout South Carolina, and our great neighboring state of North Carolina. . . . WSPA-TV will be the leader. CONGRESSMAN WILLIAM JENNINGS BRYAN DORN, SOUTH CAROLINA.



It is a privilege for me to join in the salute to WSPA-TV on the celebration of its seventh anniversary. WSPA-TV has done an outstanding job of fulfilling its responsibilities to the viewing public, and in performing with excellence the function of television. I wish for Station WSPA-TV many more years of successful and dedicated service. SENATOR HERMAN TALMADGE, GEORGIA.



WSPA-TV serves not only the State of South Carolina but many thousands of people in North Carolina. I am appreciative of the high quality entertainment, the well-planned news and feature attractions which are so characteristic of this outstanding television facility. I extend to WSPA-TV very best wishes for a happy anniversary. CONGRESSMAN BASIL L. WHITENER, NORTH CAROLINA.



Seven years WSPA-TV has served South Carolina, including the people of my district, and well. I think it would be proper here to congratulate the management of the station on the kind of programs they have presented. . . . and the public service that they have done for all of us. Good luck, good broadcasting, and many happy returns. CONGRESSMAN ROBERT W. HEMPHILL, SOUTH CAROLINA.



I am glad to have the opportunity of congratulating you and your associates on the seven years of service to Spartanburg and the Carolinas-Piedmont generally. As a representative of Wofford College, I have been particularly pleased with the public service programs that you have carried, especially those related to higher education. CHARLES F. MARSH, PRESIDENT, WOFFORD COLLEGE, SPARTANBURG.



Heartiest congratulations to WSPA-TV, Channel 7, for seven years of outstanding service to South Carolina and the southeast. Wish you continued success in the years that lie ahead. ROBERT C. EDWARDS, PRESIDENT, CLEMSON COLLEGE.

Converse College joins many others in expressing its sincere appreciation for the public service you render this region. R. T. COLEMAN, PRESIDENT, CONVERSE COLLEGE.



On behalf of the City of Spartanburg, I extend congratulations to WSPA-TV on its seventh birthday. Channel 7 has been a real service, not only to the City of Spartanburg, but to the entire County and surrounding areas in the Carolinas and Georgia. Under the leadership of Walter Brown and his associates, I am confident that its service in the future will be even greater than its past service.—ROBERT L. STODDARD, MAYOR, SPARTANBURG.

WSPA-TV

7

on

7



A MESSAGE FROM GOVERNOR DONALD RUSSELL

I am very happy to have this opportunity to extend greetings and pay a salute to WSPA-TV and its fine staff and corps of people on this the seventh anniversary. I have known Walter Brown for many years. He is not only a businessman, but he is a great civic leader. He thinks of television as not something that is just a business but more than that—service to the community. . . . With its many fine performers, WSPA-TV has rendered a true public service to Spartanburg and this area. I offer my salute to this your seventh anniversary.

Donald Russell

Governor
South Carolina

WSPA

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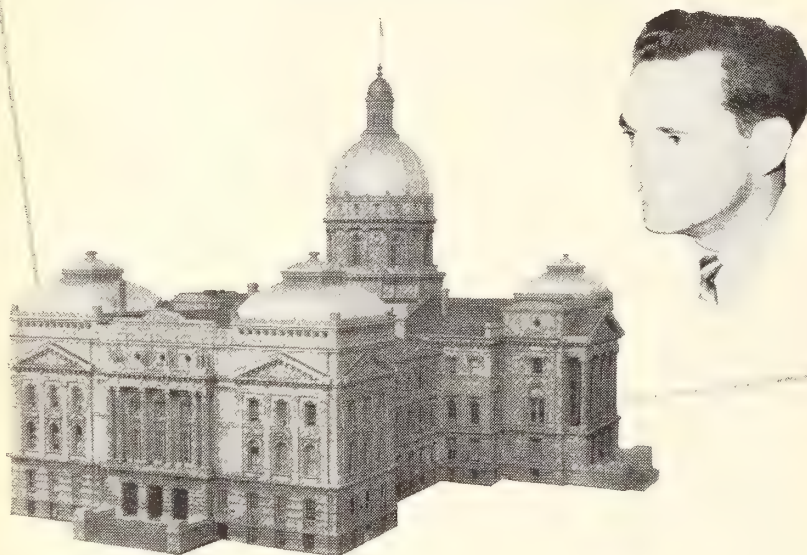
Walter J. Brown, President
Spartanburg, South Carolina

George P. Hollingbery, National Representative



WIBC

Aim-Preferred News!



LEADS IN SERVICE

This is Leo Laurence reporting directly from the State House! For nearly two years WIBC has maintained a full-time broadcast reporter at Indiana's seat of government . . . the first station in the state to do so. We at WIBC firmly believe that each one of our 38 daily newscasts should be concerned with the news that affects citizens of Indianapolis and Indiana economically, politically or socially. That is why we employ a hard-hitting 7-man news staff backed by Radio Press International, complete UPI wires, mobile cruisers with full broadcast capabilities, news feature presentations and consistent editorials.

WIBC Radio News is but one of many features that WIBC offers its huge and loyal audience. Others include farm service, sports and business news and the top music always with WIBC's popular air men . . . personalities that sell.

2835 N. Illinois Street
Indianapolis 8, Indiana



JOHN BLAIR & COMPANY
National Representative



WIBC IS A MEMBER OF
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appropriate money for a totally new venture when it is obvious that the demands on our finances to solve emergency situations in the foreseeable future will be so great.

We didn't kill the program idea. We tabled it until January.—*Ben Strouse, president, WWDC Washington and chairman, radio board of the National Association of Broadcasters.*

Mid-South report

EDITOR: Congratulations for your excellent economic study of industrial Mid-South (BROADCASTING, June 17). It was extremely well done and most interesting.—*Carter M. Parham, president, WDEF Chattanooga.*

Religious broadcasters

EDITOR: I have read with considerable interest and concern the news item "Churchmen take slap at radio-TV" (BROADCASTING, June 17). The Radio and Television Commission of the Southern Baptist Convention stands solidly with you and your magazine in the opinions expressed in the editorial "How to hang separately."—*Paul M. Stevens, director, Radio and Television Commission of the Southern Baptist Convention, Fort Worth.*

EDITOR: [The following] statement has just been formulated by the National Religious Broadcasters' board. I believe [your readers] will recognize its timeliness and appropriateness in view of some of the current discussions going on in the industry. The statement: "National Religious Broadcasters recognizes with deep appreciation the substantial and helpful contributions of time and facilities which the radio and television stations and networks of America have made available on a public service basis to the churches and religious groups of our nation . . . NRB further gratefully acknowledges the eminently fair and American position of many stations and networks . . . who make time and facilities available on a sponsored basis . . . We request radio and television stations not currently making time available . . . on a sponsored basis to reconsider their present policy . . . While radio and television . . . are admittedly not beyond the possibility of substantial improvement, NRB expresses its conviction that new and restrictive legislation and increased government control do not constitute the avenue which will best accomplish the intended improvement . . . Enactment into law and enforcement of the National Association of Broadcasters' codes will not best serve 'the public interest, convenience and necessity.'"—*Eugene R. Bertermann, president, National Religious Broadcasters Inc., 210 North Broadway, St. Louis, 2.*

BUSINESS WEEK: "The regions at both ends expect a boom."

Robert M. Lambe
President
WTAR RADIO-TV
CORPORATION

YES,
BUT...*

FORTUNE: "The Chesapeake Bay Bridge-Tunnel will pull a cork." Yes, but . . .*

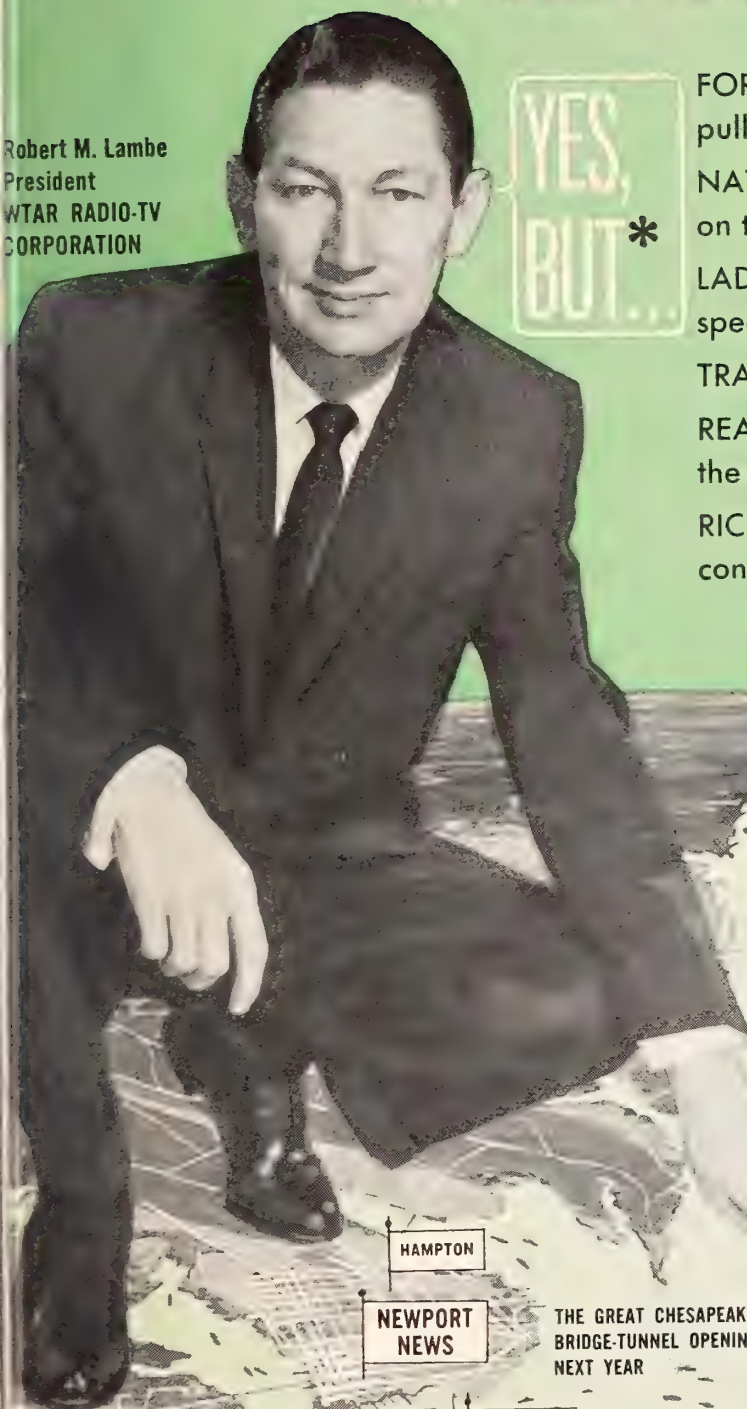
NATIONAL OBSERVER: "It will leap the last hurdle on the coastal Ocean Highway." Yes, but . . .*

LADIES' HOME JOURNAL: "One of the world's most spectacular man made structures." Yes, but . . .*

TRAVEL: "A tourist attraction in itself." Yes, but . . .*

READER'S DIGEST: "One of the 5 future wonders of the world!" Yes, but . . .*

RICHMOND TIMES-DISPATCH: "It should transform a considerable section of three states." Yes, but . . .*



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PHILADELPHIA

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NEWPORT
NEWS

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NEXT YEAR

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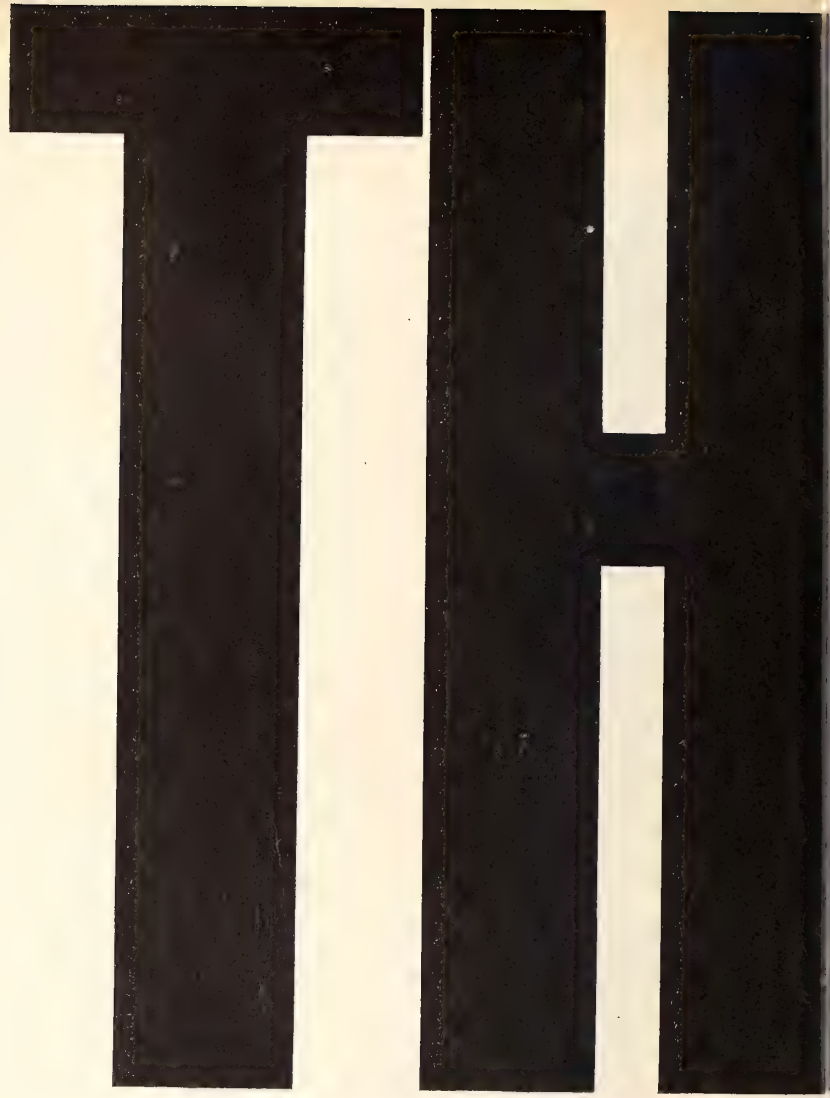
VIRGINIA BEACH

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* will someone please tell the customers our market is already booming? Here, right now, we have the greatest concentration of people in the entire Southeast . . . the greatest industrial plant in the entire South . . . the greatest natural harbor in the world . . . the hottest spot in the South for a new business dollar: Tidewater, Va. TideWTAR is a better way to spell it, and sell it.



FBI

NEWS

BIGGER THAN EVER! Starting September 2, KNXT's "The Big News"—the first daily full hour of news in Los Angeles—becomes the first daily 90-minute television news broadcast in the nation! (Mon.-Fri., 6-7:30 pm)

On that date, "The Big News" will add an entirely new dimension to television news broadcasting. More world news. More local news. More weather reportage. More sports. More exclusive features, such as consumer news reports. More on-the-spot coverage from all sectors of the vast Los Angeles market. A full hour of unprecedented in-depth television journalism prepared by the largest full-time news staff in the West, and reported by the West's most distinguished news broadcasters. Followed at 7 pm by more Cronkite: the new half-hour "CBS Evening News with Walter Cronkite" on the CBS Television Network. Obviously, Southern Californians will be getting more of everything that has already made "The Big News" the leading daily news broadcast throughout the largest metropolis in the nation's number one state.

CHANNEL 2, LOS ANGELES



CBS OWNED • REPRESENTED BY CBS TELEVISION STATIONS NATIONAL SALES

No creative contribution from TV stations?

The oddest thing happened to me over the Memorial Day weekend.

I was sitting on my fat terrace contemplating the annual miracle of June when there was a piercing swoosh and a scarlet saucer fluttered down on the lawn. Out stepped Felix Bleep, probably the outstanding station manager on the planet Mars.

(Don't go away. The whimsy is about to stop and the plain talk begin.)

Bleep joined me on the terrace and injected a martini into a vein with his laser syringe. He began to talk that universal subject: shop. He had just been informed that on Earth affiliated stations were paid to carry network programs.

"Paid to carry the hit shows too?" he said, antenna quivering.

"Yes, even *Ben Casey*, *Bonanza* and *Beverly Hillbillies*," I replied.

"Gosh, on Mars we pay the network for the shows they feed us. We pay a premium for the hit shows. We figure they build our audience so our prime time spots become salable."

"I know, I know," said I sadly, "you are our mirror image."

It's obviously impossible for the industry to go through the looking-glass, but Bleep's question did start me thinking.

A Question ■ Who is making the big money out of television and who is making the big contribution to the medium? The answers should be parallel.

Stars, writers and producers are certainly getting rich and rightly so, since talent deserves its rewards. Agents have made a killing because they are satellite to talent. The networks are not exactly poverty stricken, but it's a constant surprise to the observer how much of a broadcasting company's profit comes from sources other than the network. CBS is the exception among the major networks.

Do the talent and the networks contribute to the medium? Without arguing the degree or the potential, I believe the answer has to be yes.

But the biggest golden eggs go to the stations.

I recently received a broker's prospectus for the sale of stock in a group of television stations. It was unnerving to discover that this group reported a 43% profit on gross annual sales. The prospectus further showed another group of stations with a 44% profit, and a third at 42%.

I am told by reliable sources that

another group whose stock is not available to the public shows a 50% profit each year.

Now I'm sure that with taxes these breath-taking profit percentages end up at a mere 22 or 23%. But even so!

No Creative Contribution? ■ What is true of group operations is undoubtedly also true of many individual station operations. The question we must now ask ourselves is do they make a creative contribution to TV parallel to these profits which nobody begrudges to them? The actors act, the writers write, the producers organize, the agents represent, the networks gamble and sell, and what do the stations do? Anything more than provide air time and get paid for doing so?

If so, I'd like to hear about it. I know that every station points with pride to local programs of a public service nature, to small experiments in the entertainment field, to their own news shows. In order to qualify for their FCC licenses, they must do so. But I can't think of a single major network show that has emerged from the station level. A couple of daytimers, perhaps, but nothing to contradict my feeling that the stations are making the most profit and contributing the least to the improvement of the television medium.

I suggest that the time has come in the brief history of our medium for that contribution to begin.

How? Well, certainly television needs the most help in programing. The critics are right: we are not doing enough that is fresh and new and experimental. The networks are so frantically busy fending off the government, planning, preparing,

supervising, and negotiating next year's programing, while they are coincidentally trying to fix and sell this year's, that they simply don't seem to have the time—and to a certain extent the money—to devote to the research and development which is the lifeblood of any industry.

Particularly ours.

An Idea ■ Here is my suggestion. The stations should assess themselves a percent or two of their station compensation and put it into a big cooperative pot to finance experimental programing. They should select as the head of this fund a showman like Pat Weaver, or Leland Hayward, or David Merrick, and give him the money to develop new writers, new talents, new actors, new ideas. This organization could finance pilot films and tapes which might give pause to a prudent network man because they are daring and different in concept.

The pilot could be given a road test on one or more local stations and carefully planned research might demonstrate it to be salable to an advertiser or a network for exposure on a national basis.

Thus a new customer for program ideas would be created and who knows, the venture might come up with some winners and start making some money, which could be plowed back into R and D. Westinghouse seems to be doing just that with Steve Allen and more power to Don McGannon.

If the effort fails, chalk it up to research and development, a cost of doing business, and deductible from the profit and loss statement as an operating expense.



Richard A. R. Pinkham, senior vice president in charge of media and programs, is also a member of the executive committee and a director of Ted Bates & Company, New York. He joined the agency in 1957 after serving at NBC as vice president in charge of television network programs. At the Bates agency, he is primarily responsible for the purchase and supervision of network television shows and spot participations for the agency's clients.

WHAT IS THE MEASURE OF A BROADCASTING STATION?

We believe this to be an important one.

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NEW YORK 16, N.Y.

Advertising

June 20, 1963

Mr. Paul W. Morency
President
WTIC-TV
3 Constitution Plaza
Hartford, Conn.

Dear Mr. Morency:

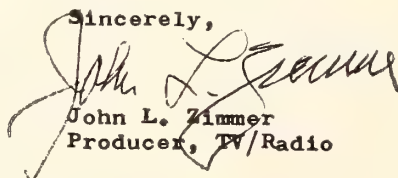
The 1963 Harvard-Yale Rowing Regatta is now a thing of the past, and I want to congratulate you and your staff for a fine job well done under difficult weather conditions on Saturday and the opposite on Sunday morning.

I would also like to extend to you and your staff my thanks for their excellent cooperation in videotaping the six one-minute commercials for our clients United Aircraft and Connecticut General Life Insurance Company. Both were extremely pleased with the end results.

Your studio and technical facilities are the best and it was a pleasure working with your efficient, professional, production personnel.

Best regards to all.

Sincerely,


John L. Zimmer
Producer, TV/Radio

CHICAGO • LOS ANGELES • NEW YORK • SAN FRANCISCO

WTIC  TV3

Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

WTIC-TV is represented by Harrington, Richter & Parsons, Inc.

FALL'S TURNOVER WILL BE TERRIFIC

- Four of every ten prime-time programs will be new this year
- New shows will cost \$3.5 million in weekly production costs
- Worry stems from fact 72% of last year's new programs failed

With more money than ever before riding on the outcome, advertisers and agencies this fall will be watching audience reaction to the new season's nighttime network television program schedule with what is already building toward unmatched intensity.

Symptoms of their concern are showing now—particularly with respect to new programs. There are 34 of them, or approximately four of every ten prime-time shows (list and description, page 28).

The concern of both agencies and advertisers for the success of their 1963-64 program choices is reflected in a noticeable increase in demand for details on competitors' new programs and the shows in adjoining or opposing time periods, for research on the chances of success beyond mere survival, and for track records of new entries in past years.

New Types Watched ■ The keener interest is generally attributed to the sizable number of new programs, innovations in format, a natural curiosity about the effect that substantial reprogramming by ABC-TV and NBC-TV could have on the lead CBS-TV held this year—but, most important, to dollar commitments that by all accounts will be the biggest in history.

The new programs alone represent weekly production costs of close to \$3.5 million out of \$8.3 million for the whole nighttime schedule, not counting time costs.

In their search for reassurance about the prospects of their own entries, advertiser and agency executives have little to rely on but instinct—and piles of statistics that grow a little taller each year as they methodically sift and add the hits, runs and errors of the most recent season.

Program Studies ■ Several major agencies are currently in the midst of program analyses for their clients, who include some of television's biggest spenders.

This sort of looking ahead by looking back has been in progress for some time this year. A few weeks ago Foote, Cone & Belding, Chicago, reported a

study showing that the current season was the biggest flop-year for new shows in a decade. FC&B reported that 72% of 1962-63's new nighttime series (23 out of 32) did not survive for a second network season, as against a previous dropout record of 66% in 1959-60 and a 10-year average of 57% (BROADCASTING, June 3).

An analysis prepared for BROADCASTING last week by the A. C. Nielsen Co. showed that the survival rate for new nighttime, sponsored shows since 1953-54 averaged 44% a year—a mortality rate of 56%. This ranged from a low of 45% in 1954-55 and 1955-56 to last year's high of about 70%.

By Nielsen's count, western and mystery-suspense categories had the best

record this year—one new show in each, both returning next fall. Highest mortality was in general drama, two new shows surviving out of nine. Three of twelve new situation comedies will be back, and one of four new adventures. Half of the new variety and quiz-audience participation shows failed to survive.

Life And Death ■ But survival and mortality rates tell only part of the story of the problems confronting a new show. Those that do well enough to survive often find it even harder to do well enough to get into the "magic circle" of the top 15 or top 25 programs in audience ratings.

In an analysis currently under way, Benton & Bowles's program department

Drama, variety shows last the longest

Among television network shows that have been on the air for five years, dramatic and variety programs have held up best in public favor. Westerns and mysteries have fallen off most sharply in popularity.

These findings come from a special study by the Home Testing Institute's TVQ Service. The study analyzed the year-to-year TVQ scores of 28 evening programs presented by the networks from 1958 through 1962-63.

The average show in this group, it was found, had a TVQ score of 26 in November 1962, as against a 37 in November 1958—a 30% drop

over the five-year span. Drama, variety, adventure, comedy and news shows were down less than average; musicals, quiz and panel shows, suspense and mystery shows and westerns were down more than average.

A TVQ score represents the percentage of respondents who are familiar with a program and say it is one of their favorites.

Here's the year-to-year report for shows presented throughout the five-year period. The TVQ score is as of November in each year. The number of shows that were on for the full five seasons is shown in parentheses beside the program type.

Type	1962	1961	1960	1959	1958	Pct. change from 1958 to 1962
Drama (2)	23	26	24	25	25	Minus 8%
Variety (3)	18	20	23	22	20	Minus 10%
Adventure (1)	23	25	21	27	28	Minus 18%
Comedy (8)	29	31	34	37	39	Minus 26%
News (1)	20	23	26	20	28	Minus 29%
Musical (2)	26	31	32	35	38	Minus 32%
Quiz and panel (4)	21	24	26	30	32	Minus 34%
Suspense-mystery (2)	31	36	39	47	48	Minus 35%
Western (5)	32	33	38	45	49	Minus 35%
TOTAL (28)	26	29	31	35	37	Minus 30%

What are new shows about? Here's a summary

These are the new shows the television networks have scheduled in prime time on a regular basis for the new season that starts in the fall. Each of the programs is summarized in brief showing title, place on the category and theme and featured roles and production data where pertinent.

ABC-TV

The Travels of Jaimie McPheeters: One-hour adventure drama (Sunday, 7:30-8:30), featuring Dan O'Herlihy and Kurt Russell in action stories about doctor and his son who go to California during gold rush of 1849. Based on Robert Lewis Taylor's 1958 Pulitzer fiction winner. MGM production, produced by Robert Sparks.

Arrest And Trial: 90-minute detective-legal drama (Sunday, 8:30-10) divided into separate 45-segments. First segment deals with police work in capture of suspect; second segment follows same case through legal process of prosecution. Ben Gazzara plays in *Arrest* part, Chuck Connors in *Trial*. Produced by Revue Productions in association with ABC-TV.

100 Grand: Half-hour quiz show (Sunday, 10-10:30) marking return of big-money-prize quizzes in which contestants compete for up to \$100,000. Produced by Larry-Thomas Productions Inc., with Bob Stivers executive producer.

The Outer Limits: One-hour science fiction drama (Monday, 7:30-8:30) created by Leslie Stevens and featuring guest stars on anthology of science fiction adventures. Produced by Joseph Stefano, through Villa Di Stefano Inc., in association with U.A.-Daystar.

The Breaking Point: Psychiatric drama (Monday, 10-11) dealing with mental and emotional illness and role of psychiatrist in their treatment. Paul Richards and Eduard Franz play roles of psychiatrists. Produced by George Lefferts. A Bing Crosby production in association with ABC-TV.

The Greatest Show on Earth: One-hour adventure drama (Tuesday, 9-10) about circus life. Jack Palance and Stu Erwin head cast which will



Jack Palance stars in "The Greatest Show on Earth," Tuesday, 9-10 p.m. on ABC-TV.

also include guest stars. Produced by Stanley Colbert. A Desilu production.

The Fugitive: One-hour adventure drama (Tuesday, 10-11) featuring David Janssen as innocent man unjustly accused of murder seeking to prove his innocence. Produced by United Artists-Quinn Martin Productions in association with ABC-TV.

Patty Duke Show: Half-hour comedy (Wednesday, 8-8:30) with story theme of teen-age look-alike cousins, one fresh from Scotland. Patty Duke plays both roles. Produced and directed by William Asher. A Chrislaw-United Artists Production.

Channing: One-hour drama (Wednesday, 10-11), concerning lives of faculty members and students on a university campus. Henry Jones and Jason Evers featured. A Revue Production in association with ABC-TV; Jack Laird producer.

The Jimmy Dean Show: One-hour comedy-music-variety (Thursday, 9-10), with homespun flavor. Produced by Bob Banner. A Ban-Dean Production.

Here's Edie/As Caesar Sees It: Half-hour variety (Thursday, 10-10:30), with Sid Caesar's satirical presentation alternating with Edie Adams's musical variety show in

Thursday time slot every other week. *As Caesar Sees It* is a Stonewall Production, produced by Leo Morgan. *Here's Edie* is an Ediad Production, producer as yet unnamed.

Burke's Law: One-hour comedy-detective drama (Friday, 8:30-9) featuring Gene Barry as a millionaire, bon vivant, who works as a police detective "for the fun of it." Produced by Aaron Spelling, directed by Hy Averback, written by Albert Beich, William H. Wright. A Four Star Production.

The Farmer's Daughter: Half-hour situation comedy (Friday, 9:30-10) in which Inger Stevens portrays not-so-sophisticated farm girl and her life as a domestic for a Washington congressman. Based on 1947 movie with Loretta Young. A Screen Gems production with Peter Kortner as producer and Harry Ackerman executive producer.

Jerry Lewis Show: Two-hour comedy-variety (Saturday, 9:30-11:30). A Jerry Lewis Production with Ernest D. Glucksman as executive producer.

CBS-TV

My Favorite Martian: Half-hour situation comedy (Sunday, 7:30-8) features Ray Walston as Martian whose space ship crashes on earth, and falls into subsequent adventures with newspaperman (Bill Bixby) who rescues him. Produced by Jack Chertok.

Judy Garland Show: One-hour musical variety (Sunday, 9-10) featuring Miss Garland and various "name" guest stars. Comedian Jerry Van Dyke and singer Judy Henske are regular cast members. Produced by George Schlatter, directed by Bill Hobin.

Glynis: Half-hour comedy series (Wednesday, 8:30-9) that stars Glynis Johns and Keith Andes as husband-wife team who become involved in improbable adventures as "semi-pro sleuths and crime-fighters extraordinaire." Jess Oppenheimer is creator and producer. Desilu is the production company.

Danny Kaye Show: One-hour com-

has charted—among other evidences of program performance—the full 1962-63 season, from the Second Nielsen Television Index (network) report in October 1962 through the first report for June 1963.

That compilation finds that only three of the past season's new programs

made the top 15 listing at least once. These programs were *Beverly Hillsbillies* and *The Lucy Show*, which consistently placed in the reports, and the *Jackie Gleason Show*, which made the top 15 part of the time. All three programs are on CBS-TV.

Delving further into the NTI reports,

Benton & Bowles's researchers found only four other programs new in the 1962-63 season had entered the magic circle of top 25. None of the four made it more than twice. The programs: *McHale's Navy* (ABC-TV) *The Nurses* (CBS-TV), *Jack Paar* (NBC-TV) and *The Virginian* (NBC-TV);

edy variety (Wednesday, 10-11) featuring song, dance, comedy by Mr. Kaye and selected guests. Produced by Perry Lafferty, directed by Bob Scheerer for CBS.

East Side/West Side: One-hour drama (Monday, 10-11), with George C. Scott in protagonist's role as social worker facing problems of overcrowded urban population. Don Kranze is producer, Jack Priestley director, and David Susskind executive producer.

Petticoat Junction: Half-hour situation comedy (Tuesday, 9-9:30) in which Bea Benaderet portrays the operator of a small rural hotel whose clientele consists mainly of passengers on a spur line of an almost-defunct railroad. Created by Paul Henning, executive producer of series. Producer is Dick Wesson, director is David Lowell Alexander.



The "Judy Garland Show" on CBS-TV Sunday, 9-10 p.m., will feature Miss Garland and guest stars.

The Great Adventure: One-hour history drama (Friday, 7:30-8:30) in which Van Heflin serves as host of dramas based on events in American history. Produced by John Houseman. Music theme by Richard Rodgers.

The New Phil Silvers Show: Half-hour situation comedy (Saturday, 8:30-9) in which Mr. Silvers plays foreman in a small manufacturing plant and has a number of varied

sidelines, all profit-making. Produced and directed by Rod Amateau.

NBC-TV

Grindl: Half-hour mystery-comedy (Sunday, 8:30-9) featuring Imogene Coca as a domestic. A Screen Gems production in association with NBC-TV. Created by David Swift, who wrote and directed pilot film.

The Hollywood Story: Half-hour film collection variety (Monday, 9:30-10) using footage from old and contemporary films to present various aspects of Hollywood's film tradition. Jack Haley Jr. producer, for Wolpert Productions.

Mr. Novak: One-hour drama (Tuesday, 7:30-8:30), about the life of a teacher in a metropolitan high school. James Franciscus plays the teacher, and Dean Jagger his principal. An MGM production, with E. Jack Neuman as executive producer and William Froug producer.

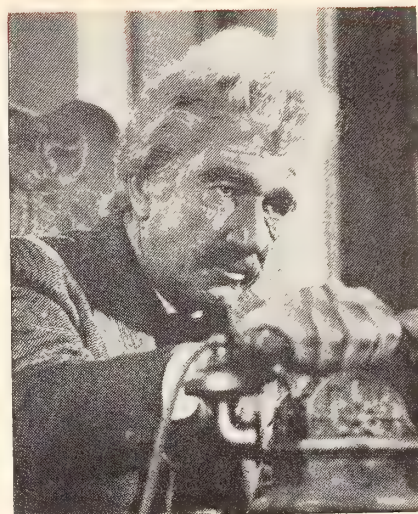
Redigo: Half-hour action-adventure drama (Tuesday, 8:30-9) set in contemporary American West with Richard Egan playing role of Redigo, central character in former *Empire* series. A Screen Gems production in association with NBC-TV.

The Richard Boone Show: One-hour repertory drama (Tuesday, 9-10), with Richard Boone heading 10-member company. Clifford Odets will serve as script writer-editor, with Buck Houghton producer. A Goodson-Todman production, in association with NBC-TV.

Espionage: One-hour spy drama (Wednesday, 9-10) based on actual stories ranging from pre-World War I until now. Produced in England by Herbert Brodtkin's Plautus Productions, in association with ITC Inc. and NBC-TV.

The Robert Taylor Show: One-hour drama (Thursday, 7:30-8:30), dealing with people who receive help from the U. S. Health, Education and Welfare Department. Robert Taylor plays traveling "trouble-shooter" of department. A Four Star Production, with Bernard L. Kowalski and Bruce Geller as producers.

Kraft Suspense Theater: One-hour



Mr. Boone heads a 10-member repertory company on "The Richard Boone Show," Tuesday 9-10 p.m. on NBC-TV. Clifford Odets is script writer-editor.

general drama (Thursday, 10-11) to share Thursday slot with six Perry Como music specials for presentation throughout season. *Suspense Theater* is a Revue production, with Robert Altman, Robert Brees and Frank Telford as producers.

Bob Hope Show: One-hour comedy-drama-variety-suspense-adventure (Friday, 8:30-9:30) in which Bob Hope presents five comedy-variety shows, then takes dramatic roles in two others, and is host for the remaining programs with varied formats. A Revue Production.

Harry's Girls: Half-hour comedy (Friday, 9:30-10) dealing with a dance team (three girls and a guy), and their comic adventures on tour of Europe. Larry Blyden has lead role. An MGM production, with Joseph Stein executive producer, Billy Friedberg producer, and Richard Kinnin director.

The Lieutenant: One-hour drama (Saturday, 7:30-8:30) dealing with problems of young career officer in assuming leadership of Marine infantry platoon. Gary Lockwood has title role. An MGM production, created and produced by Gene Roddenberry, with Norman Felton as executive producer.

all four have been renewed for another season.

In its analysis of plans for the upcoming season the B&B program department has come up with these summary statistics:

New Show Totals ■ There will be 15 new nighttime shows presented this

fall on ABC-TV. These represent 54% of the network's evening programming. In hours they total 14, or 57%.

CBS-TV will have eight new shows or 24% of the evening schedule, representing six hours or 25% of the prime hours.

NBC-TV will have 12 new shows (including *Bill Dana Show*, scheduled on Sunday before 7:30 and therefore not included in the programs capsuled on page 28, which were limited to those starting at or after 7:30 p.m. New York time). The 12 programs represent 46% of NBC-TV's evening shows and 9.5

hours, or 38% of the evening hours.

The total of 35 new shows counted by B&B represent 40% of all nighttime programs on the networks, or 29.5 hours, which is also 40% of the three networks' nighttime hours.

B&B also analyzed shows which are continuing but have been rescheduled in new time periods. The count: 11 on ABC-TV, totaling 9 hours (39% of the ABC-TV programs, 37% of the hours); seven shows on CBS-TV, totaling six hours (21% of the shows, 24% of the hours), and two shows on NBC-TV (8% of the shows and hours). These add up to 20 shows totaling 17 hours, or 23% of total shows and total hours.

Shows Unchanged ■ In this analysis, ABC-TV also has the fewest programs showing no changes: two shows or 7% of the schedule, representing 1.5 hours or 6% of total hours. CBS-TV has 18 shows unchanged—55% of its schedule, totaling 12.5 hours or 51% of its total hours. NBC-TV has 12 shows unchanged (46% of schedule), representing 13.5 hours (54% of total hours).

B&B totals 32 shows with no change. These amount to 37% of the networks' nighttime schedule. In hours they come to 27.5, or 37% of the three-network total.

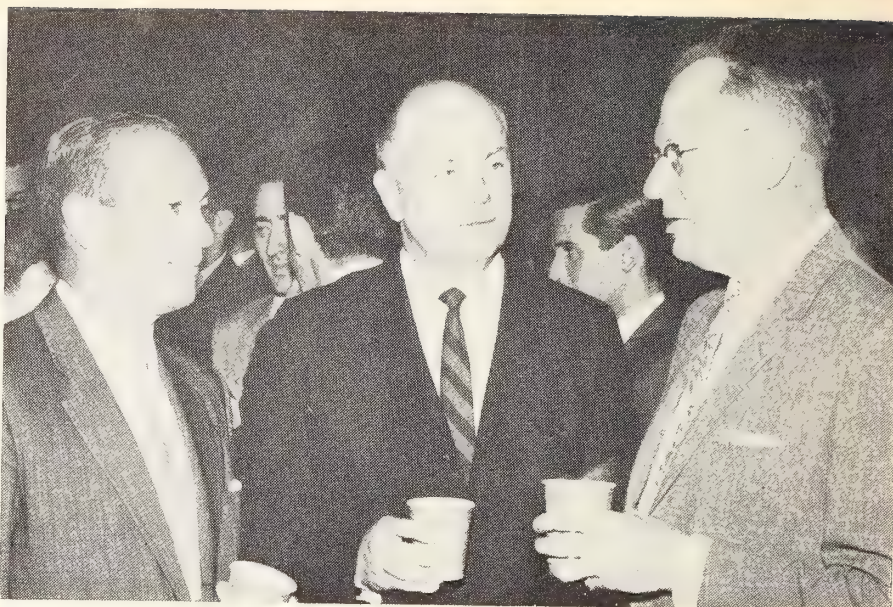
(The agency for the 1963-64 season counted a total of 28 shows for 24.5 hours on ABC-TV, 33 shows on CBS-TV and 24.5 hours, and 26 on NBC-TV for 25 hours, for a grand total of 87 programs and 74 hours).

The New Look ■ A look at new program types for next season indicates an emphasis on comedy on CBS-TV: *My Favorite Martian*, *Glynis*, *Petticoat Junction*, the *Phil Silvers Show*, all half-hour, and the one-hour *Danny Kaye Show*. There's one entry in each of these categories: general drama (*The Great Adventure*), action-adventure drama (*East Side/West Side*), and musical variety (*Judy Garland Show*).

ABC-TV's array of 15 new shows splits this way: Seven in the general category of action-adventure drama, and six in musical variety and/or comedy. Added to these are a science fiction drama, *The Outer Limits*, and a big money quiz show, *100 Grand*.

NBC-TV is heaviest also in action-adventure drama among the entries (five one-hour programs), has another three anthology general drama types (interspersed with Bob Hope and Perry Como specials) and two new comedies (*Grindl* and *Harry's Girls*, both half hours).

The new entries range far for possible new trends, though some tried categories are sampled. Crime fighting and whodunits, for example, are the backgrounds for many of the new programs but some have a light comedy touch of *The Thin Man* sophistication; still



What are we doing next year? ABC-TV employees at the network's New York headquarters gathered in a studio last week for the answer. They got a preview of the fare the network will be offering its affiliates next fall. A program-by-program sampling of

the 1963-64 schedule was presented to the gathering in an hour film. Among those attending were Leonard Golden-son (l) president, American Broadcasting-Paramount Theaters; Thomas Moore (c) president, ABC-TV, and Frank Marx, president, ABC engineers.

others, such as *Arrest and Trial* and *The Fugitive*, take still a new variant of the cops-'n'-robbers theme.

There'll be a couple of dramatic entries on the networks with the academic life as background (*Mr. Novak* on NBC-TV and *Channing* on ABC-TV). Another military show is being added: *The Lieutenant* (Marine Corps) on NBC-TV. A new entry with a psychiatric motif: *The Breaking Point* on ABC-TV.

A quick summary view: more com-

edy and top stars, more attempts to combine comedy and whodunits, and a substantial crop of action-adventure ranging from spy-thriller *Espionage* on NBC-TV, a health-welfare department troubleshooter's adventures (Robert Taylor on NBC-TV) to a social worker's cases (George C. Scott in *East Side/West Side* on CBS-TV).

CBS-TV to carry N.Y. college courses

Sunrise Semester, a television presentation of college credit courses, moves onto CBS-TV this fall after six years as a local enterprise of WCBS-TV New York.

The series of four separate college courses is made in conjunction with the Washington Square College of Arts and Sciences of New York University, whose faculty members conduct the courses, and TV lectures begin Sept. 23.

A philosophy course, "Introduction to Ethics," will be presented the first semester on Monday, Wednesday and Friday (1-1:30 p.m.), replaced the second semester by a course in classics, "Legacy of Greece and Rome." On Tuesday and Thursday (also 1 p.m.) and Sunday morning (9:30-10), presentations will be "Outlines of the History of Art: Prehistoric Times to Early Renaissance," first semester, followed in second semester by "Outlines of the History of Art: Renaissance to the Present." The network will provide the programs to stations either live or on tape.

Drudgery to dreams

Women want to escape from reality in mid-morning and the way to reach them is through the use of romantic music and soft-sell commercials during this period, according to Hal Davis, general manager of KROD El Paso. The station recently commissioned several regional psychologists to evolve a formula for the daytime schedule and they agreed that between breakfast and lunch women want to "block out diapers, dishes and drudgery." KROD, accordingly, has scheduled a new 9 a.m. to noon strip spotlighting romantic music and limiting public service and public affairs announcements during the period. Mr. Davis suggests to agencies that commercials in the morning schedule reflect the same mood.

Who's generous to a fault?

(not us)

True, someone might *think* we were do-gooders the way we get so involved in public service. But we're not really. It's just that we're dynamically interested in the community...and so is our audience.

That's why we take extra pains. Like our full-time Public Service Director. He doesn't just attend civic luncheons. Or wait to receive announcements written in long-hand by nice little ladies. He creates. He plans. His goal: building community interest (resulting in an alert audience for your message). He does his job well. For instance, Heart Saturday – practically a full-day's programming devoted to an on-the-air panel of distinguished doctors answering listeners' questions about heart surgery, health, disease. So successful that even with additional lines, our switchboard was jammed for six solid hours. And then there was Hurricane Carla Relief resulting in a full plane-load of food and clothing for disaster victims. Or Sabin Oral

Sunday. Or Income Tax Day. Or a hundred other special events.

Adding up to nearly \$250,000 free air time a year for more than 500 different organizations. Sounds like a lot. And it is.

But that's really only half the story...when you consider the public service concept behind Southwest Central's authoritative, accurate news...or the leadership in community activities by our personnel.

The result? Rapport with our audience. Take advantage of it. Call your Petryman.



WFAA-AM-FM-TV

Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

ANOTHER VALUABLE ADVERTISING OPPORTUNITY ON **WNBC-TV** NEW YORK

Doctor **FRANK FIELD** WEATHER PACKAGE

**Delivers a valuable
program franchise
with an adult audi-
ence at an extremely
low cost-per-thou-
sand.**

HERE'S HOW IT WORKS

YOU BUY full sponsorship on alternate weeks of three 5-minute weather programs at a weekly cost of \$3,000.*

YOU GET a one-minute commercial, plus 5-second opening and closing billboards on the following schedule:

Week 1:

Saturday 11:10-11:15 PM

Week 2:

Saturday 7:10-7:15 PM and
Sunday 11:10-11:15 PM

Rating, reach and cost-per-thousand are exceptional.

*(End rate.)

IT GIVES YOU MORE FOR YOUR TELEVISION DOLLAR

Ask your WNBC-TV or NBC Spot Sales Representative for complete details.

WNBC-TV 4 NEW YORK

BROADCAST ADVERTISING

HUMBLE OIL BUYS NETWORK TV SERIES

\$4-million deal calls for 26 hour programs on NBC-TV

In what is said to be one of the largest TV buys of its kind, the Humble Oil and Refining Co., Houston, will sponsor a one-hour series of 26 documentary programs on NBC-TV, starting Jan. 7, 1964.

Though financial information was not disclosed, it is estimated that Humble will be investing more than \$4 million in this project. The series will consist of 13 new programs and 13 repeats of NBC documentaries.

A spokesman said the programs will mark Humble's first regular appearance on national network TV, though it has bought into network sports programs on a regional basis. The company long has been prominent in local TV news sponsorship through programs carried on behalf of Esso, Enco and Humble in their various marketing areas. The NBC project is said to be an expansion and extension of the local TV news policy pursued by the company.

The NBC-TV programs will be identified as *The Humble Report*, *The Esso Report* or *The Enco Report* in the marketing areas each unit serves.

Nine of the 13 new programs will alternate with *duPont Show of the Week* on Sunday (10-11 p.m.) and the other four will be telecast on Tuesday in the same time period. Among the new programs will be "The Ganges"; "Orient Express—Window on Eastern Europe"; "American Carnival" and "Our Man on the Mississippi."

During the summer, the program will be carried on a weekly basis, utilizing repeats of selected NBC-TV documentaries. A few will be chosen from those carried in the winter and spring and others from past programs, including "U.S. #1: American Profile"; "Shake-

peare, Soul of an Age"; "The River Nile"; "The Chosen Child" and "Death of Stalin."

The network also has an extensive news and special events schedule from Gulf Oil Corp. Gulf has signed for NBC's television and radio coverage of the 1964 national political conventions and elections and has renewed for 1963-64 its sponsorship of the "instant specials" for the fourth year (BROADCASTING, April 29). The contracts for the specials and the convention and election coverage are said to involve more than \$5 million.

The contract with NBC-TV on Humble Oil was handled by the Houston office of McCann-Erickson.

Petry releases report on clients' color status

In anticipation of a breakthrough in the use of spot TV color facilities, Edward Petry & Co. last week released a study to advertisers and agencies on the status of color at the 32 TV stations it represents.

The study shows there are 666,000 color TV homes in the 32 markets and virtually all the stations are equipped to telecast network color. Seventeen are equipped to telecast color film; four, color tape and five are able to produce live color programs.

The questionnaire on which the study was based was formulated by Petry with the guidance of 14 advertising agency media and TV-radio executives. The questionnaire will be made available to the Television Bureau of Advertising so a similar survey of all member stations may be made.

Other findings of the study: three stations have additional charges for telecasting color commercials; 15 can produce color commercials and 12 have regular local color programs available for participating announcements or full sponsorship.

Combination buy offered

Two Texas stations, KPAR-TV Sweetwater and KCTV-TV San Angelo, are being offered to national spot advertisers as a single package. The "Tex-a-Twin Combination" stations are primary affiliates of CBS-TV and secondary affiliates of ABC-TV.

The single-rate buy is represented by Advertising Time Sales, New York. The stations remain available individually through the same representative.

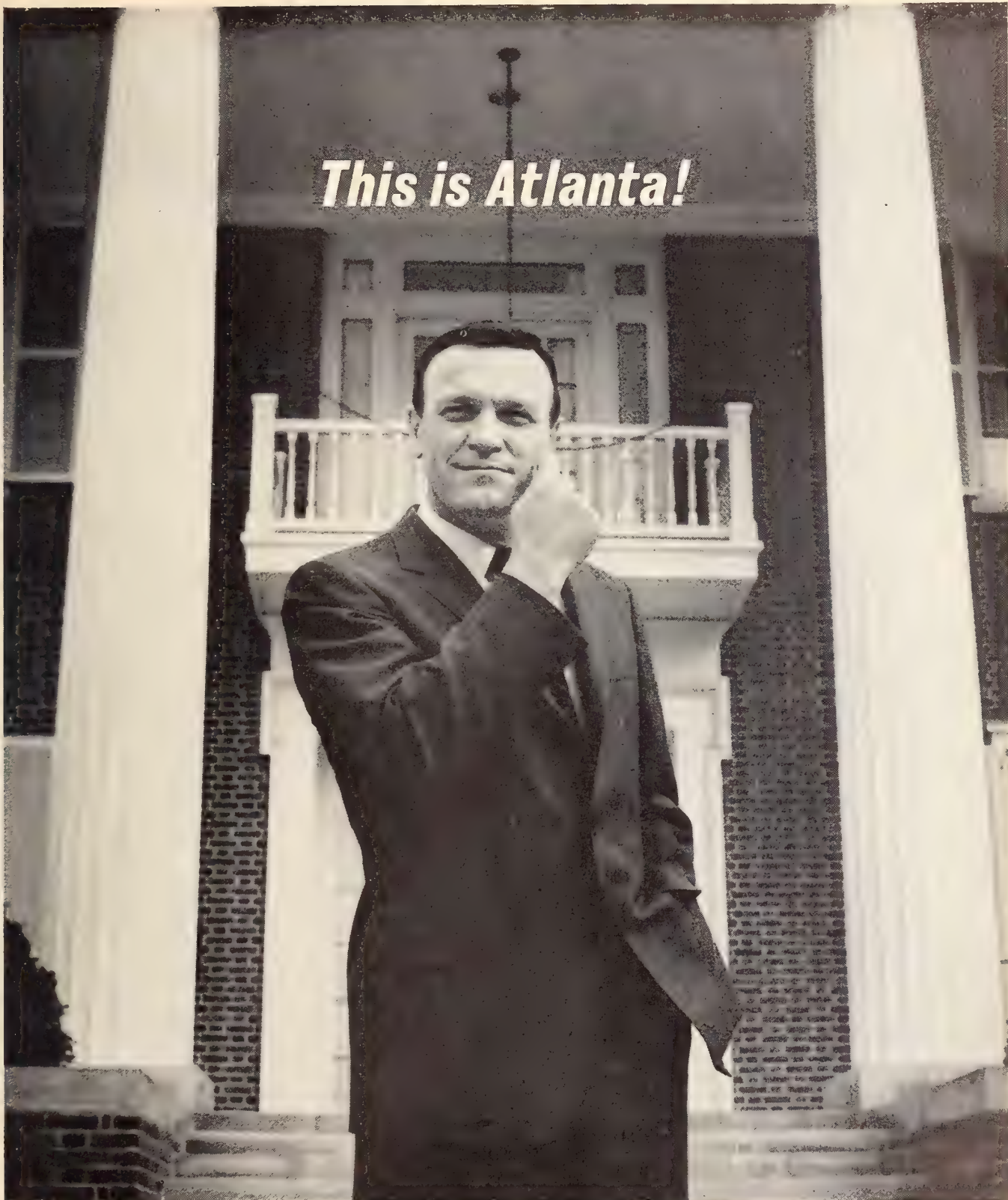
MGM tests color TV

Color television spots are being used in five cities by Metro-Goldwyn-Mayer to advertise its feature film "Captain Sindbad."

The color commercials are scheduled for stations in Cincinnati, Dayton, Indianapolis, New York and Los Angeles.

In Cincinnati and Dayton the spots are being tested against two control cities of equal population using black and white commercials. If the color spots prove successful, they will be used for other MGM releases, a spokesman for the company said.

This is Atlanta!



SHERMAN WAS HERE? Eddy Arnold, RCA Victor's "Man In The South", stands on the threshold of White Columns . . . the home of WSB-TV. WSB-TV is a must buy in the South's most important market.

WSB-TV
Channel 2 Atlanta



NBC affiliate. Associated with WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami.



Ticket to Togetherness

When Walt Disney talks about his weekly television series as "family entertainment," he isn't just whistling past a nursery.

The fact: few, if any, showmen in history have approached his genius for entrancing audiences of *all* ages.

There'll be no abatement in this spell-weaving come Autumn; from all indications, "Walt Dis-

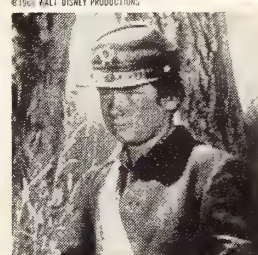
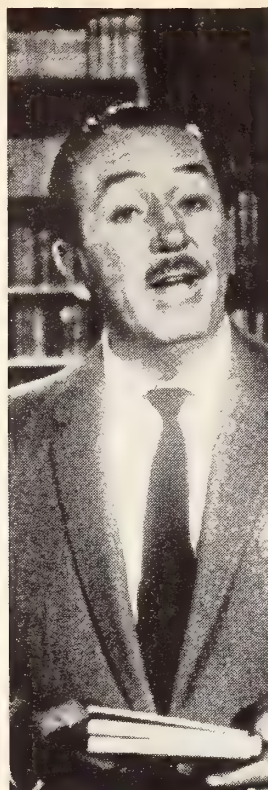
ney's Wonderful World of Color" may well outdo itself for NBC-TV's '63-'64 season.

Here are a few upcoming attractions:

"Dr. Syn" — The shot-in-England story of the 18th-century vicar who led a nighttime band of masked smugglers (see large photo above) in protest against Britain's high import-taxes.

"Wahu Bobcat" — A fascinating nature tale—filmed in Florida—of an old, Okefenokee swamp cat whose shaky leadership is being menaced by a

WALT DISNEY'S WONDERFUL WORLD OF COLOR



younger, more powerful member of the species.

"Fly with Von Drake"—An aviation lesson (via cartoon) from Professor Ludwig von Drake, the lovably pompous fowl-of-all-trades who'll also be dispensing advice this season on such disparate matters as cruising on the Mediterranean and physical culture.

"Johann Strauss"—A musical journey into the waltz-world of the two composers (senior and junior); and the drama of the son's difficulties in over-

coming the professional opposition of his father. Disney shot this film in Vienna (of all places).

All this and more awaits viewers of "Walt Disney's Wonderful World of Color," as the award-winning series that's won millions of new admirers for its creator since its debut on NBC-TV a couple of Septembers ago. As we've been saying, it's a show for the entire family. Indeed, it could be the greatest force for togetherness since the picnic basket.



Look to NBC for the best combination of news, information and entertainment.

AAAA DOESN'T WANT TO VOTE

Crichton offers Rating Council three competent observers

The American Association of Advertising Agencies has declined again to serve as a voting member of the Rating Council, set up to improve broadcast program rating services and audit their performance. It proposed, instead, to send a team of three observers, "all highly placed in agency business and all unusually competent in broadcast advertising."

The AAAA's counteroffer—which seemed sure to be accepted—was made last week in a letter from President John Crichton to Donald H. McGannon of Westinghouse Broadcasting Co., chairman of the council and of the National Association of Broadcasters' research committee, which set it up.

In his letter Mr. Crichton also said: "We sympathize with the political and public relations problems faced by broadcasters, but our basic concern is with the improvement of rating services as an aid to our business in reaching buying decisions. For that reason, we are as concerned with an improvement in the accuracy and validity of both national and local rating services as we are with an audit of their existing performance."

"We hope the improvement of rating services will be the long-range aim of the Rating Council. If it is anything less, in our judgment, it will not have fulfilled any of the obligations it has undertaken."

'Liaison' Preferred ■ Both the AAAA and the Association of National Advertisers had declined from the start to be represented on the Rating Council.

Both said they preferred to work with the council in "liaison" capacities—and have been doing so.

Mr. McGannon's new bid reportedly was invited unofficially by AAAA representatives. Hence a similar second offer was not made to the ANA, although ANA officials were informed of the letter to the AAAA and were made aware that they, too, would still be welcome as full council members.

ANA spokesmen said again last week that they wanted and intended to work closely with the council, but not as members.

Mr. Crichton suggested that the council would "inevitably gravitate" toward the Advertising Research Foundation as it gets into the third phase of its three-part program—long-range methodology studies.

The ARF, he said, "is tripartite, objective, experienced and represents the concentration of research talents available in advertising. Not to utilize its facilities would be, in our judgment, an abandonment of the investment in time and money made in ARF over the last 27 years by advertisers and agencies, and since 1951 by media."

Mr. McGannon had said that the council would like "the full thinking of ARF and such similar groups" and was studying "their most effective use."

Improvement ■ Mr. McGannon told BROADCASTING last week that, although he still would prefer to have AAAA (and ANA) in voting membership, the "team of observers" plan appeared to be an improvement over the current AAAA arrangement, in that specific experts from leading agencies would be working with the council.

As suggested in the Crichton letter, which was made public by the AAAA last Wednesday, one observer would be drawn from each of three AAAA committees.

One from the special broadcast committee "would be primarily concerned with national ratings and network buying"; one from the media committee, to deal with "the special problems of local ratings and spot buying," and one from the research committee would "be thoroughly knowledgeable about the problems of broadcast research and ratings" and would also maintain liaison with the ARF and its technical committee "which is probably the most highly regarded single group of research technicians in the advertising field."

Donald L. Kanter of Tatham-Laird, Chicago, and William M. Weilbacher of C. J. LaRoche & Co., New York, are chairman and vice chairman of the research committee. Miss Ruth Jones of J. Walter Thompson Co., New York,



Mr. Crichton

and Louis J. Nelson of Wade Advertising, Chicago, head of the broadcast media committee, and Sylvester L. (Pat) Weaver Jr. of McCann-Erickson International and Richard A. R. Pinkham of Ted Bates & Co. both New York, head the special committee on broadcast policy.

Code board notation elicits FTC questions

A news release by the National Association of Broadcasters, quoting the advertising agency for Anacin, has been the source of a Federal Trade Commission inquiry of the agency, Ted Bates and Co., and American Home Products, maker of Anacin.

Two questions are at issue: how recent is "recently" and, if the FTC reviews claims made in a commercial and takes no action, does this mean the commercial is "acceptable" to the government?

Following a June 10 code board meeting, the NAB said it would continue to accept Anacin's "like a doctor's prescription" commercials because the statement had been given specific government approval (BROADCASTING, June 17). The commercials were questioned by the NAB because of a January amendment to the code prohibiting the use of doctors in any way in broadcast commercials.

The FTC reportedly asked Bates and American Home Products to explain the statement to the NAB code board. It is understood that Bates told the Trade Commission last week that the NAB's release constituted an extension or reflection on what was said at the code meeting. Bates said the slogan has been in use 25 years and has been subject of several inquiries by FTC, the latest in October 1961.

The NAB is not a party to the FTC-

Agency buys video tape

Ampex Corp. last week said it has sold its first broadcast videotape recorder to an advertising agency, Campbell-Ewald of Detroit. The agency has purchased the new transistorized Ampex VR-1100, a \$35,000-unit shown at the spring convention of the National Association of Broadcasters in Chicago. Delivery will be about Nov. 1.

It is understood that Campbell-Ewald will use the video-tape machine to feed a closed circuit television system which links the General Motors and Argonaut buildings in which the agency has offices. The closed circuit system has three channels and some 27 viewing points. Ampex is to supply a loan model VTR to the agency for fall previewing work pending arrival of the VR-1100.

A HATFUL OF RAIN



EVA MARIE SAINT, DON MURRAY
ANTHONY FRANCIOSA, LLOYD NOLAN

VOL.7—"FILMS OF THE 50's"—NOW FOR TV
FIFTY OF THE FINEST FEATURE
MOTION PICTURES FROM SEVEN ARTS

Seven Arts "Films of the 50's"—Money makers of the 60's

SEVEN ARTS

VOLUME SEVEN



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue 972-7777
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. Sate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

For list of TV stations programming Seven Arts "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

TV travel spending up 35% in 1962

Television expenditures by the 12 leading transportation and travel advertisers using TV were 35.2% higher in 1962 than in the previous year, Television Bureau of Advertising announced last week.

The television increases are continuing into 1963 with billings for the entire classification up 158.2% during the first quarter over the like period a year ago (\$3,476,000 compared to \$1,346,000).

In 1962, these advertisers increased the TV share of their total media expenditures to more than 20% from 17.3%.

Total billings by these transportation advertisers amounted to \$34,549,273, of which \$7,369,089 was spent in TV. The twelve firms spent \$5,450,520 in television in 1961.

The leading user of television among the group was Hertz Corp.,

with \$1.9 million in spot and network combined, 60% of its total billings. The Atchison, Topeka & Santa Fe Railway System invested all of its consumer advertising expenditures in television.

Of the advertisers in this category, only Hertz Corp. used network TV. It spent \$1,088,709 on network TV and \$829,550 in spot. TV billings for the other companies listed are for spot spending.

TRANSPORTATION AND TRAVEL MAJOR MEDIA ADVERTISING EXPENDITURES GROSS TIME AND SPACE

	1962 Total TV	1961 Total TV	1962 Magazines	1962 Outdoor	1962 Newspapers	1962 Total	% TV
Hertz Corp.	\$1,918,259	\$1,574,240	\$1,164,943	\$	\$ 91,160	\$ 3,174,362	60.4
Greyhound Corp.	1,803,410	1,444,240	146,614	1,551,789	3,501,813	51.5
Pan American World Airways	832,940	562,750	1,503,663	37,404	3,150,356	5,524,363	15.1
Atchison, Topeka & Santa Fe	654,320	338,380	654,320	100.0
Delta Air Lines	538,740	467,030	201,561	144,374	3,071,681	3,956,356	13.6
Trans-World Airlines	478,160	1,785,173	426,938	5,694,210	8,384,481	5.7
Western Airlines	306,930	252,840	232,738	222,087	671,297	1,433,052	21.4
Pan-American-Grace Airways	208,500	230,600	602,295	158,019	968,814	21.5
Eastern Air Lines	207,090	264,710	196,769	25,350	3,548,779	3,977,988	5.2
Continental Trailways	163,430	158,930	1,158,556	1,321,986	12.4
KLM Royal Dutch Airlines	130,780	354,212	830,426	1,315,418	9.9
Northern Pacific R.R.	126,530	156,800	102,466	107,324	336,320	37.6
Totals	\$7,369,089	\$5,450,520	\$6,290,434	\$856,153	\$20,033,597	\$34,549,273	21.3

Source: Network TV—TVB/LNA-BAR
Spot—TVB-Rorabaugh

Magazines—PIB

Newspapers—Bureau of Advertising
Outdoor—Outdoor Advertising Inc.

Anacin exchange and a code board spokesman said no action will be taken pending resolution of the matter between advertiser and government. Official NAB minutes show that Bates made the following statement during its presentation to code board:

"Some years ago the statement 'Anacin is like a doctor's prescription' was questioned by the FTC in a formal complaint. The ensuing discussions

with the FTC resulted in agreement to qualify the statement with the phrase 'that is, a combination of ingredients.' Following this, the FTC dismissed the complaint by means of a formal order.

"Thus the specific phrasing now declared unacceptable by the code authority was originally worked out with the FTC. It has recently been reviewed again with the FTC and again found acceptable."

Why retailers should use radio advertising

SALESMEN TOLD TO CHANGE THEIR SELLING APPROACH

Any Southern California retailer who wants to grow "will be a broadcast advertiser or be in serious trouble," Alan M. Berger, radio/TV director, Tilds & Cantz, Los Angeles, told the Southern California Broadcasters Association at its final meeting of the 1962-63 season. "What's more," he declared, "I think this applies to retailers who have built their entire reputation on newspaper advertising exclusively.

"It's not a matter of *if* the nonbroadcast or limited broadcast advertisers wake up," the agency executive stated, "it's strictly a matter of *when*. I think this is your real concern. How can you speed up the awakening process?

"First of all, you'll have to change your own outlook," Mr. Berger counseled the radio station executives. "Retail advertising will never be as simple

as national advertising. If you really want retail business, adjust your minds to the fact that it's going to cost you money in terms of profit because you're going to have to spend more time servicing the retail accounts. You're going to have to be more flexible in your copy deadlines. Ability to make immediate copy changes should be one of your strongest points. The 48- or 24-hour deadline is a thing of the past. You see, the retailer has every reason to expect immediate results from radio advertising. The retailer has every right to say, 'I ran the spot at 4:30 and nobody was in the store by 5! Change the copy.' We sophisticates scoff at this. 'Give it a chance to work,' we say. But the heads-up retailer knows that while we're waiting for a spot to work his customer is buying the same prod-

uct at a competitor's place of business. Successful retailers can never wait.

"Very few stores can claim product exclusivity today. A captive market for products is a thing of the past. Retailers must fight for business and that means every spot must work. If you can attune your internal operations to accept this, you'll go a long way towards encouraging retail business. Flexibility—in copy, in schedules, in traffic, in billing—it must be there."

Mr. Berger also voiced the suspicion that radio salesmen often are making their presentations to the wrong person in a retail establishment. "Only the top man, the man with the perspective to put advertising costs and efficiency in relationship to sales results, has the power to cause a reversal of staid, short-sighted policies and I don't think this person is necessarily the advertising manager." At the other end of the scale, he urged the broadcasters to cultivate the young people, just out of college, who are "tomorrow's retail advertising policy makers. . . . I think this is a superb opportunity for radio to make its power known, before these young people fall into the good old traditional thinking and training" that has made the newspaper the chief medium for retailers.

"How about a series of seminars for June business school graduates?" he asked. "Imagine the impact this would have on a person about to start his

How the people of five great cities help choose their own television programs

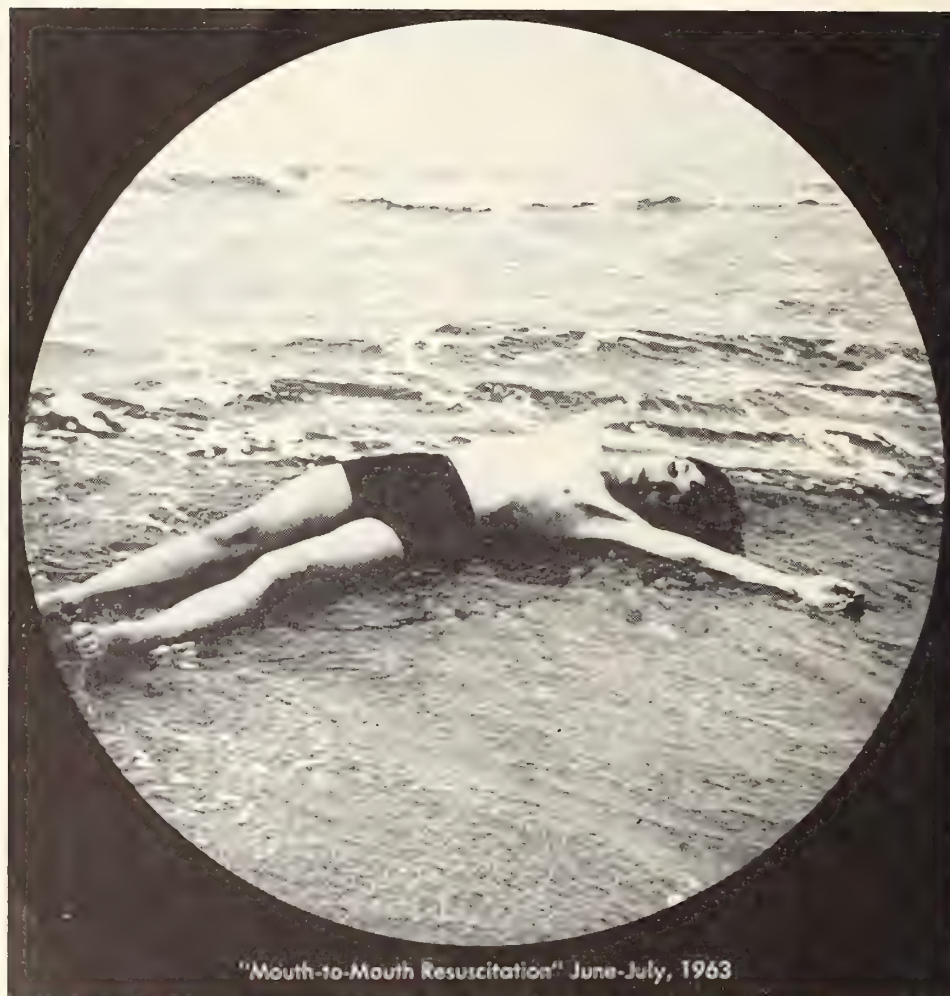


In New York, Chicago, Detroit, Los Angeles and San Francisco, the managers of the American Broadcasting Company's owned television stations go to the public and find out what each community feels it needs on television. On the following pages you will discover how the ABC owned television stations help fulfill these serious civic needs.



WABC-TV NEW YORK, WBKB CHICAGO, WXYZ-TV DETROIT, KABC-TV LOS ANGELES, KGO-TV SAN FRANCISCO

**"If it were within your power
to save one life this summer,
wouldn't you want to
know how?"**



A new lifesaving method, mouth-to-mouth resuscitation, already has brought many people "back from the dead." People who apparently had drowned, or were suffocated by smoke inhalation, or seemed fatally overcome by electrical shock, were returned the precious gift of life by quick and proper application of the newly-devised lifesaving method.

Anybody, young or old, could administer it—if only he knew how. Working in collaboration with the Red Cross, Station WABC-TV set about to show and tell the people of Greater New York the proper method of using mouth-to-mouth resuscitation.

Timing their efforts to the swimming season, WABC-TV made a series of 60-second, 30-second and 20-second spots—then used them in a manner unprecedented in TV. They devoted all their Public Service time for one entire week to teaching mouth-to-mouth resuscitation.

This lifesaving project is just one example of how WABC-TV works in collaboration with other community leaders to help bring about the solution to some of the problems of the city and the people it serves.



"Every fourth man in Chicago is a Negro. What is he like? What does he feel? How can Chicagoans learn more about their neighbors?"



"The Fourth Man" September, 1963

In meetings with WBKB, responsible citizens of Chicago had devoted much time and thought to this significant problem. Many suggestions were offered, some approved, others discarded.

Station WBKB made its contribution to the solution of this problem by producing a film called "The Fourth Man." In this television essay, they follow the journey of a colored family, the Colberts, from Louisiana to Chicago, where they feel their children will find greater opportunity for leading lives in the American tradition.

Mr. and Mrs. Colbert are college-educated schoolteachers. He is a former U.S. Marine. Both are articulate about the hopes and ambitions they have for their family in their new location. They are also aware of the problems any family faces as strangers in a new community.

This 30-minute film presents to the people of the Chicago area a straightforward social document whose sole purpose is to create an opportunity for greater understanding among its citizens. It is a good example of how Station WBKB works hand in hand with other conscientious individuals and groups in the public interest of the community.



"The dropout problem in Detroit schools is alarming. Can television help explain to boys and girls why they should finish school?"



Television could, indeed. And Station WXYZ-TV devised an effective format for attracting the attention of young men and women of school age. In August, just prior to a new school year, "CAREERATHON" was presented to Detroit.

The nucleus of this ninety-minute TV session was a panel of eight prominent Detroiters prepared to answer all questions about schools and careers. The icing on the cake was the setting in the form of a "Sock Hop," with WXYZ Radio Disc Jockeys presenting musically-famous guest stars to provide music and entertainment.

Two hundred teenagers attended the studio dance. Six hundred queries about school were phoned in. Their answers were heard by thousands of youngsters of school age watching the show.

Dr. Samuel Brownell, Superintendent of Detroit Public Schools, one of the panelists, attributed the decrease in dropouts directly to this promotional effort. CAREERATHON is a good example of the teamwork between WXYZ-TV and its neighbors in the Detroit area.



**"The city is outgrowing
the police force. We need
more officers and we
need them fast!"**



"Step Forward" Summer 1963

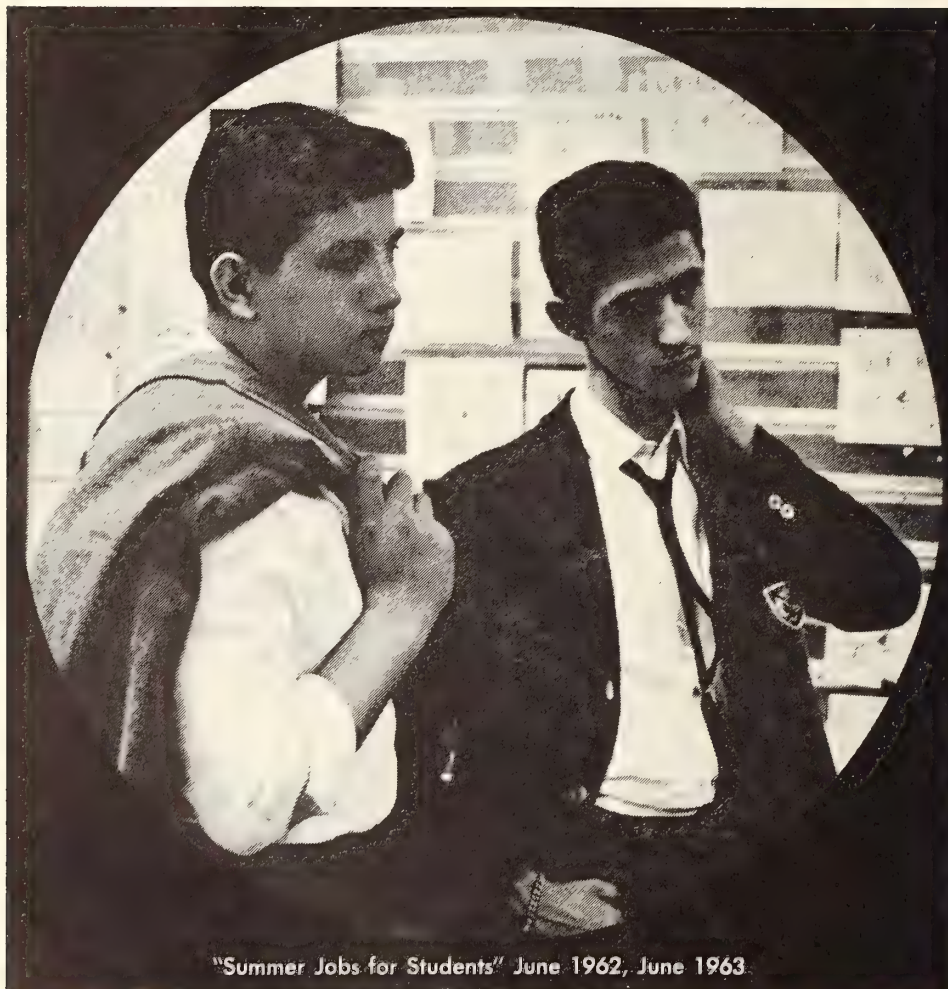
Police Chief William H. Parker sounded the warning, and the responsible citizens of Los Angeles listened carefully to what he had to say.

Station KABC-TV went into action. Labeling its project for police recruitment "Step Forward," the station taped a series of 1-minute and 20-second spots, narrated by Jack Webb, to be saturated throughout KABC-TV's programming. Filmed on location at Police Headquarters and the Police Academy, these spots explain the need for more young policemen, and encourage qualified young men to join the force of one of America's largest cities.

KABC-TV is also using radio to spread the word. And billboards. Posters. Bus cards. And theater trailers. A half-hour documentary film. Newspaper ads. Information brochures. All of the facilities of the station are being put to work to assure the success of this campaign.



"51,700 San Francisco area kids will be looking for jobs this summer. How can we help them?"



School was letting out. Fifty-one thousand, seven hundred young men and women soon would undertake the grim search for summer work. Jobs were scarce. What contribution could TV make toward helping these young people find employment? Station KGO-TV was an old hand at coping with this kind of problem. In 1961, faced with the very same community crisis, they created a project called, "Summer Jobs For Students." It produced an increase of 63% in summer employment.

In June, 1962, KGO-TV broadened the scope of its activities to meet the need. They telecast special films on the subject, put on a unique one-hour panel program, ran extensive 20 and 60-second spot appeals. The station also worked out a community-wide program with civic officials and the California State Employment Service, and enlisted the wholehearted aid of other area television stations and all other advertising media.

This effort, with KGO-TV in the lead, helped place 15,500 students in summer jobs. For the job it did the station received a special citation from the United States Secretary of Labor, Willard Wirtz, and a commendation from California Governor Edmund G. Brown.



Five great cities breathe, live, grow, struggle with their vexing problems...



The ABC owned television stations are a vital, living part of the five great cities in which they live—and whom they serve. Like all conscientious citizens, they react when friends and neighbors call for help. To devote themselves to the common interest, to enrich the lives of the people with whom they share the metropolis, is not just part of the job. They look upon it as a full-fledged responsibility to be shared by man and his fellows—for the betterment of all.



WABC-TV NEW YORK, WBKB CHICAGO, WXYZ-TV DETROIT, KABC-TV LOS ANGELES, KGO-TV SAN FRANCISCO

business career. The ego-boosting effect alone would probably result in an order several years from now, simply out of gratitude. And, if that young person happened to be the son of a prominent retailer, you might get action sooner than you anticipated."

Russ Hare, secretary, treasurer and research director of Tilds & Cantz, reported that the metropolitan daily newspapers have not only failed to keep pace with the market's expansion, but have actually lost circulation while the population has increased. The suburban papers have added readers as the metropolitan papers have lost them, he said, adding that the same thing is true of retail advertising — the suburban papers have gained retail lineage as the metropolitan dailies have lost it.

Commercials in production ...

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager. Approximate cost is listed, where given by producer.

Raymond Scott Enterprises Inc., 140 West 57th Street, New York 19.

Atlantic Imperial (gasoline), five 60's for radio (electronic-musical scoring). Charles Barclay, production manager. Agency: N. W. Ayer. Bill Ratcliff, agency producer.

Pepper Sound Studios Inc., 2076 Union Avenue, Memphis 4.

Hanna Paint Co. (paint), one 60 for radio (jingle). Hub Atwood, production manager. Agency: Ralph H. Jones Co. Robert L. Schroeder, account executive. Approximate cost: \$1,300.

Landmark branch of Ohio Farm Bureau Federation (feed) one 60 for radio (jingle). Jodie Lyons, production manager. Agency: Byer and Bowman. Ray Wilkin, account executive. Approximate cost: \$1,300.

Grange Mutual Casualty Company of New York (insurance benefits), one 60 for radio (jingle). Al Rinker, production manager. Edward C. Haaf, consultant. Approximate cost: \$1,800.

Greenlawn Trailer Sales Inc., one 60 for radio (jingle). Bud Smalley, production manager. Agency: Hutchinson Advertising. Floyd E. Younkin, consultant. Approximate cost: \$1,300.

Virginia Homes Inc., one 60 for radio (jingle). Edwin Hubbard, production manager. Agency: Corbett Advertising. John Corbett, account executive. Approximate cost: \$800.

Sweet Briar Products (foods), one 60 for radio (jingle). Joe D'Gerlamo, production manager. Agency: Ralph H. Jones Co. Robert L. Schroeder, account executive. Approximate cost: \$1,300.

Ever-Dry Corp. (deodorant), one 60 for radio (jingle) and one TV animation. Bud Smalley, production manager. Agency: Eunice Gibney Advertising. Approximate cost: \$1,800-radio; \$2,500-TV.

Nationwide Safti-Brake Co., one 60 for radio

April network TV billings

NETWORK TELEVISION GROSS TIME BILLINGS

Source: TVB/LNA-BAR

	April			January-April		
	1962	1963	% Change	1962	1963	% Change
ABC	\$17,237,755	\$18,576,083	+7.8	\$ 67,431,762	\$ 73,652,554	+9.2
CBS	24,193,144	26,414,025	+9.2	98,981,996	103,078,763	+4.1
NBC	21,899,207	23,923,463	+9.2	91,534,724	96,157,548	+5.1
Total	\$63,330,106	\$68,913,571	+8.8	\$257,948,482	\$272,888,865	+5.8

MONTH-BY-MONTH 1963

	ABC	CBS	NBC	Total
*January	\$18,264,011	\$25,912,636	\$24,049,859	\$68,226,506
*February	17,435,404	24,058,084	22,849,778	64,343,266
*March	19,377,056	26,694,018	25,334,448	71,405,522
April	18,576,083	26,414,025	23,923,463	68,913,571

(*January, February and March figures changed as of June 25, 1963)

NETWORK TELEVISION GROSS TIME BILLINGS

BY DAY PARTS

Source: TVB/LNA-BAR

	April			January-April		
	1962	1963	% Change	1962	1963	% Change
Daytime	\$18,645,357	\$23,189,592	+24.4	\$ 81,139,033	\$ 93,491,775	+15.2
Mon.-Fri.	15,074,920	18,782,759	+24.6	66,615,678	74,527,376	+11.9
Sat.-Sun.	3,570,437	4,406,833	+23.4	14,523,355	18,964,399	+30.6
Nighttime	44,684,749	45,723,979	+2.3	176,809,449	179,397,090	+1.5
Total	\$63,330,106	\$68,913,571	+8.8	\$257,948,482	\$272,888,865	+5.8

(jingle). Al Rinker, production manager. Agency: Beckman Koblitz Inc. Edward L. Koblitz, account executive. Approximate cost: \$1,800.

Taylor Machine Works Co. (farm machinery), one 60 for radio (jingle). Hub Atwood, production manager. Agency: Brick Muller & Asso-

ciates. Ed Dorrity, account executive. Approximate cost: \$1,300.

Liberty House Department Stores, one 60 for radio (jingle). Ernie Bernhardt, production manager. Allen Carden, advertising manager. Approximate cost: \$1,300.

MULTIPRODUCT SPOTS HALTED

KNXT (TV) fighting practice with new count and rate card

The growing practice of multiproduct commercials and the growing annoyance of viewers confronted with ads for five products in a single participating program break have long been discussed and disparaged by responsible broadcasters and advertisers, but all the talk has produced very little improvement. Instead, the idea of squeezing two commercials into a time slot designed for only one is so appealing to economy-minded advertisers that their number is growing day by day.

Now, KNXT(TV) Los Angeles has decided that the time has come to call a halt to a practice that it believes inimical to the best interests of the viewer, the advertiser and the station. KNXT has issued a new rate card, No. 16, effective Sept. 15, which changes the station's commercial policy in a two-pronged move against multiproduct spots.

First, KNXT changes its method of counting commercials. At present, the station's rules permit two commercial announcements in any station break and three commercial announcements in any participating program break. The new policy will permit two product ads in a station break and three product ads in

a program break.

Original Intent — "This change puts the limit on commercials where we originally intended it to be," Ray Beindorf, KNXT general sales manager, explained. "The limit of three commercial announcements was designed to protect the viewer from being hit by too many commercials in too little time and to protect the advertiser from too much close competition which inevitably diminishes the impact of his commercial message. When the viewer becomes confused instead of convinced, everybody loses. Now we're trying to get back on the track again, with fewer product ads that will be less annoying to the viewer, more effective for the advertiser."

The second part of KNXT's approach to the multiproduct announcements is to establish a special MPA rate for them. The new rate card shows two rates for minute announcements, a single-product rate and a multiple-product rate. Multiple-product spots of less than 60 seconds are not permitted.

The class CC rates, for weekday afternoon time, show a base rate of \$550 for a multiple-product spot, versus \$300 for a single-product announce-



We wouldn't risk our artists to any other tape...why should you?

It's a ticklish business recording the world's greatest artists! You never know which take will capture that one magic performance! RCA Victor engineers must be able to depend on every inch of master recording tape to deliver the absolute ultimate in quality performance. That's why RCA Victor Recording Engineers use Red Seal Magnetic Recording Tape. In fact, Red Seal Tape was specially developed for their use.

In one of the newest, most modern plants in the country, Red Seal Tape is manufactured to the highest quality specifications in the industry — and it's now

available for your recording requirements!

Quality control-tested for frequency response, distortion, drop-out noise, print-through, Red Seal Tape is also mechanically tested for coating thickness, anchorage, layer-to-layer adhesion, aging, cupping, slitting tolerances. Every inch has the same magnetic properties, the same recording-bias characteristic, so you can use tapes interchangeably!

Get all the details, fill in the coupon now.

RCA VICTOR

The most trusted name in sound



Magnetic Tape Products Marketing
RCA Victor Record Division
155 East 24th Street
New York 10, N. Y.

Please rush me specifics on RCA Red Seal Magnetic Tape including all essential physical and magnetic characteristics.

NAME

TITLE

COMPANY

ADDRESS

CITY..... ZONE... STATE.....

23 accounts involved in agency changes

\$48.5 BILLING SHIFT SLIGHTLY BELOW SAME PERIOD LAST YEAR

An estimated \$48.5 million in broadcast billing was involved in 23 major advertising accounts shifting agencies in the first six months of 1963. The moves reflected what may be a continuing stabilizing influence in the advertising business.

The accounts changing agencies represented almost \$80 million in overall billing. The estimates involve only those accounts which use the broadcast media to an appreciable extent.

Both 1962 and 1963 have been fairly quiescent years in agency transfers. In 1961, for example, some 40 major radio-TV advertisers changed agencies by mid-year, while in 1962, only 27 top accounts had shifted allegiance by July 1 (BROADCASTING, July 9, 1962).

The pace-setting account change in 1963 to date has been Beech-Nut with an estimated \$8 million in billing, of which approximately \$7.2 million is earmarked for radio-TV. Beech-Nut moved from Young & Rubicam to Benton & Bowles.

Moving up closely behind Beech-Nut was Alberto-Culver (V-O 5 and Command) with \$8 million billings, gained

by J. Walter Thompson from BBDO (V-O 5) and Compton (Command). The broadcast billing from these two accounts is reported at \$7.7 million.

Account Getters ■ The leading account-getters among the agencies were J. Walter Thompson, Benton & Bowles, Grey and Foote, Cone & Belding. JWT picked up \$8 million in Alberto-Culver and \$2 million in Chesebrough-Ponds, while dropping \$2 million in Helene Curtis and \$2 million in Pittsburgh Plate Glass billing. B&B snared the \$8 million Beech-Nut plum, while losing the \$2.2 million business of the Florida Citrus Commission to Campbell-Ewald.

Grey added an estimated \$7 million in Revlon business, while losing about \$1.1 million of Procter & Gamble billing to Leo Burnett. Foote, Cone & Belding added more than \$7 million from International Harvester, Kitchens of Sara Lee and Ovaltine during the first half of 1963.

A comparatively young agency that is continuing its climb is Papert, Koenig, Lois. It landed the \$4 million National Airlines account from M-E.

Agencies that suffered setbacks dur-

ing the first half of 1963 were BBDO, which lost \$6 million in Alberto-Culver business; Young & Rubicam, which ended its relationship with Beech-Nut (\$8 million) and Tussy (\$1 million), and Norman, Craig & Kummel, which dropped \$5 million in Revlon money.

Still not assigned is \$2.5 million in Lehn & Fink billings (Tussy and Dorothy Gray), which has left Y&R.

Several comparatively small agencies landed good-sized accounts during the first half of 1963. The S. E. Zubrow Co. plucked the \$3 million Fels & Co. business (\$2.4 million in broadcast) from Richard K. Manoff Inc.; Daniel & Charles picked up the \$2.5 million Hazel Bishop account (all in broadcast) from Kenyon & Eckhardt, and Tappinger, Gladney, the \$1.5 million Rayette business (\$1.2 million in radio-TV).

The account moves in the first half of this year, like those up to mid-1962, were not so impressive as those of two years ago. In the first half of 1961, these big shifts were made: Texaco moved its \$12 million account; Liggett & Myers, its \$28 million and Schlitz, \$16 million.

ment. For a 52-week contract for 20 spots a week, the multiple-product rate is \$290, the single-product rate is \$230.

How It Works ■ In practice, the new KNXT policy will work like this: Two product ads will be allowed in the 70-second station break between programs. These may be one 60-second spot and one 10-second spot, or two 30-second spots, but not two 30's and a 10. For the 2-minute and 10-second break in a participating program, such as a motion picture, three product ads are permitted. These may be two 60's and a 10, or two 30's and a 60, but not four 30's and a 10, or two 30's, a 60 and a 10. These limits, combined with the higher price, will, KNXT believes, encourage advertisers to abandon the multiple-spot commercials and return to single-product spots.

Alberto-Culver, which has been addicted to the use of commercials advertising two different products linked only by the phrase, "And now, another Alberto-Culver product," has already purchased a KNXT summer campaign of single-product spots, without waiting for the new rule to go into effect in the fall.

In addition to discouraging the use of multiproduct commercials with the higher rates, the new KNXT card encourages the use of longer, stronger

single-product commercials of 30 and 40 seconds by substantial reductions in rates. The 30-second rate under class CC 20-plan 52-week buy, is now \$215. Under the new rate card it becomes \$145. At present, there is no 40-second rate and the advertiser wanting to use a 40-second commercial would pay

Taped spots preferred

A survey of 83 radio stations in northern and central California and northern Nevada shows more than half prefer to receive spots on tape, with slightly more than one-third preferring spots on disc. However, all stations said they will accept spots on either disc or tape.

Hi Speed Tape Duplicating Co., San Francisco, made the survey for several Bay area agency clients.

Of the stations contacted, 54.2% prefer spots on tape; 27.3% prefer disc; 8.1% had no preference; 56.6% play spots from cartridge machines and 9.8% play tape direct with no transfer.

twice the 20-second rate or \$300. The new card shows a 40-second rate of \$190 for the class CC 20-plan on a 52-week basis.

The problem is not new. More than a year ago the National Association of Broadcasters television board considered multiple-product commercials and concluded that they are of two types: The integrated commercial, which the code defines as "so executed in video and audio presentation that it actually is a single announcement," and the piggyback announcement, which is defined as "so executed . . . that it actually is two or more separate announcements." Under the code rules, the integrated spot may be counted as a single commercial announcement, whereas the piggyback spot should be counted as two or more commercials, one for each product.

Hidden Line ■ "The line of demarcation between an 'integrated' and a 'piggyback' spot is often difficult to draw," Mr. Beindorf commented, "but it's a problem that will no longer concern the KNXT salesman or our advertisers and their agencies. Under our new policy a 60-second commercial is single-product if it contains advertising for one product and it is multiple-product if it contains advertising for two products. This simplification, we

National advertisers changing agencies in past 6 months

			BILLINGS (in millions)					BILLINGS (in millions)	
ACCOUNT	TO	FROM	TOTAL	RADIO-TV	ACCOUNT	TO	FROM	TOTAL	RADIO-TV
Alberto-Culver					Kitchens of Sara Lee	Foote, Cone			
V-O 5 shampoo	JWT	BBDO	\$6.0	\$5.8	baked goods	& Belding	Hill Rogers	2.5	1.25
Command	JWT	Compton	2.0	1.9	Lehn & Fink				
Beech-Nut					Tussy	?	Y&R	1.0	0.4
chewing gum, cough					Dorothy Gray	?	M-E	1.5	0.3
drops, baby foods,	B&B	Y&R	8.0	7.2	National Airlines	PKL	M-E	4.0	1.0
Life Savers					Noxzema Chemical				
Hazel Bishop	Daniel & Charles	K&E	2.5	2.5	shave cream	D-F-S	DCSS	0.75	0.71
					skin lotion	D-F-S	SSC&B	0.75	0.71
John H. Breck Inc.	Y&R	N. W. Ayer	3.0	2.6	Pittsburgh Plate Glass	Ketchum,			
E. L. Bruce Co.	North	Christiansen	1.0	1.0	glass division	McLeod			
Chesebrough-Ponds						& Grove	JWT	2.0	0.5
Cutex	JWT	DCSS	2.0	1.0	Procter & Gamble				
Q-Tips	Esty	Gumbinner	1.0	0.8	Lilt	Burnett	Grey	1.1	0.943
Colgate-Palmolive					Pert	Burnett	Grey	0.6	*0.635
Ad detergent	D'Arcy	L&N	1.3	1.2	Rayette (Aqua Net	Tapinger			
Vel	Esty	L&N	2.5	2.3	hair spray)	Gladney	Direct	1.5	1.2
Quik-Solv	Esty	L&N	0.75	0.75	Revlon				
Fels & Co.	Zubrow	Manoff	3.0	2.4	Living Curl, eye	Grey	NC&K	5.0	2.2
Florida Citrus Com-					makeup, Touch &				
mission					Glow, lipstick and				
oranges	C-E	B&B	2.2	1.1	nail enamel, Satin				
H. J. Heinz Co.					Set, Intimate				
frozen soup	DDB	Maxon	2.0	1.0	Silicare, Baby's Sili-	Grey	W&L	2.0	1.0
Helene Curtis					care, Bronze Lustre,				
Suave	M-E	JWT	2.0	1.2	Clean & Clear, Con-				
Isodine Pharmacal	K&E	Reach	1.5	1.4	tempora, Clearaway,				
		McClinton			Persuade				
International Harvester	Foote, Cone	Aubrey, Finlay,	2.5	0.75	Wander Company	Foote, Cone			
farm equipment	& Belding	Marley & Hodgson			Ovaltine	& Belding	Tatham-Laird	1.8	1.8
					W. F. Young Inc.	Ted			
					Absorbine Jr.	Gotthelf	JWT	2.0	1.9

*test marketing

believe, will eliminate a lot of confusion that now exists.

"As far as we know, KNXT is the first station to take positive action to curtail the number of product mentions permitted in a station or program break. "Although KNXT is one of five TV stations owned by CBS, this move was neither originated nor dictated by CBS headquarters as a common policy. It is our own idea and it applies only to KNXT at present, although we are hopeful that other TV stations will adopt this or some similar method of eliminating overcommercialization."

Just returned from a cross-country trip during which he presented the new rate card to agencies in New York, Chicago and other major markets, Mr. Beindorf reported an enthusiastic reception of the plan by "everyone except the heavy users of multiple-product spots. We hoped we were on the right track when we developed the idea of limiting the number of product mentions," he said, "now we're sure we are."

Business briefly . . .

New England Fish Co., through Geyer, Morey, Ballard Inc., begins what it calls the biggest campaign in the history of the salmon industry this month, with much of the budget being directed to-

ward spot TV exposure in 12 markets. Beginning July 14, the New England advertising will start on WNEW-TV New York, WGN-TV Chicago, WBEN-TV Buffalo, WEWS-TV Cleveland, WFAA-TV Dallas-Fort Worth, WWL-TV New Orleans, WBRC-TV Birmingham, Ala., KWTW-TV Oklahoma City, KENS-TV San Antonio, Tex., WSYR-TV Syracuse, N. Y., KSD-TV St. Louis, and WRC-TV Washington.

Southern California and Southern Counties Gas Companies, Los Angeles, have extended their joint sponsorship of the two-hour *Evening Concerts* on KFAC-AM-FM Los Angeles to KPRO Riverside and KDB-AM-FM Santa Barbara. The program, which originated at KFAC in 1940, is broadcast Monday-Saturday 8-10 p.m. McCann-Erickson, Los Angeles, is the agency for the gas companies, which are spending more than \$70,000 a year for the broadcasts.

Pharmacraft Laboratories, New York, has purchased three specials to be presented on NBC-TV during the week of Aug. 12-16. Two of the special shows, *The Milton Berle Show* (scheduled for Monday, Aug. 12 (9:30-10:30 p.m.) and *The Bing Crosby Show*, to be presented Wednesday, Aug. 14 (10-11 p.m.), are repeats. The Crosby special

was originally on ABC-TV. Third of the specials, *International Beauty Spectacular*, was previously announced for Friday, Aug. 16 (10-11 p.m.). Agency: Papert, Koenig, Lois, New York.

California Oil Co., through White & Shuford, Denver, will renew NBC's Film's *Hennessey* in 10 markets and will add eight new stations. The 52-week buy begins next fall.

ARB announces new sales department

A new service area, Client Relations for Station Groups and Representatives, has been formed within the sales structure of the American Research Bureau.

Al Petgen, formerly eastern regional manager for station services, will be director of the new department and will continue to manage the New York station services office.

Roger Hoeck, former ARB account executive will become eastern regional manager.

In announcing the new area, J. Ralph Crutchfield, ARB station sales manager, said it was created "to further improve client services tailored especially to the needs of multiple station owners and station representatives."

ABC-TV adds light touch to sales presentations

ABC-TV as of July 1 has been making special sales presentations to agencies for its daytime program schedule in the 1963-64 season. In common with most such presentations, the selling approach is by flip card, but ABC-TV has slipped in a difference.

The new quantity is an introductory film, specially made by the ABC-TV sales office, that runs nearly 10 minutes. Its title: *The Perils of Perlene*.

The mood is set with a light touch by employing a composite of old footage from the era of Hollywood's silent and early talkies. Featured is "that attractive network buyer, Perlene." Perlene is "played" by Pearl

White who appears in some actual sequences taken from her early "Perils of Pauline" films.

In one sequence, Oliver Hardy appears as "the client." Still others of the early Hollywood era (and some associated with today's box office) are seen including such famous names as Stan Laurel, Fay Wray, Florence Vidor, Rudolph Valentino (in a love scene with Vilma Banky), W. C. Fields, Douglas Fairbanks (Senior). Included are a few stills actually posed by ABC-TV people—these depict the "network buyer's rescue team" (this includes Yale Roe, daytime sales executive) and the writer and producer of the film, Elliott Ames (he's shown as "evil

defeated").

Various "sales points" are dramatized including "commercial dispersion," "broad cumulative reach," "personality sell" (Valentino and Banky), "something for everybody," "impact" (Buster Keaton sets off a cannon), "low cost per thousand" and "merchandising."

In the episode dramatizing "broad cumulative reach," a scene from "The Great Train Robbery" is shown.

To keep the presentation moving and humorous, the film presents the daytime program lineup for this fall on ABC-TV but with a wry background still taken from an old flicker (see cuts).



Rep appointments . . .

- WHIM Providence, R. I.: Mort Bassett & Co., New York, as national sales representative.
- WKYW Louisville, Ky.: Spot Time Sales, New York, as exclusive national representative.
- KJIM-AM-FM Fort Worth: The Bolling Co., New York, as national representative.
- KSON San Diego: J. A. Lucas Company, Los Angeles, as national representative.

Commercial division opened

Mark Wilson Enterprises, Hollywood production organization headed by the magician-star of the *Magic Land of Alakazam*, Saturday children's show on ABC-TV, has added a new commercial division.

Martin Aircraft Co. has engaged MWE to develop a display for use at the International Communications Ex-

position in Paris. General Cigar Corp. has contracted for the company to prepare its display at next year's New York World's Fair. Mark Wilson Enterprises is located at 9110 Sunset Boulevard. Telephone is Crestview 4-7683.

Advertising library planned

An international advertising and marketing library, said to be the first of its kind in the United States, will be installed in the World Center in San Francisco by the Advertising Association of the West. The AAW board, meeting in Los Angeles prior to the start of the annual convention, accepted a gift of \$2,000 from Laurence W. Lane, publisher of *Sunset Magazine*, with which to found the new library. Howard Smith, international advertising manager, Bank of America, will head an active promotion committee for the project, which will be administered by a board of library trustees to be appointed by the AAW president, Walter E. Terry.

\$19 million spent on NBC-TV

NBC-TV reports sales representing more than \$19 million for next season in signing 11 advertisers in nighttime, including several in prime time, and 16 in daytime schedule. New sales cover two-week period, starting June 10, and include some sales reported earlier (BROADCASTING, June 24).

Prime-time participants not reported before are Pharmacraft (Papert, Koenig, Lois), H. J. Heinz (Maxon), Luden's Inc. (J. M. Mathes), Chanel Inc. (Norman, Craig & Kummel), Sherwin-Williams Co. (Griswold-Eshleman), Rexall Drug (BBDO).

C&W opens Hartford office

Cunningham & Walsh, New York, has opened a new office in Hartford, Conn., at 100 Constitution Plaza. Robert A. Harris, formerly with Wilson, Haight & Welch, joins C&W in its new office as senior account executive on the United Aircraft Corp. account in Hartford.

FIRST-RUN MOVIES

Saturday Night 11 P.M. on the
"BIG MOVIE OF THE WEEK"

"AS YOUNG AS YOU FEEL"

Marilyn Monroe, Monty Woolley

"DON'T BOTHER TO KNOCK"

Richard Widmark, Marilyn Monroe, Anne Bancroft

"SAYONARA"

Marlon Brando, Miyoshi Umeki, Red Buttons, Patricia Owens

"AUNTIE MAME"

Rosalind Russell, Forrest Tucker

"THE OLD MAN AND THE SEA"

Spencer Tracy

"DAMN YANKEES"

Tab Hunter, Gwen Verdon, Ray Walston

"THE SPIRIT OF ST. LOUIS"

James Stewart, Patricia Smith, Murray Hamilton

"BAND OF ANGELS"

Clark Gable, Yvonne De Carlo, Efrem Zimbalist, Jr.

EXCLUSIVE IN BALTIMORE! WMAR-TV is the only
station programming late movies 6 nights a week!
(Mondays thru Thursdays, "Channel Two Theatre", 11:20 P.M.,
Fridays, "Films of the 50's", 11:20 P.M.)

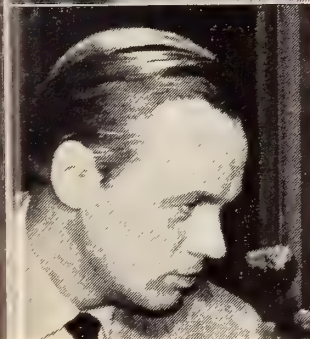
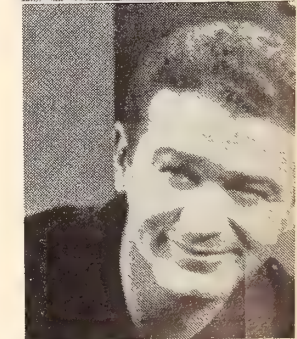
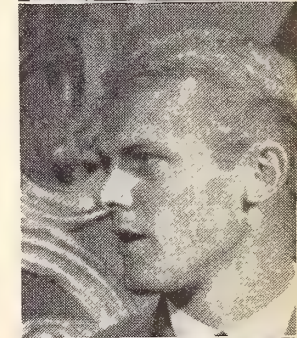
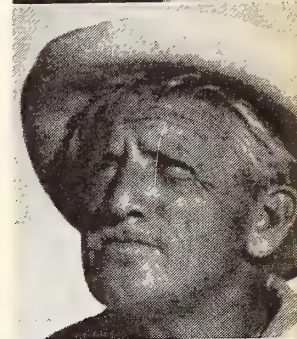
No Wonder — In Maryland Most People Watch

WMAR-TV 

Channel 2 — Sunpapers Television

Television Park, 6400 York Road, Baltimore 12, Md.

Represented Nationally by THE KATZ AGENCY, INC.



RADIO NETWORKS REPORT HIGH SALES

All four look for even better future prospects

The four radio networks reported decided improvements in their sales pictures last week.

ABC announced its "best quarter in many years"; CBS said it was closer to a sellout than it had been in eight years; and NBC indicated it was on the way to its best year since its format change in 1960.

ABC Radio's vice president in charge of sales, Theodore M. Douglas Jr., termed his network's third quarter of 1963 as already 13% better than this year's completed second quarter—previously the high mark for the network in its recent history.

Mr. Douglas said the third quarter "had always been poor in comparison with other quarters," but this year was some 50% ahead of the third quarter of 1962.

NBC Radio disclosed an increase of 16% for the third quarter 1963, as compared to the same quarter last year, and indicated the sales revenues from the first half of 1963 were 10% better than the first half of 1962. The network revealed \$2,658,774 in new and renewed business between April 5 and June 26.

CBS Radio reported that all 63 of its *Dimension* programs had been sold out for the seven days ending July 21,

and said, "this situation generally holds throughout the summer."

"This is the first time the network has enjoyed so nearly a sold-out status in eight years," said George J. Arkedis, CBS Radio vice president, sales.

Robert Hurleigh, president of MBS, said the network's "business continues to keep pace with the increase we experienced in 1962. We are holding firm to rates and increasing them in certain time periods [BROADCASTING, July 1]."

Pearson rep firm merges with Gates/Hall

The merger of Pearson National Representatives Inc. and Gates/Hall Inc. into a new company, Savalli/Gates National Representatives Inc., became effective last Monday (July 1).

Joseph Savalli has operated the Pearson organization as president and principal since the retirement of John E. Pearson in 1961. Pearson operated offices in New York, Chicago, Dallas, Los Angeles and San Francisco. The Gates/Hall organization operated from Los Angeles and San Francisco. The merged company is using the former Gates/Hall office at 6331 Hollywood Boulevard, and the former Pearson office in San Francisco at 58 Sutter Street.

Mr. Savalli is president of the new company and Jim Gates is executive vice president.

WMCA's new card raises rates from 5% to 20%

A new rate card for WMCA New York went into effect July 1, reflecting the station's first substantial rate increases in almost two years.

Rate Card 33 indicates price increases of 5% to 20%. Robert Mazur, station sales manager, said the card "reflects the station's new position in the market."

The new card introduces a 40 Plan for spot buys, to go with the station's former 10, 20 and 30 plans, and the creation of a AAA time classification, replacing the station's AA morning time. The larger rate increases were made in the AAA class, which covers the 6-10 a.m., Monday-Saturday period. AA times now refer only to 4-7 p.m., Monday-Saturday.

Also in advertising . . .

Vehicle for pushing vehicles ■ A children's TV show, programed Saturday mornings, can sell used cars, according to one pleased dealer. Westheimer Dodge, advertising in Allied Artists

TV's *Bomba* on KTRK-TV Houston, reported it sold an average of 40 used cars a week for the past nine months.

4A roster ■ The American Association of Advertising Agencies issued its 1963-64 membership list last week showing 347 member agencies operating 766 offices, an increase of 8 agencies over last year. AAAA estimates its members place three-fourths of all advertising billings in the U. S.

Establishes new office ■ The Henry I. Christal Co. Inc., radio station representatives, has opened a St. Louis office. William J. Budde, formerly of D'Arcy Advertising, is manager.

F. E. Compton & Co., through Tatham-Laird, Chicago, has made its first network television advertising purchase—a series of announcements on NBC-TV's *Today* show to promote its 1963 Compton's Pictured Encyclopedia. The theme of the commercials will be the dramatization of historic events as observed by a youth, whose portrait will be superimposed in the background of the commercial.

New agency ■ Irving B. Gerson Advertising has been formed in Chicago at 79 West Monroe Street. Mr. Gerson recently resigned as advertising-sales promotion director of Elgin National Watch Co.

Agency appointments . . .

■ Caribbean Atlantic Airlines (Carib-air), New York, has appointed Richard K. Manoff, that city.

■ The Jeffrey Martin Co., Union, N. J., has appointed Wermen & Schorr Inc., Philadelphia, as agency for Vita-Yums, a candy-form vitamin product formerly marketed by B. T. Babbitt Inc. Initial advertising plans call for extensive use of spot TV.

■ Greenwood Foods, Waterloo, N. Y., a division of the Borden Company, has named the Rumrill Company. Rumrill's first campaign for Greenwood will push the firm's Red Cabbage line in the fall. Print and broadcast media will be used in the New York metropolitan area.

July 10 deadline given WAME in Nielsen suit

WAME Miami has until (Wednesday) July 10 to file revised charges against the A. C. Nielsen Co. in its suit asking \$250,000 damages from the ratings service. A Nielsen move for dismissal of the original complaint was granted by Dade County Circuit Court on the ground it was not legally sufficient, with WAME given a chance to file a new pleading. Nielsen's motion to have the

A new agency label

The phrase "agency research and development" has been suggested by Chirurg & Cairns Inc., New York, as an appropriate label for projects undertaken by advertising agencies at their own expense. John A. Cairns, chairman of the agency, contends that there is need for language that differentiates between such projects and those done at the expense of clients.

Agency research and development would denote agency projects aimed at "improving their skills as creative advertising people, increasing their knowledge of their clients' problems, increasing the efficiency and effectiveness of their services to present and prospective clients and improving the public image of advertising, generally." Mr. Cairns noted that the previously fuzzy distinction between client and agency-sponsored research has been the topic of numerous panel discussions.

GROUP W MEANS NEW PERSPECTIVES...



AMERICA: THE ARTIST'S EYE

A series of cameo films blending history and art. Fifteen programs for television tracing America's growth through its art. A Group W-Westinghouse Broadcasting Company-project. Dramatically narrated by Fredric March and Florence Eldridge.

In one program we watch a bare-knuckle prizefight through the eyes of American Primitive George Hayes. In another we share modern artist John Marin's view of "Tunk Mountain." "America: The Artist's Eye" is

more than stunning visual sequences. It's a service to television audiences. To our national museums. To a greater understanding of our country's heritage.

Produced by the combined talent and resources of Group W, "America: The Artist's Eye" represents a Group effort to bring enlightened television to the public. And the Group W stations are in the position to do just that. They have creative manpower, management, and financial resources

greater than the individual station. They have the local flexibility no network can match. These resources represent an opportunity as well as a responsibility to serve their communities in ways neither individual stations nor networks are capable of doing.

With programs like "America: The Artist's Eye," Group W demonstrates the ability of the broadcasting Group to develop new areas of responsible programming.



WESTINGHOUSE BROADCASTING COMPANY

WBZ · WBZ-TV BOSTON · WINS NEW YORK · WJZ-TV BALTIMORE · KYW-KYW-TV CLEVELAND
KDKA · KDKA-TV PITTSBURGH · WIND CHICAGO · WOWO FORT WAYNE · KPIX SAN FRANCISCO

case transferred to federal court in Chicago was denied.

The WAME suit against Nielsen is one of two actions stemming out of the House Special Subcommittee probe of ratings services (BROADCASTING, June 17). The station says ratings companies misrepresented their reports for metropolitan Miami between 1959 and 1962.

WAME's second damage suit, against The Pulse Inc., is pending in the Dade county court. A Pulse motion to dismiss will be heard by the court Aug. 1.

TvAR research shows cumulative audience

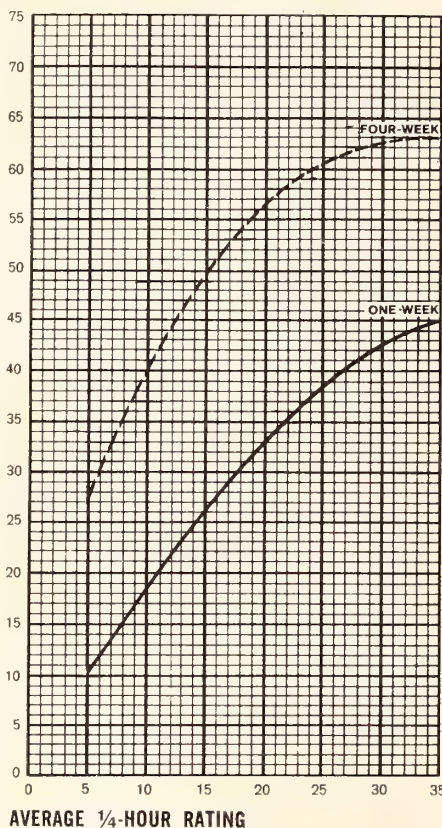
Television Advertising Representatives Inc. is releasing today (July 8) the results of a new research project which shows the one-week and four-week unduplicated audiences for local early-evening and late evening newscasts in major markets.

The results of the research are incorporated in "audience cumulators," graphs plotted from Monday-through-Friday Nielsen and American Research Bureau data in 16 major markets. According to Robert M. Hoffman, TvAR's vice president for marketing and research, a local early evening news program with an average rating of 15, used three times a week by an advertiser, will reach 50% of the TV families in a market over a four-week period (see

accompanying chart).

TvAR plans to issue "audience cumulators" for other types of programs and time periods from time to time.

CUMULATIVE UNDUPLICATED RATING



Calif. Pacific Network formed along Route 101

Seven independent radio stations, all located along route 101 between San Francisco and San Diego, have joined to form a new regional network, the California Pacific Network. This will enable buyers to obtain with a single purchase an audience of over 2.7 million listeners with similar living and listening habits, according to Rex Streeter, KSLY San Luis Obispo, committee chairman.

The stations are, in addition to KSLY: KPRL Paso Robles, KSMA Santa Maria, KDB Santa Barbara, KWIZ Santa Ana, KUDE Oceanside and XEMO Tijuana-San Diego. Savilli-Gates is the representative for CPN.

"The station formats are basically similar," Mr. Streeter commented, "consisting of good popular music, strong national news coverage and outstanding local reporting. We have already developed new network programming which will soon be featured on all stations."

The stations of the CPN "serve cities which to a large extent share climate and industrial, recreation and buying habits," he said, adding that "our listeners are people who live and work on or adjacent to route 101 and continuing studies show that when they change residence it is virtually always to another location along the highway.

GOVERNMENT

ABC TAKES A LONELY STAND

Files only opposition to option time ruling;
CBS shows concern for affiliate payment plan

ABC stood virtually alone among the three TV networks last week in asking the FCC to reconsider its order outlawing option time, the networks' time-honored method of assuring station clearances (BROADCASTING, June 3).

CBS, in two petitions, showed it was primarily concerned with the commission action banning the network's graduated compensation plan.

And NBC let the deadline for filing pass without opposition—reportedly because the network feels the commission has the legal authority to outlaw option time.

ABC tied its plea for reconsideration of the order—scheduled to become effective Sept. 10—to the commission's action denying the proposal to drop VHF channels at less than normal spacing in seven two-VHF markets (BROADCASTING, June 3).

ABC, which asked reconsideration of the drop-in order in a separate petition (see story, page 56), said the effect of

the two commission actions is to weaken further its ability to compete with CBS and NBC.

The CBS request for reconsideration of the order was directed at that portion encompassing the network's compensation plan. The network, in a second petition, asked reconsideration of another FCC order issued the same day as the option time decision, declaring the plan a violation of commission rules.

Cites 'Truncated' Lineup ■ ABC said the option time order fails to consider that the consequences of defections from its "truncated" lineup of stations "would be far more serious than those from the lineups of the other networks." The network pointed out that its lineup for the fall includes 127 primary affiliates, compared with 191 for CBS and 193 for NBC.

Furthermore, ABC said, because it has fewer affiliates among whom it can spread the cost of programs, it can't

charge as much for time. It said its Class A hour rate will be \$106,500, compared to \$141,590 for CBS and \$139,490 for NBC. But to be competitive on program offerings, ABC says, it must pay as much for material as do the other networks.

ABC said that although it "has made substantial progress as a network," it hasn't been able to close the gap between it and CBS and NBC because "it has been denied equal access to facilities." It said that in 1962 NBC and CBS enjoyed respectively an advantage of \$106.5 million and \$76.5 million in gross billings over ABC.

Problem Compounded ■ ABC said if the drop-ins had been approved—giving the network an opportunity to pick up additional VHF affiliates—its competitive disadvantage would have been "substantially relieved" and the effect of occasional defections from the network's lineup wouldn't be "as crippling."

But by denying the drop-ins and abolishing option time, it added, "the FCC has placed ABC in double jeopardy and has done violence to its paramount policy of fostering competition among the networks."

ABC also argued that the option time

WROC-TV SCORES AGAIN

FEBRUARY-MARCH 1963 ARB SHOWS

6:30-6:45 P.M. NEWS AND WEATHER MONDAY THROUGH FRIDAY

WROC-TV	AVERAGE HOMES	40,200	67%
Channel B		20,000	33%

11-11:15 P.M. NEWS AND WEATHER MONDAY THROUGH FRIDAY

WROC-TV	AVERAGE HOMES	33,500	48.5%
Channel B		21,300	30.8%
Channel C		14,300	20.7%

OR IF YOU PREFER MARCH 1963 NIELSEN

6:30-6:45 P.M. NEWS AND WEATHER MONDAY THROUGH FRIDAY

WROC-TV	AVERAGE HOMES	41,300	59%
Channel B		28,680	41%

11-11:15 P.M. NEWS AND WEATHER MONDAY THROUGH FRIDAY

WROC-TV	AVERAGE HOMES	34,300	44.1%
Channel B		31,580	40.6%
Channel C		11,900	15.3%

**BUY THE STATION
MORE PEOPLE
WATCH**

Represented by
Edward P. Kelly & Co., Inc.



COX EXPLAINS DROP-IN VOTE

ABC-TV seeks reconsideration as Cox terms

FCC's action in case 'slightly hypocritical'

ABC urged the FCC last week to reconsider its order rejecting its own proposal to allocate third VHF channels at substandard spacings to eight markets (BROADCASTING, June 3).

The network, frustrated in its hopes of picking up additional VHF affiliates and thereby strengthening its position with respect to CBS and NBC, said the commission's action runs counter to its professed policy of fostering a nationwide competitive television system.

But some of the sharpest comments about the denial order were offered by Commissioner Kenneth A. Cox, one of three commission members in the minority on the question, in a stinging 25-page dissent that was almost a month in preparation, released last week.

He said the commission majority's rationale for rejecting the drop-ins "rewrites history to obscure what really happened."

Hypocritical ■ He also said the majority's view that the drop-ins would impair the development of UHF in the affected markets "seems slightly hypocritical" in view of the failure of UHF stations in those communities to make little or any headway in the past.

Commissioner Cox and ABC said the drop-ins are needed to provide viewers in the affected markets with a wider choice of programming.

And the commissioner recalled that the drop-in proposal had been approved unanimously by the commission in July 1961 as an interim solution to the

problem of bolstering ABC's competitive position.

"What I cannot understand," he added, "is how the [commission] majority, in the face of this major policy decision . . . can now reject [its] conclusions after going through detailed proceedings lasting nearly two years. . ."

He was critical, too, of the concurring statement issued by former Chairman Newton N. Minow, which reflected dissatisfaction with the commission's inability to reconcile the agency's long- and short-range allocations goals (AT DEADLINE, June 3).

Hope Is Slight ■ He said the former chairman's "hope" that a breakthrough could be achieved was "commendable." But in view of the inability of the commission or the industry over the past 10 years to solve the problem, he said, the likelihood of this now being achieved seems "too slight" to justify rejection of the drop-ins.

The markets that had been ticketed

Wants more time

In another petition filed with the commission, the Association of Maximum Service Telecasters asked that the July 18 deadline for filing comments in the drop-in case be extended to August 9. The association has opposed the drop-in proposal throughout the entire history of the long controversy.

for third VHF channels are Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn.; and Charlotte, N. C. In the eighth market, Oklahoma City, the commission approved the reassignment of channel 5 (KOCO-TV) from Enid, but specified the station must observe standard mileage separations specified by the FCC.

In denying the drop-ins, the commission said that the measure was no longer needed to improve ABC's competitive position and that the addition of the third VHF channels would impede development of UHF television. The commission also said enactment last year of the all-channel receiver legislation, which is intended to promote the growth of UHF, had materially changed conditions since the original adoption of the drop-in proposal.

ABC and Commissioner Cox disagreed with all these arguments. The network said that because of its fewer outlets it cannot compete effectively with CBS and NBC. It said in gross billings last year CBS and NBC earned, respectively, \$106.5 million and \$76.6 million more than ABC.

Commissioner Cox said the improvement in ABC's position noted by the commission in its order had occurred prior to the issuance of the original drop-in proposal in 1961, and that since then, the network's position had actually slipped slightly, from 26.8% of network billings to 25.7% in 1962.

The network and Commissioner Cox said hopes of lighting up the hundreds of now-dark UHF channels rest on the all-channel legislation, but the impact of this measure, they say, won't be felt for six or seven years. And in the meantime, they added, the short-spaced VHF drop-ins in seven markets couldn't be

decision was contrary to the evidence developed by the commission. It noted that while networks and their affiliates argued that option time was necessary to network operation and should be allowed, those who had opposed the practice told the commission mere abolition of the practice wouldn't accomplish much, if anything. ABC said the opponents maintained that additional regulations were needed to bar network programs during parts of the broadcast day.

ABC said, however, that if the commission reaffirms its order, it shouldn't abrogate contracts providing for time optioning that were valid when signed. And, the network said, the commission should allow a longer period than it permitted with its Sept. 10 deadline for an orderly transition to the new conditions "that will exist in network-station-advertiser relationships."

ABC noted that the order is to be-

come effective on the eve of the 1963-64 season for which network program and advertisement commitments "approaching a billion dollars have been made on the basis of option time arrangements." When "upsetting established industry practice in the past," ABC said, the commission has allowed a lengthier "turn-around" period.

Under the CBS compensation plan—outlawed by the commission, affiliates are paid 10% of the stations' network rate for the first 60% of the network programs they carry and 60% of the rate for the balance.

The FCC said the effect of this pay scale would be to violate a commission rule aimed at preserving an affiliate's freedom of action to reject network offerings. The commission also said it violates that portion of the option time order outlawing any agreement "which has the same effect as time optioning."

CBS Arguments ■ CBS argued that

this provision was adopted without adequate notice and in violation of the U. S. Court of Appeals order remanding the option time case to the commission. The issue was in the court on an appeal by KTTV(TV) Los Angeles from a previous commission order declaring option time to be in the public interest.

CBS said both the commission notice's of rulemaking in the matter and the court's remand indicated that only the option time question was to be considered.

Furthermore, CBS said, the "same effect" provision is so vague as to violate the network's right to due process of law. "Nowhere does the commission indicate what this provision means," CBS said. "No guidelines whatsoever are provided for compliance."

The network also said that in applying the provision to compensation plans, the commission is assuming a rate-fixing

expected to impair nationwide development of UHF.

The Solution ■ Both also restated their own solution to the problem—permitting the drop-ins but requiring those receiving the grants to operate dual VHF-UHF operations and, after a period of several years, to switch over to UHF-only.

The network and the commissioner also challenged the commission's argument that passage of the all-channel bill changed conditions. They noted that the commission proposed the drop-ins in July 1961 some six weeks after it had asked Congress to enact the legislation.

Furthermore, they said, Congress was fully aware of the drop-in proposal and said nothing to indicate it disapproved of the plan—as it did of the FCC's companion proposal to deintermix eight other markets by replacing VHF channels with UHF facilities.

Swing Vote ■ The comments of ABC and Commissioner Cox are expected to be read with particular care by Commissioner Lee Loevinger, who took former Chairman Minow's place on the commission last month.

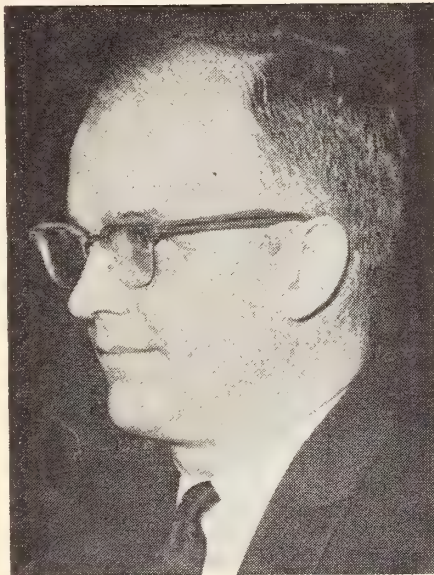
He represents the "swing" vote that could reverse the drop-in decision. And he has said his lack of participation in the proceedings leading up to that action wouldn't necessarily deter him from participating in the question of reconsideration.

Commissioner Cox not only criticized the drop-in order but scored the commission for what he considers its historic failure to come to grips with the TV allocations problem.

The commissioner said that since 1952, when it adopted the table of assignments, the commission has usually avoided hard decisions to immediate

problems in favor of long-range solutions it "hoped" could be implemented without "serious inconvenience" to the public and broadcasters.

As a result, he said, the commission has done little about the two major aspects of the problem—the long-range need to make effective use of the 70 UHF channels and the short-term need to provide all the major markets with competitively equal facilities to permit the development of competitively equal



Commissioner Cox

television networks.

Other Petitions ■ In addition to ABC's comments, the commission last week received petitions for reconsideration and, in some cases, requests for oral argument before the full commission from 10 would-be applicants for the proposed drop-ins.

The companies and the markets in

which they are interested are Megacity Television Inc., Miami Valley Telecasting Corp., and Greater Dayton Broadcasting Corp., all Dayton, Ohio; Magic City Television Corp. and Birmingham Television Corp., Birmingham, Ala.; Penn Traffic Co., Johnstown, Pa.; Peninsular Life Broadcasting Co., Brennan Broadcasting Co. (licensee of WAPE Jacksonville) and New Horizons Telecasting Corp., all Jacksonville; and Century Advertising Co., Charlotte, N. C.

Most of the petitioners either relied on the arguments in ABC's request for reconsideration or maintained that the blanket rejection of the drop-ins ignored the particular needs of each city. They also said that denial of the proposed drop-ins wouldn't assist UHF development in their communities.

Magic City added a new argument—that the commission's decision "forecloses the likelihood" of local operation of the new facilities. The company said that, in view of the financial risks involved in putting a UHF station on the air, only large companies in the top tax bracket that could write off their losses would be interested in applying for UHF licenses. But these companies, Magic City said, would be "strangers" to the community. Magic City said this pattern of absentee ownership of UHF stations is already developing.

Exception to the commission's order was taken also by Cimmaron Television Corp., licensee of KOCO-TV Enid, Okla., which objected to the requirement that its move into Oklahoma City be at standard mileage separation from KFSA-TV Fort Smith, Ark. KOCO-TV asked for authority to locate its transmitter at the present Oklahoma City antenna farm site, with the use of a directional antenna to protect the Fort Smith station.

power in broadcasting "which has been specifically denied by statute."

CBS said nothing "on the face" of the FCC rule prohibiting arrangements that prevent stations from rejecting network programs "indicates that it has any application to [network] compensation plans."

"By construing the rule in this fashion," the network added, the commission has, in effect, "promulgated a new rule" without complying with the procedural requirements specified by statute.

CBS also said that the commission doesn't have authority to control the compensation a network, or any supplier, offers to pay a broadcaster.

It added that the rule, as interpreted by the commission, discriminates against the networks and prevents them from offering the same compensation arrangements that other program suppliers may offer.

CONELRAD TAKING ITS FINAL BOWS

New Emergency Broadcasting System begins Aug. 5

Broadcasters will have a new Emergency Broadcast System beginning Aug. 5—and after that they can forget for all time the 640 kc/1240 kc Conelrad that they have lived with (and spent over \$20 million to implement) since 1951.

After Aug. 5, all radio stations are eligible to stay on the air during a war alert. In the beginning, however, only AM and FM radio stations holding National Defense Emergency Authorization (NDEA) will be permitted to do so.

There are almost 1,400 AM radio stations now holding such authority from the FCC. By the end of this week, however, it is expected that FM stations which are members of state emergency defense networks will also have the

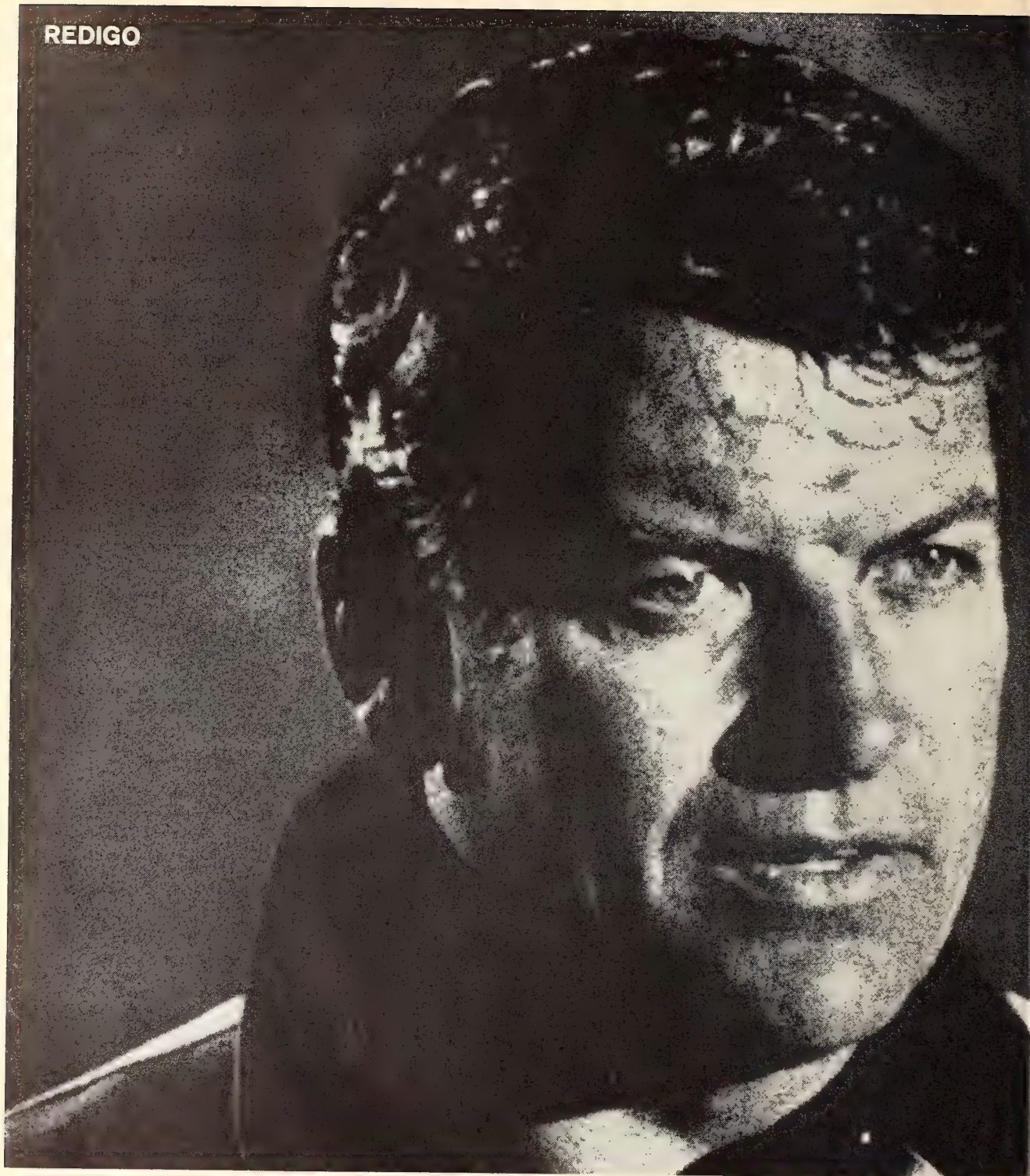
emergency authorization.

Television stations will remain in limbo for a while, it is understood, until the Defense Department makes known its needs for the TV frequencies. The VHF frequencies are used for military communications and weapons systems, and adequate safeguards against interference must be worked out. It is hoped that in a short time arrangement can be made for TV stations to use their audio transmitters in an emergency situation.

Until Aug. 5, it was emphasized by FCC defense officials, the Conelrad system continues in effect.

All 'Go' ■ The basic premise of the new EBS is the use of all stations on their assigned frequencies and powers. The only limitation will be on call let-

REDIGO



Redigo, Willing and Able

Despite the inevitable non-stop oratory and non-go traffic, last week's Fourth-of-July was a traditionally proud day for the whole nation.

But Jim Redigo's *personal* Independence Day won't be rolling around till September 24. On that evening, NBC-TV viewers accustomed to watching Redigo as manager of the immense Garret holdings on "Empire" will be seeing him—for the

first time—as a rancher in business for himself.

"Redigo"—like its predecessor—will be starring Richard Egan, whom a major popularity survey has just placed in the top 10-per-cent of show-business performers. The new, action-rich dramas will be set in the same, bountiful oil-and-cattle country of the contemporary Southwest.

The quality-bountiful Fall schedule for which this fresh, half-hour series is a part shapes up as one of the most diversified in NBC-TV history. It's



a lineup that ranges from "The Eleventh Hour" to the expanded "Huntley-Brinkley Report;" from the new "Bill Dana Show" to coverage of the National Football League Championship.

Among the people who'll be crossing Redigo's path this season: an impoverished but prideful Indian who would rather risk hunting a deer out of season than accept Redigo's charity; a lovely hitch-hiker trying to escape from the con-man boy friend for whom she's already served a prison term;

a misguided lad who turns to modern rustling to insure a college education for his kid brother.

Star Richard Egan's involvement with these and other troubled souls will, we believe, make "Redigo" one of the most admired adventure series of the new year. By Southwest criteria (and we don't mean Southwest Connecticut) our hero's 25,600-acre ranch is a modest one, but as a springboard for fine drama, it's a spread without borders.



Look to NBC for the best combination of news, information and entertainment.

Shorter guarantees or better sets?

Representative Jim Wright (D-Tex.), writing to his constituents, said that the average Russian TV viewer would do well to have a degree in electronics to be sure he can watch his favorite program.

Sixty percent of TV sets sold in Russia in 1961 didn't work properly, Representative Wright wrote in a newsletter to his Fort Worth district.

The information was gathered by Joseph A. Gwyer, senior researcher of the Library of Congress, who has been conducting his own private

study of the reliability of various Russian equipment through his reading of Russian technical journals.

In a talk to the American Society for Quality Control in Chicago, Mr. Gwyer quoted N. Psurtsev from a speech given to the Council of the Union of the USSR Supreme Soviet. Mr. Psurtsev, minister of communication, was reported by *Izvestia* on Dec. 9, 1961 to have told his colleagues that 60% of TV sets sold in the USSR in 1961 failed to work within the six-month guarantee period.

ters; during an emergency alert no station may use its sign. This is to prevent any broadcaster from benefiting competitively. Regional and area identification will be permitted.

The only other emergency condition requirement is to follow this system of priorities:

(1) Presidential messages, (2) local programs, (3) state or regional programs, and (4) national news and information. Presidential and national programs will be handled by the networks. Unaffiliated stations may be connected free of charge by AT&T and local telephone companies with any network, provided that they have connecting facilities.

Arrangements for programs from local, state and regional officials should be made by broadcasters, through their state and local industry advisory committees.

Alerting Same ■ Remaining the same is the system of notifying all broadcasters of the alert. This will continue to be transmitted by the federal government to stations via the press wire facilities of The Associated Press and United Press International. The notification messages will include authentication codes.

The new EBS was formulated by a special committee of the National Industry Advisory Committee and submitted to the FCC last month. The commission acted on the recommendations last Wednesday (July 3), after clearing with the Office of Civilian Defense in the Defense Department and the Office of Emergency Planning in the executive branch.

In order to receive a defense emergency authorization, a station must meet the following standards:

- It must be capable of being interconnected to both the presidential and local common program origination points.

- It must conform to FCC engineering standards for EBS.

- It must be a member of its Local

Industry Advisory Committee (LIAC) and must cooperate with other LIAC stations in the origination and broadcasting of local common programs.

- It must participate in public education in connection with the emergency system.

- Its hours of operation and the adequacy of its staff and physical facilities will be taken into consideration.

In its announcement last Wednesday, the FCC said that new rules covering the revised war or emergency service have been incorporated in its regulations.

The object of the Emergency Broadcast System is to "fulfill national security requirements while at the same time providing for transmission of vital information to the public," the FCC said. It provides access to broadcast stations "during a war, threat of war, state of public peril or disaster or other national emergency."

Upon receipt of a national alert, the FCC said, all AM, FM stations and TV stations, will discontinue normal program transmissions and make certain prescribed announcements. Those stations not in EBS will advise listeners and viewers to tune to area stations in the system and then go silent.

Stations holding NDEA permits will then begin operating under EBS procedures, with all member stations in an area carrying the same programs.

A special provision for continuing emergency weather warnings has been maintained, the FCC said. Upon notification by the U. S. Weather Bureau of a storm threat to life and property, all AM, FM and TV stations may transmit the emergency notification signal followed by the weather warning—but only during their authorized hours of operation.

Last May the FCC established an Office of Emergency Communications, as a successor to the Conelrad staff. FCC Commissioner Robert T. Bartley is the defense commissioner and Ken-

neth W. Miller, formerly Conelrad supervisor, is chief of the new staff.

Homing Danger ■ The Conelrad system was established in 1951 at the request of the U. S. Air Force which feared enemy aircraft could "home" on broadcast transmissions. Under Conelrad, all broadcasters go off the air on receipt of an alert with only authorized AM stations returning. The Conelrad stations, operating only on 640 kc or 1240 kc, broadcast in clusters of stations and then only intermittently.

Last year the Joint Chiefs of Staff determined that the advent of missiles and their methods of guidance, had outdated Conelrad.

FCC assigns 5 channels for ETV in Pennsylvania

One VHF and four UHF television channels were assigned for educational use in Pennsylvania by the FCC last week, finalizing a request by the Keystone State's Educational Network Study (*BROADCASTING*, Feb. 25). The group was acting on behalf of Pennsylvania's Department of Public Instruction.

The channel shuffle resulted in the reservation of channel 39, now commercial, as Allentown's educational outlet and assigned educational channels 36 to Altoona, 3 to Clearfield, 65 to Harrisburg and 68 to Scranton. The commission also substituted commercial channel 71 for 65 in Shamokin.

The FCC also announced that permission was obtained from Canadian authorities for the shifts. Commissioners Ford and Cox dissented.

FCC denies request of KSHO-TV for no hearing

KSHO-TV Las Vegas—which has applications pending for renewal of license, assignment of license and transfer of control—last week had its petition to grant its requests without hearing denied by the FCC. The commission also enlarged the issues in the hearing to determine whether the proposed buyer of the station, Television Co. of America Inc., possesses the qualifications to be a licensee.

KSHO-TV is presently licensed to Harry Wallerstein, receiver. TCO, a subsidiary of Nevada Broadcasters' Fund Inc., filed its request for speedy action after the commission announced it would hold hearings on the circumstances surrounding the ownership arrangements of the station (*BROADCASTING*, March 18).

Commissioners Hyde and Lee dissented to last week's action and Commissioner Cox abstained from voting.

DANNY THOMAS

June 12, 1963

Mr. William Crawford
Vice President and General Manager
Radio Station WDRC
P.O. Box 151
Blue Hills Station
Hartford 12, Connecticut

Dear Mr. Crawford:

I'm surprised - I'm amazed - I'm overwhelmed! In fact - I'm at a loss for words, with the exception of one - - GRATEFUL. I'm grateful to WDRC and to the generous hearts in Hartford for one of the most spectacular responses to our Teenage March Against Leukemia ever held in the history of ALSAC.


When WDRC in Hartford can conduct a campaign which results in over 7000 youngsters canvassing the Greater Hartford area on a Sunday afternoon and producing \$42,000 in three hours, my beliefs are confirmed. My belief in the decency and generosity of our youngsters. My belief in the parents of these youngsters who are still doing a pretty darned good job. And my belief in the power of radio as demonstrated by your outstanding, record-smashing campaign for St. Jude Hospital. Somebody out there's listening! And God bless them all.

I especially want to thank Governor John Dempsey for unprecedented support over your station - your Charlie Parker who conceived and produced our Connecticut campaign for WDRC, much of which you have generously agreed to release for our national use at no cost to ALSAC - and to Joe Barbarette, WDRC News Director, and Jerry Bishop, the "voices" of the Danny Thomas Big D Teenage March Against Leukemia.

Your "don't let them walk alone" plea for leukemia stricken children has been answered with a resounding "we won't" from an audience you can be proud of - both youngsters who marched and adults who gave.

You have rendered a monumental public service.

Gratefully,


Danny Thomas

DT:jr

FCC WANTS MORE SCOPE ON SALES

Requested amendment would foster public interest

The FCC is seeking a greater latitude in making decisions on applications for sale of stations. Hoping to achieve this, the commission last week submitted to Congress a proposed amendment to the Communications Act allowing it to consider whether the public interest might be better provided for by a different applicant, when processing sale or transfer applications.

At the same time Commissioner Robert T. Bartley went one step further, proposing that applicants to buy a facility be required to show that if the sale is approved it will enable the station to provide "an improved broadcast structure."

The commission said that for some time it has been trying to strengthen its position in handling applications for sale or transfer of station licenses and construction permits. It noted that in the past few years bills proposing deletion of the prohibition against alternative applicants being considered have been introduced, but that they all have died with the particular Congress to which they were submitted.

One of the steps cited by the commission which have been taken to improve its procedures is the three-year holding rule. This rule requires that a hearing must be held to approve a sale if the station has not been owned for at least three years by the seller.

The three-year holding rule, the commission said, should prove to be highly effective in "discouraging trafficking in licenses." Last week's proposed amendment was tagged as a further strengthen-

ing of the commission's authority.

Avco In Part ■ The commission said the language for which it now seeks deletion was added to the act in 1952, and was to "annul the commission's former 'Avco' procedure." The "Avco" procedure required proposed sales be publicized locally, and competitive bids to buy the facility were accepted.

This procedure was dropped in June 1949, after it often proved to be the cause of "severe economic and other hardships." However, the 1952 amendment has had a broader effect than just eliminating the "Avco" procedure, the commission said. It has excluded the consideration of all other applicants who might be interested.

The commission, however, said it did not consider the proposed amendment as a reinstatement of the auction plan that existed under the "Avco" procedure. It said that for all practical purposes the 1952 amendment allows the broadcast owner to choose his own successor and that the public interest "may be subordinated to the private interests" of the seller and buyer.

The agency said that if its latest amendment is passed it would, for instance, be able to accept a competitive bid from an educational group along with the proposed commercial buyer. The educational bid would have to be roughly equal to the commercial bid in such a case.

"At the very minimum, the commission should have the authority to consider the application of the educational group to determine whether the public

interest would better be served by a grant to the educational group rather than to the person selected by the transferor," the FCC said. But at the present time, the commission noted, it can't even consider a competing application.

The commission added that there could be "other unique situations" in which it would want to consider an application by a group other than the one proposed by the seller. But it believes "such situations would be the exception and not the rule."

A Step Beyond ■ Commissioner Bartley, in a separate statement, said the commission's proposed amendment is fine as far as it reaches. However, he would like a further amendment requiring that a buyer of a station to show that he can be expected to foster improvement in the facility's service.

The commissioner holds that if a sale of a station will not result in improvement then how can the transaction be considered as in the public interest.

The buyer would be required to show integration of ownership with management, local residence, responsibility, diversification of media, community interest and several other points. If such a showing could substantially be made in the application, a grant without a hearing would be possible, according to Commissioner Bartley.

FCC takes final action on three fine cases

Fines against three stations were imposed in their final forms last week by the FCC, which reduced the fine levied against WRVB-FM Madison, Wis., and affirmed the original penalties aimed at two Lafayette, La., stations, KLFY-TV and KPFL.

Clarifying explanations paid off for WRVB-FM, originally fined \$1,000 for an unauthorized assignment of license (BROADCASTING, Oct. 15, 1962). The station was assigned from a company wholly owned by Paul A. Stewart to a firm 81% owned by Mr. Stewart. The FCC reduced the fine to \$500 because the error was the result of misunderstanding and inadvertence and because the station filed an application to cover the assignment (BROADCASTING, May 6). Last week's further reduction took note of the fact that WRVB-FM is a non-profit religious station and that Mr. Stewart has "consistently sustained losses of several thousand dollars a year in the operation of the station."

The fines levied against KLFY-TV and KPFL—\$1,000 and \$250 respectively—were for the broadcast of teaser announcements. Originally imposed in April (BROADCASTING, April 15), the fines were made final last week. Commissioner Cox did not participate.

WPAZ loses court battle with local newspaper

A Pennsylvania radio station lost one battle in a legal fight with a newspaper in its community when the Pennsylvania Supreme Court last week ruled that state courts have jurisdiction over "a violation of a property right and a claim of unfair competition."

The case involves a suit by the *Pottstown* (Pa.) *Mercury* against WPAZ of that city asking that the radio station be enjoined from using local news printed in the newspaper.

"The newspaper has carried on a campaign to prevent us from getting the news," Herbert Scott, president of the 1 kw daytimer (on 1370 kc) said last week. He said that the newspaper has succeeded in drying up news sources. The station has not knowingly, he said, lifted a story

from the *Mercury*. It has used such stories as leads in checking out local news, he acknowledged.

A motion by the station that the suit be dismissed on the ground that it belongs in federal court, since it involves charges of copyright infringement was denied by a county court. This denial was appealed to the state supreme court.

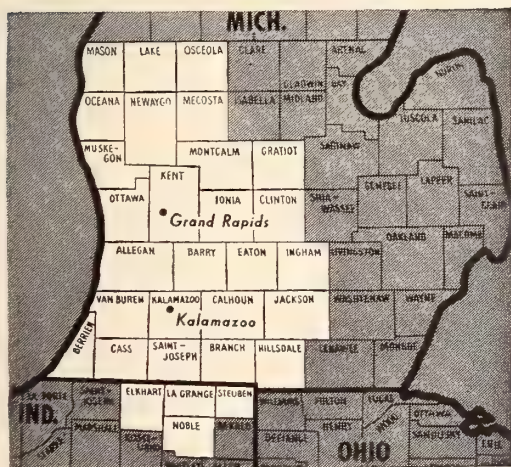
In its ruling, the Pennsylvania high court stated:

"If the news company can establish by proof that the broadcasting company has, without authority, used the local news items gathered through specialized methods and by the trained personnel of the news company, such unauthorized use constitutes a violation of a property right."



YOU MAY NEVER SEE A 2-TON HORSE* —

**WKZO-TV MARKET
COVERAGE AREA • NCS '61**



**Dr. LeGear (1902 - 1919), a record-breaking 1½-ton Percheron, was 21 hands (7 ft.) high.*

BUT... WKZO-TV Outpulls 'Em All in Greater Western Michigan!

When it comes to television viewing in Michigan outside Detroit, WKZO-TV doesn't horse around!

WKZO-TV's heavy-draft performance runs through just about every page of the March '63 NSI. It shows the WKZO-TV track record averaging 39% more homes than Station "B," 7:30 p.m.-11 p.m., Sunday through Saturday.

And ARB (March '63) shows WKZO-TV pulling hard during daytime, too; for example, averaging 75% more homes than Station "B," 9:00 a.m.-noon, weekdays.

Let Avery-Knodel tout this champion to you! *And if you want all the rest of upstate Michigan worth having, add WWTW/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.*



The Feltzer Stations

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WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJEF-FM GRAND RAPIDS-KALAMAZOO
WWTW-FM CADILLAC

TELEVISION

WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTW/CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

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Avery-Knodel, Inc., Exclusive National Representatives

FCC ANSWERS OREN HARRIS

Commission won't extend clear channel moratorium, agency reply leaves next move up to Congress

If Representative Oren Harris (D-Ark.) wants the FCC to delay its plans to duplicate 13 of the nation's 25 clear channels any longer, he will have to convince Congress that it should issue the request.

This is the implication of a letter the commission sent last week to Representative Harris, who is chairman of the House Commerce Committee. The letter wasn't released by the congressman's office, but details of it were learned from various sources.

Representative Harris, in a letter to FCC Chairman E. William Henry two weeks ago, suggested that the commission ask the U. S. Court of Appeals for permission to recall the order duplicating the clears pending the development of information requested by the committee (BROADCASTING, July 1).

But it's understood the commission's reply indicated the agency would not ask the court for a remand. The matter is in the court as the result of ap-

peals taken by several clear channel stations from the commission's order, which was issued on Sept. 14, 1961. The commission is said to have informed Representative Harris that the information requested in his letter is available.

The Harris letter was received by the commission five days before the July 2 expiration of a one-year moratorium the House of Representatives had asked the commission to observe in the clear-channel case (BROADCASTING, July 9, 1962). And the congressman's suggestion that the commission study the matter further was regarded as an attempt to induce the commission to extend the moratorium voluntarily.

Higher Power ■ The letter was also taken as an effort to prod the agency into granting higher power to the clears. The House resolution in which the moratorium was requested called on the commission to disregard a 1938 Senate resolution setting a 50 kw power limit on AM stations if it found higher power

A stay of execution

WBMT Black Mountain, N. C., whose license has been revoked by the FCC (BROADCASTING, July 1), got an extension on the effective date of the revocation from the commission last week. The date was moved from Aug. 25 to Sept. 1 in order to allow the station additional time to wind up its affairs.

The 500 w daytime station on 1350 kc, licensed to Eugene and David P. Slatkin, was charged with "extensive and continuing misrepresentations" when the FCC revoked its license. Commissioner Cox did not participate in last week's extension.

for the clears would be in the public interest.

But in view of the commission's letter—which was delivered to Representative Harris's office on July 1—the next move is up to him. The congressman, who was out of Washington last week, could not be reached for comment on whether he would attempt to shepherd another resolution through the House.

The commission's reply reportedly was approved by a 3-2 vote, with Chairman Henry and Commissioners Robert T. Bartley and Rosel H. Hyde in the majority. Commissioners Robert E. Lee, who has long advocated higher power for the clears, and Frederick W. Ford, who favors grants for experimental use of higher power, dissented. Commissioners Kenneth A. Cox and Lee Loevinger were absent.

In replying to questions asked in the congressman's letter, the commission acknowledged that no grants of higher power have been made—requests from five clear-channel stations were rejected last November.

But the commission reportedly said it has not ruled out higher power, at least for the 12 clear channels not affected by the order. It noted that it is now considering a request from WLW Cincinnati to experiment with 750 kw as well as petitions for rulemaking from the Clear Channel Broadcasting Service and WSM Nashville for a rulemaking to permit the clears to operate with powers in excess of 50 kw.

No Service Loss ■ The commission is said to have informed Representative Harris that duplication would not result in service area losses for the clears. The agency noted that stations duplicating the clears would be required to protect them out to their 0.5 mv/m 50% skywave contour.

Furthermore, the commission said, duplication would not preclude higher

McNamara's reply 'disturbing' to Moss

Representative John E. Moss (D-Calif.) last week continued to press the Department of Defense on access of civilian newsmen to the scene of military aircraft accidents (BROADCASTING, June 24). Representative Moss, chairman of the House Government Information Subcommittee, last week released his latest letter to Defense Secretary Robert S. McNamara terming the government's position on the subject "very disturbing."

Representative Moss demanded a "responsive and more comprehensive reply" from the Air Force on its jurisdiction in banning civilian photographers on nongovernment property. The congressman asked these questions of Secretary McNamara:

1. What is the specific statutory authority authorizing the military to use force against a civilian at the scene of an accident in a civilian area?

2. What steps are the military departments taking to insure adequate instruction of all personnel who may be involved in the implementation of the existing regulations?

3. What are the current efforts which are designed to prevent mis-

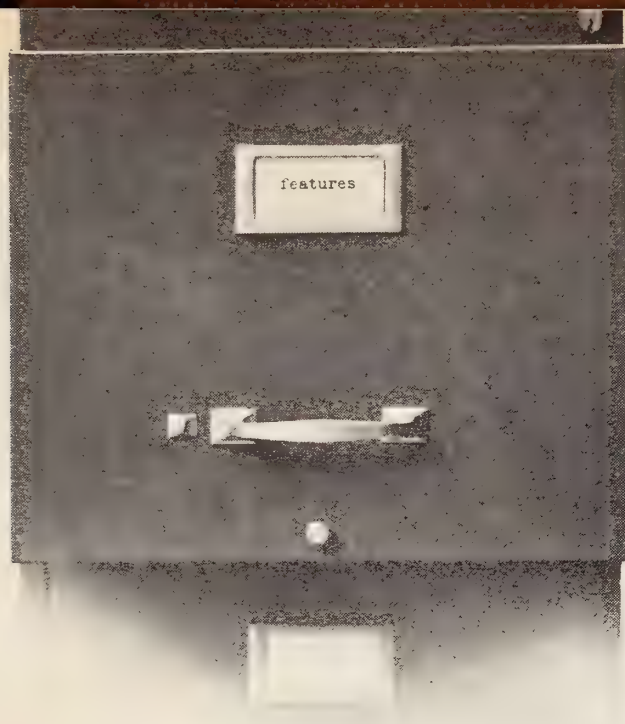


Representative Moss

takes in the handling of civilians?

4. What modifications in regulations are being considered at this time by the military departments?

Representative Moss advised the Defense Department not to take any final actions until the subcommittee has been informed, and indicated that public hearings may be necessary on the entire problem.



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THE LOVEMAKER — Tender Love Story

POOR BUT BEAUTIFUL — Teen-Age

Laugh Riot

ROCKET FROM CALABUCH —

Wild Comedy

THE TAILOR'S MAID — Comedy

Laugh Riot

AND THE WILD, WILD WOMEN —

Womens Prison Drama

THE PASSION OF SLOW FIRE —

Murder and Suspense

THE SAVAGE EYE — Shocking Exposé

CLOSE-UP — Political Drama

OPEN SECRET — Gangster Mystery

Also ask about Trans-Lux's "**AWARD**

FOUR" headed by Academy Award

winning "**LA STRADA**."

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IRS not 'antibusiness,' liberalizes rules

"Final" regulations by the Internal Revenue Service on business travel and entertainment expenses which are deductible for tax purposes have been released by IRS.

The new regulations are somewhat more liberal than the proposed rules issued March 30 (BROADCASTING, April 2). IRS Commissioner Mortimer Caplin said the regulations are "clearly aimed at curing abuses—they're not antibusiness."

Designed as companions to IRS record-keeping requirements published late last year (BROADCASTING, Dec. 31, 1962), the new rules are designed to implement 1962 changes in the tax laws by Congress. IRS plans to release at a later date a set of questions and answers on hypothetical situations explaining the regulations.

Under the new regulations, taxpayers will be able to deduct the cost of business meals, entertainment and beverages if the atmosphere is conducive to business without "distracting influences such as a floor show." To be deductible, the expenditure

need not be "directly related" to business but must follow or precede a "substantial and bona fide business discussion." IRS also clarified the matter of expenses for wives, ruling they are deductible.

The proposed requirement that a taxpayer must show that he had an expectation of deriving immediate business as a direct result of the expenditure was amended to recognize less business expectations. Also under the proposed rules, deduction for club dues would be allowed only if the club was used primarily for business. In the final order, the "primarily for business" was deleted.

Deductions for goodwill entertaining also will be allowed under the rules and the definition of the term "business associate" was liberalized. In addition, "business" entertaining in the home will be deductible if the entertainment was not socially motivated.

The new regulations actually were effective Jan. 1 but IRS said that it will not require strict compliance until July 31.

studio equipment, channel 15 station, total \$173,258.

Interested parties have until July 30 to file comments with HEW on the above proposals.

FCC grants AM's over WQXR's protest

The FCC last week upheld the importance of having an area served by its own local outlet, even at the expense of a degree of interference to an established, but nonlocal, station.

This was the crux of the commission decision in granting the application of Grossco Inc. for a new daytime AM station on 1550 kc in West Hartford, Conn. WQXR New York, which operates on 1560 kc with 50 kw, had petitioned against the grant on the grounds that interference to its signal would deprive listeners in that area of its programming. An application of Berkshire Broadcasting Corp. for a station on 1500 kc in Hartford was dismissed.

The commission also granted the application of Patchogue Broadcasting Co. for a new AM station on 1570 kc in Riverhead, N. Y. WQXR had also complained that interference similar to that of the proposed station in West Hartford would result. The Patchogue operation will be the second local AM Riverhead station and was deemed of more importance locally than the lost programming from WQXR.

Both the Grossco and Patchogue cases were taken to the court of appeals by WQXR following denial of its petitions in 1961. The court remanded the case back to the FCC this April (BROADCASTING, May 6).

The commission's latest decision said that the agency did not see that WQXR's programming is indispensable to local residents of the West Hartford and Riverhead areas. WQXR's service is "outweighed by the need for local operations," the commission decided.

The commission last week also approved the application of WQXR to modify its daytime operation by using a directional antenna until local sunset at Bakersfield, Calif., where KPMC operates on the same frequency as WQXR.

Another delay in Denver

Granting a request by Channel 2 Corp., formerly Gotham Broadcasting Corp., the FCC last week extended from July 3 to Oct. 3 the deadline for the start of pay TV operations on the company's KCTO(TV) Denver. The station is the former KTVR(TV).

The Macfadden Tele globe Pay TV system has been accepting applications for the service for months (BROADCASTING, March 11). This is the second delay in commencing operations that has been granted by the FCC.

powers for the clears. It said stations assigned to the clear channels at night could be required to afford the necessary protection.

In a related development last week, WJR Detroit, one of the clears affected by the duplication order, asked the commission to set for hearing the petition of KFMB San Diego to operate full-time on 760 kc, the frequency now occupied exclusively by WJR.

The commission has proposed assigning KFMB to 760 kc in view of a U.S.-Mexico broadcasting agreement that requires the commission to find a new channel for the San Diego station.

But WJR maintains that the commission, under its rules, cannot duplicate the clear channel without that station's consent unless the agency, "after a public hearing" determines that the change will promote the public convenience or interest.

CATV operators win telephone pole rights

Connecticut Governor John Dempsey has signed into law a bill giving the state Public Utilities Commission authority to license community antenna TV systems in cities and towns. The bill also empowers the PUC to require telephone and power companies to lease space on their poles for CATV lines.

The Southern New England Telephone Co. has refused to permit CATV

systems to use its poles in the past on the grounds such use was not authorized by existing law. Community antenna operators in Connecticut have been fighting the SNET position for years and successfully pushed the new law through the legislature.

HEW gets 6 requests for matching ETV funds

Six requests for matching funds under the federal assistance program for noncommercial education television facilities have been received by the Department of Health, Education & Welfare. A fund of \$1.5 million is now available at HEW to aid stations but these first six requests would consume most of this money.

HEW will review applications prior to actual grants. The first six were received from: Chicago Educational Television Association, \$309,099 to activate channel 20 at total project cost of \$401,022; Pennsylvania State University, University Park, \$239,580 to start channel 69 at total cost of \$479,161; New Jersey Educational Television Corp., Montclair, \$339,091 for channel 77, total \$664,196; South Carolina ETV Center, Columbia, two applications, \$59,965 for channel 7 at Charleston, total \$119,930, and \$285,261 for channel 29 at Greenville, total \$453,357; Hampton Roads Educational Television Association, Norfolk, Va., \$129,943 for



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Racing blackout proposal draws more fire

NAB LEADS ATTACK ON PLANNED FCC RESTRICTIONS

The National Association of Broadcasters, several state broadcaster associations and the Thoroughbred Racing Associations have attacked the FCC for attempting censorship by promulgating proposed rule changes limiting the broadcast of horse races and racing news.

The FCC last week granted a request by the Florida Association of Broadcasters that the deadline for comments be extended until today (July 8).

The commission has said that the proposed changes are intended to curtail use by illegal gambling operations of the racing information aired by radio and television (BROADCASTING, April 15). Races or racing news would be exempt from the rules if such a broadcast were not followed by another for at least two weeks. A further exception to the rules would allow a station to broadcast, twice during a calendar year, a full day's racing card—providing that the track is within 100 miles of the station. A blanket exemption was provided for all races having a \$25,000 or more purse, in view of the national interest which is generated by such large races, the commission said.

NAB said the commission not only lacks the authority to adopt such blanket restrictions, but charged the agency with violating the Communications Act's provision which prohibits censorship. The association also said that the proposed changes are in violation of the freedom of speech and press guarantees of the Constitution. The NAB was joined by broadcaster associations of New York, Maine and Maryland-District of Columbia in questioning the legality of the rule changes. The power to license doesn't give the power to censor, the

Maryland-D.C. association said.

The Thoroughbred Racing Associations said "no more direct a prior restraint would be possible than a rule precluding particular types of broadcasts." The FCC's authority to review a station's performance at renewal time doesn't permit the agency to "trespass" on constitutional guarantees in prescribing conduct it considers contrary to the public interest, TRA said, adding that the courts have interpreted the Communications Act's no-censorship provision as leaving the choice of programming to the licensee.

A Purse No Measure ■ The NAB told the commission that a \$25,000 purse is no assurance that the race is free from illegal gambling interests, or that information concerning such a race will not substantially aid them. The association also pointed out that the blanket limitation of \$25,000 discriminates against the smaller tracks. This view was also voiced by the Thoroughbred Racing Associations and the American Quarter Horse Association.

The NAB proposed that the FCC handle violations by broadcasters of gambling laws on a case-by-case basis.

Storer Broadcasting Co. said that the commission has indicated that the rule changes are justified as further implementations of the policy of Congress to curtail illegal gambling by prohibiting transmission of illegal information by telephone and telegraph. However, Storer accused the commission of going "beyond that policy." The company pointed out that Congress' 1961 statute doesn't provide either penalties or prior restraint for the telephone and telegraph companies; rather only that they cease carrying such information when

notified as to its illegality.

Storer suggested amendments to the rules to provide broadcasters with the same considerations. If licensees don't adhere to such a policy, Storer said, the commission has the sanctions of revocation and fines which may be invoked.

The Florida broadcasters, at their annual meeting held June 19-21 in Jacksonville, adopted several resolutions, one of them suggesting that the commission adopt the Florida laws governing the broadcast of racing information. Florida law prohibits the airing of such news for a period beginning one hour before the first race and 30 minutes following the posting of final results of each race.

The National Association of State Racing Commissioners charged the commission with attempting to "blackout" legitimate news. It said that if the changes become effective they will injure only the licensees of the commission and not the illegal gamblers.

FCC bureau recommends WTSP-TV be dropped

The FCC's Broadcast Bureau last week recommended that the application of WTSP-TV Inc. for channel 10 in St. Petersburg-Tampa, Fla., be disqualified from the comparative hearing for the channel. The bureau charged that the applicant did not possess the necessary character qualifications.

The five other competing applicants followed the tone of the bureau in censuring WTSP-TV.

WTSP-TV was awarded the channel in January 1962, but the record was ordered reopened later that year and the grant was stayed. The reopening was requested to examine the programming and character qualifications of WTSP-TV's principals Sam G., N. Joe and Farris E. Rahall (BROADCASTING, Dec. 10, 1962). Messrs. Rahall own WLCY St. Petersburg.

The bureau charged WTSP-TV with upgrading the public service programming on WLCY in order to obtain a favored position in the hearing for channel 10. As soon as the record was closed such programming was cut down and after the grant was given ceased almost entirely, the bureau maintained. The bureau called WLCY's programming and WTSP-TV's exhibits "a sham" and recommended that WTSP-TV be disqualified from further participation in the hearing.

Joint comments by Florida Gulfcoast Broadcasters, Suncoast Cities Broadcasting Corp., Tampa Telecasters and Bay Area Telecasting Corp. also charged misrepresentation in WTSP-TV's programming proposals and record. A separate filing by the City of St. Petersburg (WSUN-TV) rounded off the opposition.

FCC gives UHF CP holders a little nudge

The FCC last week turned its attention to long-dormant UHF construction permits and darkened UHF stations in its campaign to promote the growth of upper-band television.

The commission wrote 51 UHF permittees and licensees of stations that have suspended operations, and asked them their future plans. Nine educators were among those queried.

Commission officials frankly acknowledged the letter, which was adopted unanimously, could be taken as notice the agency wants the authorized stations put on the air. Some of the cp's are 10 years old.

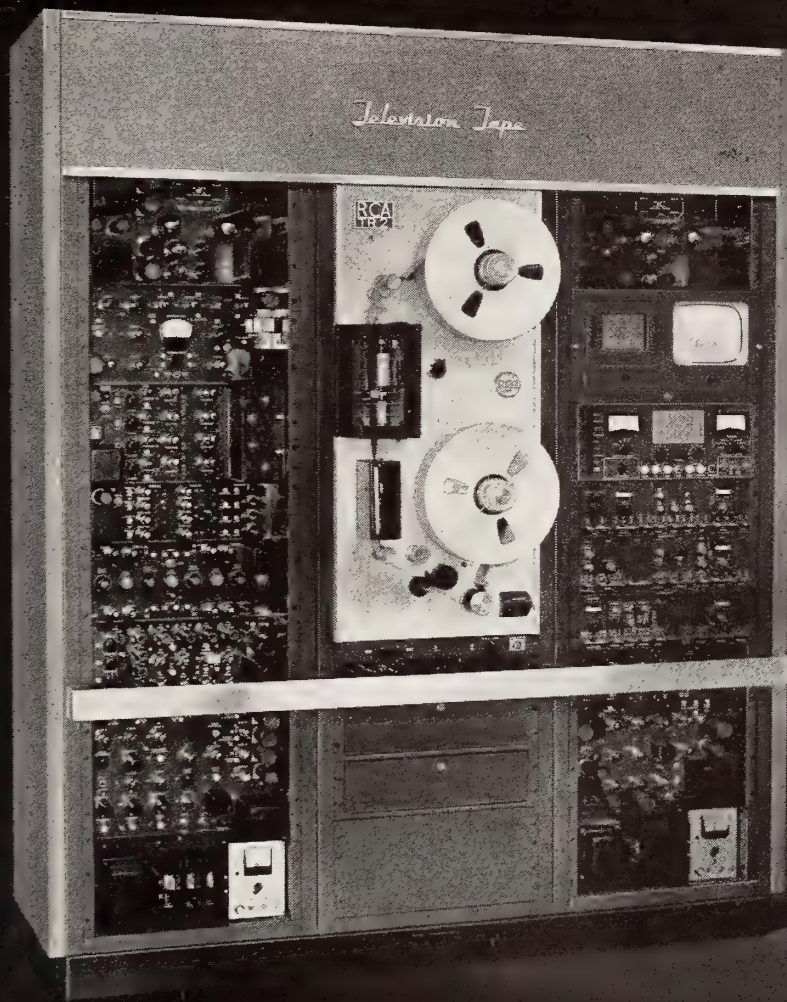
This is the second time in less than

a year the commission has indicated its impatience with procrastinating UHF permittees. The commission last December notified those holding UHF CPs that it would examine carefully all requests for extensions of time in which to build and would reject those that didn't contain compelling reasons (AT DEADLINE, Dec. 10, 1962).

The commission is said to feel that, with the passage of the all-channel bill which is intended to assist the development of UHF, there is less justification than ever for those who hold UHF authorizations not so use them.

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Support grows for Section 315 suspension

SEVERAL GOVERNORS FAVOR SENATOR PASTORE'S BILL

Support for the permanent suspension of Section 315 as it applies to candidates for all federal offices and governorships of states seems to be mounting.

Last week, Senator John O. Pastore (D-R.I.) received more evidence of what could be potent political backing for his S 252. A dozen governors submitted comments on the equal time issue, most of them favoring Senator Pastore's proposal to exempt from Section 315 not only presidential and vice presidential candidates, but also nominees for senator, representative and governor. All were in response to a query from Senator Pastore.

Senator Pastore is the chairman of the communications subcommittee of the Senate Commerce Committee, which two weeks ago held a three-day hearing on various bills to revise Section 315 (BROADCASTING, July 1).

Other Bills ■ In addition to S 252, under consideration by the senate committee are S 251, suspending for the 1964 campaign only the provisions of Section 315 for presidential and vice presidential candidates; S 1696, repealing entirely Section 315, and HJR 247, already passed by the House of Representatives, which is similar to S 251.

S 251 is also sponsored by Senator Pastore; S 1696 is proposed by Senator Vance Hartke (D-Ind.) and co-sponsored by six Democratic senators.

Of the comments received from governors last week, the following (all Democrats) favored S 252:

William L. Guy, North Dakota; George C. Wallace, Alabama; John W. King, New Hampshire; Otto Kerner, Illinois; Richard J. Hughes, New Jersey; William Wallace Barron, West Virginia; E. Millard Tawes, Maryland; Matthew E. Welsh, Indiana.

Republican governor John H. Chafee of Rhode Island told Senator Pastore he favored S 252, but opposes "repeal of Section 315."

Democratic governor Terry Sanford of North Carolina wired that he "favors suspension" but did not educate.

Previously, three governors had told the committee they favored S 252. They were Mark O. Hatfield, Oregon, and Bert T. Combs, outgoing Kentucky governor, both Democrats, and George D. Clyde, Utah, Republican.

Two state governors had come out for outright repeal: Paul Fannin (R), Arizona, and Edmund D. (Pat) Brown (D), California.

Five other governors had told the committee they favored other revisions of Section 315:

John Anderson Jr. (R), Kansas, re-

moval of restraints through suspension but not repeal; John N. Dempsey (D), Connecticut, suspension only for candidates for federal office; Donald Russell (D), South Carolina, suspension but with "adequate safeguards"; Tim M. Babcock (R), Montana, suspension for 1964 only; John M. Dalton (D), Missouri, suspension for presidential and vice presidential candidates only.

Another Broadcaster ■ Also filed last week was a communication from Tom Chauncey, KOOL-AM-TV Phoenix, and KOLD-AM-TV Tucson, favoring complete repeal of Section 315. Otherwise, Mr. Chauncey said, he favored S 252 or S 251, in that order.

The record has been kept open until July 15. There is no plan at this time for the committee to meet on the bills.

Football blackouts subject of new bill

Paducah, Ky., 135 miles from St. Louis, has been without National Football League telecasts since 1961 on days when the St. Louis (football) Cardinals are at home. As a result, a two-pronged attack against the NFL and CBS (which has a two-year contract to telecast the league games) began last week with introduction of a bill in the House of Representatives and a request for an FCC investigation.

Representative Frank A. Stubblefield (D-Ky.), whose district includes Paducah, offered a bill on Monday (July 1) which would make the 75-mile statutory rule now applicable to collegiate games mandatory for professional contests (CLOSED CIRCUIT, July 1).

WPSD-TV Paducah, an NBC affiliate, requested the investigation because it claims CBS and the NFL have imposed an "unjustifiable television blackout" of the city. In a related complaint that the station will file with the Department of Justice, it is asking investigation of the NFL "for its violations of the antitrust laws."

The legislative action, according to the congressman's office, is aimed at spelling out the "intent" of the 1961 law which implied that professional contests would fall under the spelled-out 75-mile college game limitations. The bill has been sent to the Judiciary Committee.

The NFL has said the decision on the actual limitation of a television boundary is left to the discretion of the individual team. Where a club feels that a signal from an outside area is beam-

ing into its 75-mile area with appreciable effect on attendance, the club can request a blackout, the NFL said.

KFVS-TV, the CBS affiliate in Cape Girardeau, Mo., is approximately 85 miles from St. Louis and covers Paducah. However, the station did not carry the Cardinals home games in 1962.

WPSD-TV, in a letter to the FCC, said CBS, NFL and the Cardinals "have consistently refused to grant requests for . . . permission to telecast any NFL game on those Sundays when the Cardinals are playing at home."

The Paducah station says it doesn't care which station carries the games as long as the Paducah area gets "unrestricted access to the telecasts of NFL games that are being enjoyed by millions of other Americans elsewhere in the United States."

Wisconsin broadcasters ask KWK reconsideration

The Wisconsin Broadcasters Association has by a unanimous vote adopted a resolution to request the FCC to reconsider its final decision to revoke the license of KWK St. Louis.

The WBA noted that the owners of KWK have operated WEMP Milwaukee for the past 17 years in a responsible manner and indicated that it is inconceivable that there could have been diversions from a responsible operation at KWK. KWK filed its request for a reconsideration two weeks ago, and suggested several alternative sanctions that the commission might impose upon it and still be sure that the broadcast industry would "receive the message" in the case (BROADCASTING, July 1).

KWK asked last week that the commission grant the station a stay of the effective date of the revocation—it was ordered off the air by July 29. The St. Louis station said that its plea for reconsideration raised substantial questions of fact and law, so that there is a chance the commission will decide upon a lesser sanction. The stay was requested pending a decision on the reconsideration request, or until 90 days after all litigation has been concluded. The FCC's Broadcast Bureau, however, has agreed to only a 30 day stay.

Dodd says CBS newsmen presented Castro views

Senator Thomas Dodd (D-Conn.) charged last week that CBS permitted one of its newsmen to present "totally pro-Castro representations" over the network. The Connecticut senator said that news media have an obligation to check into the character and loyalty of their newsmen as well as their ability in releasing the 1962 closed-door testi-

mony of Robert Taber, a former CBS newsmen, before the Senate Internal Security Subcommittee.

Mr. Taber, also the first executive secretary of the Fair Play for Cuba Committee, told the subcommittee that he had never been a member of the Communist Party. He also said that in his opinion Cuban Premier Fidel Castro is not a Communist.

Senator Dodd described the Fair Play Committee as "the chief public relations instrument of the Castro network in the U. S." He noted that Mr. Taber had been a CBS employe for 10 years and had traveled from Havana to Prague on a Cuban passport in 1961. "It is something to ponder," he said, "that a man like Taber would worm his way into a top position on the CBS staff."

A CBS spokesman countered that Mr. Taber did not have a "top position" on the CBS News staff and was assigned to Cuba for only two months in early 1957. "Taber's association with CBS was terminated in 1960," the network said. "While he was in our employ, his superiors had no reason to question his objectivity."

Henry defends FCC position on CATV

The FCC "has in no way sought to harass" the community antenna TV industry, Chairman E. William Henry has told Representative Thomas G. Morris (D-N.M.).

In rebuttal, Brown Walker, president of a Roswell, N.M., CATV, told the same congressman that the CATV industry cannot exist under proposed FCC regulations that are "neither fair nor a workable solution."

Representative Morris, whose office has served as the clearing point for the Henry-Walker "debate," has forwarded Mr. Walker's latest comments to the FCC for reply.

A CATV system can adversely affect the public interest because of its impact on local TV service, Chairman Henry maintained in his letter to the congressman. "It is no answer to say that the public in the area will be getting TV service (if a local station goes dark) . . . because that service is not local in nature," he said. The FCC is seeking an arrangement which would permit the existence of both a CATV system and a local TV station, the chairman said.

To this end, he explained, the commission currently is considering rule-making which would require a system to carry the signals of a local station and would prohibit it from duplicating, from an outside source, the programs of the local station for 30 days. "The

CATV, in addition to carrying the local station, would still have several signals or services to provide the public," Chairman Henry maintained.

Mr. Brown disputed this contention by the chairman. Under restrictions calling for a delay, a single local station could pre-empt the programs of all three networks, carrying one network at the regular time and delaying the shows of the other two. "Obviously, this would leave the CATV with nothing to show except the local station," Mr. Brown maintained.

The community antenna industry agrees for the most part that a single,

local station is entitled to a prohibition against simultaneous nonduplication from an outside station, he said. "However, the addition of the 30 day before and after restriction . . . is neither a fair nor a workable solution and the CATV industry cannot exist under such regulations."

Under such a rule how can a system explain to a customer that it is in the public interest not to show a program which the customer knows is scheduled at a certain time and day on a network other than the one the local station is repeating at the particular time, Mr. Brown asked.

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MIFED

Information from: MIFED - Largo Domodossola 1 - Milano (Italy)
Telegrams: MIFED - Milano

TV station managers surveyed on pay scales

AVERAGE SALARIES RANGE FROM \$19,000 TO \$39,000

A confidential survey representing a selected cross-section of television station general managers showed their average salaries range from \$19,000 to \$39,000 (see table).

Results of the survey, conducted by Ben K. West, vice president and general manager, KOCO-TV Enid-Oklahoma City, became known when copies were sent to the participants.

Based on a return of more than 25% of those queried, the general managers in the second through tenth markets (no replies were received from New York) were paid from \$32,000 to \$50,000. In the 76th through 100th markets the salaries ranged from \$9,750 to \$37,500. In 39% of the stations, scale is salary plus commission, or bonus.

Replies from the first 15 markets listed compensation "based solely on yearly salary. In some cases stock options were offered. . . . Bonus arrangements ran from a flat \$3,000 to \$10,000, others as high as 15% of annual salary.

While some managers reported going

as long as nine years without a base pay increase, 30% of the respondents said they receive annual increases.

The fringe benefits were covered in the questionnaire, with 78% reporting they belong to a country club. Of this number, 57% "consider this a company expense."

Ninety percent of the respondents belong to other social clubs and almost two-thirds of this number (63%) consider these memberships "a company expense."

Retirement plans are set up for 50% of the general managers, and 44% have a company car.

More than half of the respondents (60%) have been in broadcasting over 20 years, with 45% in the industry from 21 to 30 years. Only 10% have 11 or less years experience.

Fifty-three percent of the general managers reported they had been in this capacity for 10 years or less. However, 30% said they had been general managers between 16 and 20 years.

Sales proved the most common lad-

der to a managerial post with 59% coming up in the ranks through sales. Another 31% began in the announcing and talent ranks and 10% began as engineers.

YEARLY BASE SALARY

Market size (ARB)	Low-high	Average
2-10	\$32,000-\$50,000	\$39,000
11-25	26,000- 50,000	37,200
26-50	14,000- 45,000	27,375
51-75	10,000- 35,000	19,100*
76-100	9,750- 37,500	20,125

* Although the average base salary in this category was slightly less than some smaller markets, commission and bonus arrangements more than made up the difference.

Metromedia assumes KTTV(TV) operation

The sale of KTTV(TV) Los Angeles from the Times Mirror Co. to Metromedia Inc. became official last week, with \$7.5 million of the estimated \$10 million price coming from the sale of notes by Metromedia to private institutional investors (BROADCASTING, Jan. 21).

The notes were sold at 5.75% and come due in 15 years. Handling the financing were Kuhn, Leon & Co. and Carl M. Loeb, Rhoads & Co.

The purchase of KTTV raises to five the number of VHF television outlets owned by Metromedia. Others are WNEW-TV New York, WTTG Washington, KQVR Stockton, Calif., and KMBC-TV Kansas City, Mo. UHF stations owned by Metromedia are WTVH Peoria and WTVP Decatur, both in Illinois. The corporation also owns WNEW-AM-FM, KMBC-AM-FM, WHK-AM-FM Cleveland and WIP-AM-FM Philadelphia, as well as the Ice Capades and the outdoor advertising firm of Foster & Kleiser.

Metromedia is also in the process of acquiring two more radio stations. The FCC has approved the corporation's purchase of KLAC-AM-FM Los Angeles, and FCC action is pending on the acquisition of WCBM-AM-FM Baltimore.

Robert W. Breckner, president and general manager of the station, will remain in charge of KTTV.

NETRC drops its two radio branches

The two radio branches of the National Educational Television and Radio Center were cut adrift last week as NETRC moved to channel all its future efforts into television.

Left to go their separate ways were the Broadcasting Foundation of America, an organization founded in 1955 and a member of NETRC since 1960, and the Educational Radio Network, an

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eight-station eastern network founded in 1961 and a member of NETRC since last year.

BFA now services some 300 educational and commercial stations with a type of "Voice of America" in reverse in which it supplies news and cultural programs from abroad to American cities.

ERN provides seven hours of daily programing for its eight eastern affiliates, which are interconnected for two-way broadcast using leased land lines and off-air relay, making it possible for almost all the programs to originate with the stations and not the network itself.

NETRC President John F. White said he believed educational radio "will be playing an important role in this country's cultural life in the near future," but said he felt "all our efforts are needed to provide regularly to the American people an alternative television of the highest quality."

Wisconsin broadcasters won't let up on Proxmire

It would appear that Senator William Proxmire (D-Wis.) may be getting weary from his exchange of correspondence with the Wisconsin Broadcasters Association but the state broadcasters do not intend to let up until he either retracts his criticisms of broadcasting or comes up with facts to substantiate his recent charges.

WBA President Bruce Wallace, WTMJ-AM-FM-TV Milwaukee, said Wednesday he has received another letter from the senator but there still is little progress in resolving differences arising from Senator Proxmire's attack on radio and television. (BROADCASTING, June 24). But WBA won't give up, he said.

Mr. Wallace said it seemed to him that the senator is getting tired of the dispute, which also highlighted the WBA summer convention in Three Lakes, Wis., June 28. In his report to the membership there, Mr. Wallace said the association will continue pressing Senator Proxmire by letter until the senator documents his charges or states they were merely expressions of his own opinion and not based on fact.

Senator Proxmire, in a Senate speech May 21, described radio and TV as a "stultified over-commercialized bog" and said TV especially has been characterized by "planned and promoted corruption of the public taste."

Mr. Wallace told the WBA meeting the time is long overdue for broadcasters to stand on their feet and demand that all critics document their charges against radio and television.

John F. Hurlburt, WVMC Mt. Carmel, Ill., told the WBA meeting that if



NBC-TV promotion meetings end

Promotion managers of NBC-TV affiliates wound up a series of regional seminars in San Francisco June 28 at the Jack Tarr hotel. Previous meetings were held in New York, New Orleans, Chicago and New York. Purpose of the seminars was to delineate advertising and promotion plans for next season.

Pictured above on the dias (l to

r): Larry Grossman, director, advertising; Al Rylander, vice president, promotion; Louis Hausman, vice president and general executive; Julian Goodman, vice president, news; Syd Eiges, vice president, public information (speaking), and Ellis Moore, vice president, press and publicity (for story of Mr. Moore's resignation last week, see page 87).

broadcasting gets more regulation "it will be our own fault because we will have allowed it to happen." He said there is "considerable irony in the fact that advertising which stimulates sales

which produce profits which make a tax base which produces funds for salaries of the men who harrass the goose that is laying the golden egg, this very advertising is questioned."



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WNOE has open house at new studios

WNOE New Orleans held a four-day open house last week at its new studio-office building at 529 Bienville Street. The three-story building, with 13,500 square feet, cost \$250,000 to purchase and refurbish, according to the station. Located in the French Quarter, the first floor contains offices with engineering facilities. Studios are on

the second floor.

Shown in the main control room (l-r): John L. Vath, general manager, WSMB New Orleans; Cleve J. Brien, assistant manager and general sales manager, WNOE; James A. Noe Jr., president and general manager, WNOE; Mac Ward, news director, KNOE-TV Monroe, La., and WNOE disc jockey, Bill Taylor.

CBS Radio adds affiliates

Two stations, KXXX Colby, Kan., and KUEN Wenatchee, Wash., will become affiliates of CBS Radio on July 15.

KXXX, operated by Town and Farm Co., broadcasts at 790 kc with a power of 5 kw. KUEN, owned by KUEN Inc., operates on 900 kc with 1 kw. Both are daytime stations.

Media reports...

Concert on KHJ-TV ■ KHJ-TV Los Angeles will broadcast a two-hour concert from the Hollywood Bowl on Aug. 7, at 8:30-10:30 p.m., an all-Gershwin program which will be taped on July 27. The event follows last year's successful broadcast of an all-Tchaikovsky program from the bowl, when KHJ-TV provided the first TV coverage ever given one of the "Symphony Under the Stars" concerts (BROADCASTING, July 30, 1962). This year's concert will be sponsored by the Security First National Bank of Los Angeles, through Donahue & Coe. The same advertiser also picked up the \$30,000 tab for the first bowl telecast a year ago.

Joins CBS Radio ■ KXLR North Little Rock, Ark., joined CBS Radio July 1. The fulltime station, operated by Arkansas Broadcasting Co., is on 1150 kc with 5 kw day and 1 kw night.

CBS pay raises ■ CBS granted pay increases and other benefits for salary grade employees, effective last Monday (July 1). Depending on their classification, employees received raises ranging from \$3 to \$4.50 a week. Other gains: four weeks vacation after 20 years; a half-day off on Good Friday for employees requesting it, and straight-time hourly rate for time worked between 7½ and 8 hours on scheduled work days.

'Awareness '62' ■ WJXT(TV) Jacksonville, Fla., has published its fourth annual report on its offerings in the areas of news, cultural, public affairs and documentary programs. The station reportedly devoted 1,166 hours to this

INTERNATIONAL

Britain plans 2d commercial network

PARLIAMENT TOLD IT SHOULD BE AUTHORIZED IN '65; START IN '66

The government of the United Kingdom hopes to authorize a second commercial television network during 1965. It would go on the air in 1966. This was announced by Postmaster General Reginald Bevins during a debate in the House of Commons on the new television bill. Mr. Bevins said that in principle he entirely agreed that in the field of broadcasting no government had any right artificially to deprive the public of services when frequencies were available.

"On the whole I agree that the government and the [Independent Television] Authority should in the future do all they can, and certainly more than they have done in the past, to promote genuine competition in the field of commercial television."

The government intends to authorize a second commercial network as soon as it feels it could be a success.

A second commercial network will be authorized in 1965 if there aren't any insurmountable financial or other obstacles at the time, he added.

The postmaster general said that ITA needed reasonable time to prepare detailed plans for a second network. If the government gave the go-ahead now it is virtually certain that no new companies would enter the field. The most decisive factor is financial and that is why 13 of the 14 existing program companies are against a second network now.

Debate ■ Before Mr. Bevin's announcement of a target date for a second commercial TV network a Con-

servative member of Parliament had moved an amendment authorizing the postmaster general to allow ITA to set up a second network in such areas as the authority might decide not later than Oct. 1, 1965. The amendment was in effect a request for a second network to be started before October 1965.

Former Chancellor of the Exchequer Selwyn Lloyd was cheered by fellow Conservatives when he declared: "This medium of information and entertainment is so powerful that there should be maximum diversity. I want as many channels as possible as quickly as possible." There were great dangers that a single network could have too much power. It was like having a single newspaper, he added.

A Labor member said he wanted to

type of programing during 1962. The 24-page booklet entitled "Awareness '62" contains program descriptions in addition to 36 photographs to illustrate its contents.

Crosley to extend 90-minute live TV shows

Crosley Broadcasting Corp. is extending its 90-minute daily local live concept to WLWI(TV) Indianapolis in the fall. The *Don Melvoin* morning show will be patterned after the Ruth Lyons *50-50 Club* and the *Paul Dixon Show* on WLWT(TV) Cincinnati; the *Jimmy McClain Show* on WLWD(TV) Dayton, and the *Dean Miller Show* on WLWC(TV) Columbus, all Ohio.

Speaking at a three-day sales and program meeting of Crosley sales executives in Cincinnati, John T. Murphy, president of Crosley, and James D. Shouse, chairman of the board, restated their belief in the value of local live programing.

Also announced were documentaries planned by the special unit Crosley formed in 1962. Among these will be *Emergency Ward*, *Adoption*, *Citizen* and *The Two Faces of Gambling*.

QXR adds new affiliates

The QXR Network has announced six new affiliates—three of them in new markets, and three replacing former affiliates. Affiliates in new markets are WGKA-AM-FM Atlanta, WCRB-AM-FM Waltham (Boston), Mass., and KFML-AM-FM Denver. Replacing former affiliates are WQMG(FM) Greensboro, N.C., WBMJ(FM) Meriden, Conn. and WPBS (FM) Philadelphia.

see another commercial network but it was wrong to have one until lessons had been learned from the second BBC network.

Another amendment introduced by a Conservative was aimed at giving program companies which covered two areas a double reduction in liability to the levy on net advertising revenue. He pointed out that these companies had higher expenses because they had to have dual sets of offices and studios. He also mentioned that advertising revenue of the largest TV companies had fallen slightly while that of newspapers had increased.

Postmaster General Bevins said that inequalities had arisen not because of split franchises but for other reasons, and it seemed to him entirely reasonable that the authority should use its already existing powers to iron out these inequalities.

It was estimated that the collective profit of the big four companies after paying the levy [but before corporation

New!

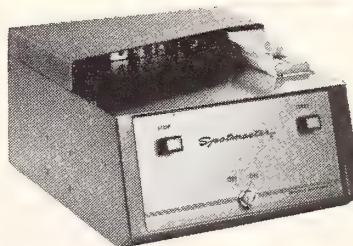
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DATELINE: Peru by Fernando Herrera

Just four years old, the infant TV industry holds great promise

The television industry in Peru is a relatively infant one. My station, Surperuana, channel 2, in Arequipa, is only four years old. There is a total of only 15 stations in Peru, with five in Lima. Our stations receive their revenues in much the same manner as in the U. S. with the exception of the government station in Lima.

In Arequipa, population 180,000, we have two stations and a developing competitive situation which I think is the key to better TV. There are perhaps 15,000 TV sets in Arequipa, but our viewers per set count is understandably higher because of the expense of owning a set in Peru. There are no networks although Surperuana does have an affiliation with channel 13, Pan-Americana-TV, in Lima.

Although our systems for televising programs are about the same, here the similarity ends. Our equipment is small by U. S. standards. For instance, at Surperuana-TV we operate with only one camera, hand-made by us from a number of different parts. Because there are no networks, all of our pro-

graming is local. But, like the U. S. stations, we find it is very expensive to do too much live programming. Consequently, we show films from 3 o'clock to midnight. Two hours of the day from April to December, (our school year), are devoted to educational shows. The station works with the educational leaders of the area in the production of these programs.

Nobody Even Talks About It ■ We, don't have the live weather programming that the U. S. has because our weather doesn't change enough to warrant devoting TV time to it. I am amazed at the equipment involved in U. S. weathercasts.

In Peru the top shows include *Perry Mason*, *Cheyenne*, *River Boat*, *Maverick*, *The Flintstones*, *Disneyland*, and *International Show Time*. These shows come to us already dubbed by companies in Mexico or Costa Rica. No dubbing is done in Peru.

One of the most amazing things about American TV is the precision with which it operates: programs and commercials are on and off with precision.

In Peru we lose a half of a minute here, a minute there, and by the time we should be signing off at midnight, we actually are five to ten minutes behind time.

We have much to learn from the American handling of commercials. Our commercials are four, five and six minutes in length plus 60-second spots during programs. I now realize this is too long. I hope upon my return to Peru to encourage restriction on the length of the commercials and perhaps make for better over-all television.

Until a few months ago. Surperuana tried to sell entire shows to sponsors, but recently we have started to sell minute spots to the various advertisers. Most of the commercials are made up in Lima and sent to Arequipa.

The biggest advertisers in Arequipa are soaps, detergents, toothpastes, and women's cosmetics, a mixture of American and Peruvian products. The American advertisers are leading brand names. For example in the field of cosmetics are found such advertisers as Helena Rubenstein, Max Factor, Pond's,

income tax was deducted] would be more than \$42 million in 1964-65. The amendment was withdrawn.

Tax Defended ■ At a previous day's debate on the new television bill Mr. Bevins said it was an utter absurdity to say that the government had the smallest wish to destroy the commercial network. He was defending the proposed levy on TV companies' net advertising revenue. He stressed that the levy would offer encouragement to the companies to carry on while at the same time protecting the taxpayers' interests. The clause in the bill giving effect to the levy and an amendment altering the original scales of the levy were passed without a vote. The amendment increased from \$3.5 million to \$4.2 million the revenue that is not subject to the levy. This means that a company would not pay any levy on the first \$4.2 million of net advertising revenue.

Speaking on the levy the postmaster-general said it was an attempt to correct a weakness in the 1954 Television Act [which established commercial television in Britain] which only manifested itself some years afterwards.

"This was, of course, the absence of any provision for economic rentals bearing a proper relationship to the value of the public concession enjoyed by the program contractors."

The increase in the amount not sub-

ject to the levy would help all companies, whatever their size. But the small companies would get the greatest benefit.

In the first full year the levy ought to produce \$47.6 million. Assuming that operating costs were then about \$9.8 million higher than in fiscal year 1962-63 the companies should be left with profits before tax of about \$42.6 million.

This figure allowed for net advertising revenue of \$197,680,000; income from program sales of approximately \$22,960,000; and costs of \$130,480,000 which included payments to ITA, plus the \$47.6 million levy, leaving a balance of approximately \$42.6 million. This balance would be subject to regular corporation income tax.

Fair Return ■ Mr. Bevins said that if any company believed it would lose money because of the levy it was not obliged to continue as a program contractor after 1964. A collective profit of more than \$42 million was a very fair return either in relation to turnover or capital used, he claimed.

Dealing with another criticism of the levy, that its top rate of 45% would cut larger companies' incentives, Mr. Bevins said that on the contrary they would have every incentive to earn higher revenues.

A third suggestion was that the new scale would so harshly affect the big

four companies that the smaller ones which used a lot of the big four network programs would be first in peril. That was incorrect, Mr. Bevins said, because it assumed falsely that the big four would no longer be able to produce enough network programs for sale. They would still have the resources to do so and since the levy would not apply to income from program sales the incentive to produce and sell programs to the smaller companies would be greater than at present, rather than less.

If this encouraged the smaller companies to produce more programs and get them networked so much the better. There would be more genuine competition between companies.

A Labor member said that over the past three or four years there had been a sickening growth of colossal profits within the television companies, particularly in the big four. At the same time they had been charged with bowing down to the devils of sex and crime, too many repeat programs and an undue percentage of American films.

A Conservative member said that if television standards were low the reason was that too much money had been made too easily.

Advisory Group ■ Another labor member proposed a new clause to the bill giving the postmaster-general power to establish a general advisory coun-

Fernando Herrera, commercial director of Surperuana-TV in Arequipa, Peru, currently is at WTRF-TV Wheeling, W. Va. He is the first Latin-American station representative to come to the U. S. as a result of the National Association of Broadcasters tour of Latin American in 1962. Robert Ferguson, vice president and general manager of WTRF-TV volunteered to accept Senor Herrera for an eight-month training period at WTRF-TV, with travel paid by the U. S. Information Services and living expenses in Wheeling paid by the station.



and Dorothy Grey.

Our largest local and also largest national advertiser is Products Victoria, makers of flour goods, crackers, candies, etc. Another large local advertiser is Electronica Peruana, S. A., a television set assembly plant in Arequipa, and the only one in Peru. Parts for the assembly line come imported while the furniture is made in Peru. This plant is the result of another Peruvian-American co-operative effort. Jack Dwyer, a long-time American resident of Arequipa, was the pioneering force for Electronica and also for Superuana.

Cost of an hour's commercial time

cil to advise him on the operation of the television acts. He said, "We should try to provide for the proper, orderly consideration of complaints, suggestions and proposals coming from the consuming public."

The postmaster-general said that while there was a good case for having an advisory council for ITA he did not think there was one for having such a body advising the postmaster-general.

So far no decision had been taken about an ITA advisory council but he expected that it would be made "within a month's time or so."

As to anxieties about television violence, the bill gave ITA power to create a code covering violence, especially in programs seen by young children.

The clause was rejected by 194 to 154.

Another clause was moved providing that at least 30% of TV films should be British. Labor M.P. Maurice Edelman said he was astonished at the patience with which the public watched old-fashioned films from America. It was appalling that they should put up with such rubbish, he said.

Assistant Postmaster-General Ray Mawby said ITA stated that about 40% of the films on the commercial network were British. In 1962 BBC-TV percentages were 65% American, 1% other foreign countries and 34% British. The clause was withdrawn.

on a station is approximately \$50.

In order to encourage more local advertisers to buy time, we plan to set up with channel 4 in Cuzco and channel 2 in Tacna a three-station package for advertisers.

The problems of the industry in Peru are rather obvious but not so easily solved. However, from my experience at WTRF-TV and the education I have received from TV in the U.S., I feel that I will be able to return home with suggestions, possible solutions and the knowledge to help my station and my country give a higher quality of service to our viewers.

Domestic radio sales increase in Canada

Canadian-made radio receiver sales were up and Canadian-made television receiver sales were down slightly from last year for the first four months of this year, according to figures of the Dominion Bureau of Statistics. Canadian-made radio receiver sales totaled 213,594 units in this year's January-April period compared with 190,518 in the same period last year. Major increase was in sales of automobile receivers from 94,720 last year to 115,102 this year.

Made-in-Canada television receiver sales totaled 118,474 units against 119,253 in last year's first four months.

Imports of radio receivers for the calendar year 1962 were 804,114 units, mostly transistorized sets. A total 16,364 TV receivers were imported in the year.

Labor unions oppose British television tax

Unions representing all occupations in British television lobbied Members of Parliament at the House of Commons when the report stage of the new television bill was reached. They urged members to oppose the bill on the grounds that the levy on net advertis-

ing will be a disaster to the commercial network.

Among the 16 unions which took part in the lobby are Equity, the Electrical Trades Union, the Association of Cinematograph and Television Technicians, the Musicians' Union, the Screenwriters' Guild, and the National Association of Theatrical and Kine Employees.

This was the first time all the entertainment unions have protested in union against the levy. The unions, which are linked in the Federation of Film and Television Unions, said that their protest was not made to protect the television companies but program standards which they fear will fall if the levy is imposed.

Abroad in brief...

Sales overseas ■ CBS Films has sold *The Defenders* in Panama, Saudi Arabia and Costa Rica to up its sales in foreign countries to 24.

CBC-TV adds morning programs ■ Regular morning programing will be seen for the first time on the Canadian Broadcasting Corp.'s national television network in October. CBC will telecast a number of educational programs from 10 to 11 a.m., then will start its afternoon programing at 2 p.m.

Dutch video tape ■ The Dutch Philips Co. reports development of a video tape recorder which employs 1-inch wide tape and a tape speed of 38 centimeters per second.

24-hour services renewed

Canadian Broadcasting Corp., has reactivated its radio network in both English and French on a 24-hour basis in the event of a national emergency. The 24-hour services were started a year ago, dropped in October, and started again on June 30, feeding music to maintain contact among stations when affiliated and some CBC stations are not on the air. At key stations the staff will be on duty around the clock. The CBC's unmanned low-power relay transmitters, about 100 across Canada, will be in operation on a 24-hour basis.

Ford grant to Nigeria

A \$420,000 grant to Nigeria Broadcasting Corp. was part of \$7,558,500 in grants and actions announced last week by the Ford Foundation for research, training and experimental programs on problems of population growth.

The Nigerian grant was described by the foundation as being "in continued support of its educational radio broadcasts to schools. The funds will be used for advisors, studio equipment and trucks."

Satellite television direct to home sets?

NASA'S JAFFE SAYS ITS POSSIBLE IN 12-20 YEARS

A communications satellite broadcasting directly to home receivers has been envisaged a decade or more in the future by a high U. S. space official.

Leonard Jaffe, director of communications systems, National Aeronautics and Space Administration, discussed space broadcasting in a speech July 3 to the First World Conference on World Peace Through Law held at Athens, Greece.

Speculating about a broadcast satellite retransmitting radio or television programs directly to the individual home receiver, Mr. Jaffe said that this kind of satellite is at least a decade in the future "and perhaps as much as 12-20 years."

The reasons, he said, involve power and stabilization of the satellite. "The battery-and-solar-cell type of power supply," he explained, "which we now use in the spacecraft limits the power output of the satellite transmitter to a few watts—10 watts at most. The problem of stabilizing the satellite in space limits us to moderately directional transmitting antennas on board the satellite. These two limitations dictate that our ground stations be as large, complex and costly as they are today.

"Obviously, the average home radio or TV receiver falls far short of any capability to receive usable signals from satellites as we know them today."

When the power capabilities of satellites are raised to "many kilowatts,"

when the satellite can be stabilized with enough precision to permit use of highly directional antennas and when such antennas can be erected in space, "only then can we begin to think seriously of a satellite to carry programs directly into individual homes," Mr. Jaffe declared.

Occasional Needs ■ Another uncertainty, he observed, is the "exact nature" of the requirement. Most of the needs for intercontinental broadcasting are only occasional today and can be met through the use of a common carrier satellite.

"On the other hand," he added, "there may be a very strong requirement for direct broadcast satellites to disseminate educational and cultural programs on a national, regional or subcontinent basis."

This is the second time Mr. Jaffe has referred to direct broadcasting from a communications satellite. Earlier this year, at a UN conference in Geneva

Digital TV is out of the 'talking' stage

If the FCC ever decides to take another look at the technical standards used in television, the resulting changes could very well make the present system look like the horse and buggy days.

One possibility which exemplifies the TV of the future is television by the numbers, or digital TV. This may permit more stations being assigned to the presently crowded VHF band.

A method of digital TV has been developed by Ball Brothers Research Laboratories Corp., Boulder, Colo., a subsidiary of the famous Muncie, Ind., glass jar maker. It has been manufactured and is in use today by U.S. military services.

The Ball Brothers' system uses 20 or more million "bits" per second on a standard video bandwidth. The regular system, referred to as "analog" by engineers (it flows along from beginning to end, as contrasted to digital which reports only separate items), is converted to bits at the transmitter. These are broadcasts using a pulse modulation transmission. The bits are reconverted into the regular system at the receiver and displayed on the receiver screen as usual. Devices to make these changes at the transmitter and receiver are, of course, required.

Advantages claimed for digitalizing:

- It may permit closer spacing of TV stations because the digital system reduces co-channel interference.

- It produces a better picture because pulse modulation is more resistant to man-made and natural interference.

- It improves picture quality in fringe areas because a receiver need only recognize a pulse, not the exact amplitudes as in the present system.

- Digital synchronization increases the vertical resolution of the picture (now one of the weak links in picture quality). An improved vertical resolution would improve the overall definition of the whole picture.

This last asset may be utilized soon. Ball Brothers is working on a system to incorporate this advance in present TV standards. As explained by Jack A. Rickel, Eastern manager of the laboratories, if digital techniques are applied to present synchronization methods, a major improvement in picture definition can result immediately.

Mr. Rickel also stressed the advantages of digitalized TV for relaying. Under present systems, relay stations are placed about 30 miles apart; with the digital system, towers could be 60-70 miles apart.

Eliminate Repetition ■ One of the potential benefits resulting from the use of pulse modulation, Mr. Rickel emphasized, is a significant reduction in bandwidth—through the use of a storage device to retain those portions of a TV picture which are static and do not change for significant periods of time. For example, in

a baseball game, the playing field and the stands do not change during the course of the game. Yet, each picture transmitted by TV cameras today repeats this scene over and over again.

If a method could be developed to "store" this static scene for the length of the program, the bandwidth required to accommodate all the information needed for a TV picture could be cut to one-twentieth of the present 4.5 mc.

Ball Brothers is working on this problem, Mr. Rickel acknowledged, and believes it has overcome some of the barriers toward a solution.

This same theory, of overcoming what engineers call redundancy, was discussed two years ago by William Coombs of the National Bureau of Standards' Boulder Laboratories in Colorado.

In a talk to the Washington chapter of the Institute of Radio Engineers, Mr. Coombs suggested that if a subject were sampled, only 5% of the scene would have to be transmitted. The remainder, being static, could be scanned once and stored (BROADCASTING, Feb. 20, 1961). This would mean, he explained, that the bandwidth could be reduced. Since the mode of transmission would be pulse modulation, however, the reduction in bandwidth would not be as great as it might appear from the smaller amount of information which must be transmitted.

Mr. Jaffe referred to studies on direct broadcasting by satellite to homes and the need for "tremendous energy" required to be radiated to accomplish this.

Among the few proponents of direct broadcasting is Robert P. Haviland, satellite and space engineer with the General Electric Co. He contends that direct broadcasting is possible, with enough power, a directional antenna and a synchronous satellite (BROADCASTING, Nov. 12, 1962).

Counterproposal to Sarnoff plan offered

A long-smouldering dispute on the future of American overseas communications systems has flared into the open and it may take a congressional hearing to reach a decision.

The focus of the controversy is Brigadier General David Sarnoff's suggestion last April that the Communications Satellite Corp. be authorized to buy out all international communications companies to become the U.S. "flag" carrier in the transoceanic communications field (BROADCASTING, June 3). The idea was broached by the RCA chairman in a letter to Comsat Chairman Leo D. Welch.

A counterproposal—that all international carriers in the "record" communications business be merged into a single company—was made last month by Harold S. Geneen, president of the International Telephone & Telegraph Corp. This essentially was in answer to General Sarnoff's proposal.

On June 27, General Sarnoff urged immediate congressional hearings in a letter to Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. The IT&T plan, General Sarnoff said, "would be a disservice to the public and an exercise in futility." He also challenged the inference in Mr. Geneen's note that RCA would be willing to sell its communications subsidiary (RCA Communications Inc.) to "a monopoly of international record carriers organized under IT&T leadership."

General Sarnoff seeks, he has said, to place Comsat on a revenue-producing basis. Mr. Geneen feels Comsat should continue as organized, a "carrier's carrier" (leasing its circuits to established or future carriers for overseas transmission; not to individual users).

Technical topics...

Catalogue available ■ A new AM-FM-TV and audio equipment catalogue is being made available to broadcasters by Gates Radio Co., Quincy, Ill.

VOA contract ■ A \$225,000 contract to design and manufacture a new 50 kw shortwave transmitter for the Voice of

Relay's record

The first six months of Relay I, placed in orbit late in 1962, have resulted in successful operations, the National Aeronautics and Space Administration said last week. Since early January the satellite, built for NASA by RCA, has been used for 85 public demonstrations, including 37 TV, 29 radio and facsimile, teletype and data transmissions. U. S. television networks used the space relay 22 times, including a color TV program received by American viewers. Eurovision, the European television network, has used Relay 15 times. In the last month it has been used by U. S. television networks to cover the President's trip to Europe, the death of Pope John XXIII, and the election of Pope Paul VI.

America network has been awarded to Continental Electronics Manufacturing Co., Dallas, by the U. S. Information Agency. Continental, a subsidiary of Ling-Temco-Vought Inc., won the contract for a total of six transmitters in competitive bidding.

Storer to distribute video tape recorder

Sales to broadcasters of products developed and manufactured by Machtronics Inc., Mountain View, Calif., were taken over today (July 8) by Storer Programs Inc., wholly owned subsidiary of Storer Broadcasting Co.

In making the announcement, Terry H. Lee, Storer vice president for business planning and development, said initial emphasis will be on the MVR 15, a 68-pound portable video tape recorder. Made specifically for television, Mr. Lee said Machtronics is adapting the unit to meet all broadcast requirements and make it available for fall schedules.

The new sales arm of the Storer organization will be headed by Hank Davis, Storer Programs Inc. marketing manager.

Network Use ■ Storer, which said MVR 15's had been ordered for its five stations (WITI-TV Milwaukee; WJBK-TV Detroit; WSPD-TV Toledo, Ohio; WAGA-TV Atlanta, and WJW-TV Cleveland), said interest in the unit has run high since NBC used it for the Gordon Cooper space shot.

Two units were used in ABC's recent



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coverage of the President's trip to Europe. Both NBC and ABC engineers report the portable reduces the number of places previously called "inaccessible."

The MVR 15, which was shown at the National Association of Broadcasters' convention in Chicago in April is a one-piece unit, completely transistorized and operates from a common wall socket using only 350 watts.

Mr. Lee said the portable will be demonstrated in key cities soon.

RUB-A-DUB-DUB

NBC finds soap and water is a good camera cleaner

Time was when the task of cleaning a television camera was considered to be equalled in delicacy only perhaps by a frontal lobotomy or splitting an atom.

Removing the dirt and grease accumulated on the cameras during the rigors of studio or mobile assignment required hours of dusting, wiping, brushing and applying blasts from a hand blower. The job was costly, time consuming, and not totally satisfactory.

It remained for William Trevarthen, NBC vice president, operations, to come up with the simple solution to the complex problem—dumping the cameras in soap and water, a process he had observed Tektronix Corp. using in cleaning test equipment. It worked.

At NBC's New York center of oper-

ations, a water trough was built, large enough to handle a camera or whatever else needed a bath, and there the equipment was sprayed with a hose powered by an ordinary compressor. To make things simpler, any brand of household detergent was found to be effective, except the sudsy kind. Suds cause bubbles which hide the fine parts.

The drying process requires 24 hours, with the cameras placed in a specially built cabinet heated to 140 degrees.

The whole washing and drying apparatus cost the network \$300, and NBC officials report a marked improvement in the quality of picture transmission. Engineers also say the new process makes repairs easier because the vari-colored wires, which come out of the "laundry" like new, are easily identified.

RCA sets new record in home instrument sales

Record sales of color television sets is June helped RCA to a new high in total home instrument dollar volume for the first half of 1963.

Total home instrument dollar volume in the first six months of the year increased 19% above the previous high set in the comparable period a year ago, W. W. Watts, group executive vice president and board chairman of RCA Sales Corp. announced.

In June, Mr. Watts said, color TV sales were 170% ahead of the same

month of 1962. They were 48% better than the last record month of September 1962, he added.

Sales of total home instruments by RCA were 46% above the previous June high in 1962 and 30% ahead of the former best month, also September 1962.

Raymond W. Saxon, president, RCA Sales Corp., predicted an "exceptionally good second half" in 1963 with distributor orders for color sets nearly double those of last year and orders for black-and-white units about 15% above the second half of 1962.

'STEP-UP-TO-COLOR' SET DeForest plans receiver that can be converted

American Television Inc., Chicago, maker of the DeForest line of television receivers, plans to introduce late this month a new black-and-white set which will be a "step up" model to color later by simply plugging in Motorola's new 23-inch rectangular color tube when it becomes available in the open market.

The new DeForest step-up set line would begin at about \$400, according to U. A. Sanabria, American Television president. His firm's full color line, introduced last year, has been selling 10-to-4 over monochrome in the Chicago area, he said.

Mr. Sanabria explained that the new step-up-to-color set will include complete color circuitry but will function with a normal 23-inch monochrome picture tube. Later when the Motorola tube is available, he said, the set will promptly convert to color for the price of a new Motorola color tube—about \$70-to-\$80 he estimated—plus about \$15 labor. The set will operate in monochrome from all three color signals, he said, not just the green.

American Television appeared to have placed itself upon record as the first potential customer for Motorola's new tube. Motorola has announced it is re-entering color and that its new 1964 line of color sets will include both standard RCA 21-inch 70-degree round picture tubes and Motorola's own new 23-inch 92-degree rectangular tube (BROADCASTING, July 1). The rectangular tube is 6 inches shorter than the round tube.

The Motorola tube design was offered to the manufacturing market earlier but it had no takers. Motorola's decision to use the tube itself has involved a \$4 million tooling-development investment in conjunction with National Video Corp., Chicago, which is producing the tube for Motorola. Full production on the new line will be underway by the end of the year. Motorola said it will take all the output at first.

Mr. Sanabria said American Televi-

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sion also will expand use of its cartridge power pack in the DeForest line of monochrome sets, a service-convenience feature which has been tested in the Milwaukee area for several years. All works but the picture tube are contained in one module which the set owner takes to his serviceman for repairs.

Mr. Sanabria said he hopes to set up a system for 24-hour repair service through key filling stations in metropolitan markets where the set owner may leave his TV cartridge for repair and pick up a "loaner" unit for the interim. American Television also is planning new manufacturing plants in San Diego and Puerto Rico and is negotiating with

Wilcox-Gay Corp. for eastern distribution.

RCA last week advised set manufacturers that it does not now plan to introduce a new color picture tube in the near future.

A spokesman for the company said that in November 1962, RCA informed manufacturers that the introduction of a 90-degree round color picture tube would be deferred for approximately nine to 15 months. The tube was originally scheduled to appear earlier this year.

The spokesman added that RCA will continue to produce the 70-degree round color picture tube.

FINANCIAL REPORTS

Competition reduces WJAR-TV net profit

The introduction of a third TV station in what had been the two-station Providence, R.I., market caused a drop in revenues for WJAR-TV that city, it was reported last week by the licensee, the Outlet Co., department store. The new station is WTEV(TV) New Bedford, Mass., whose new transmitter is about 20 miles from Providence. Providence also has WPRO-TV.

In its first quarter report ended April 27, the Outlet Co. showed revenues from broadcasting, less expenses, and other revenues from service charges and miscellaneous sources as \$432,406. This compares with \$646,501 in the previous year's period. At the June 27 meeting of the board of directors, a dividend of 25 cents a share was declared; payable Aug. 1 to stockholders of record July 19.

Three months ended April 27:

	1963	1962
Earned per share	\$ 0.25	0.48
Retail sales	3,619,932	3,565,191
Revenues from broadcasting, less expenses; service charges and other miscellaneous sources	432,406	646,501
Total Revenues	4,052,338	4,211,692
Cost of goods sold and operating expenses	3,789,408	3,712,685
Earnings	262,930	499,007
Federal taxes	138,400	259,933
Net earnings	124,530	239,074

Nielsen reports its earnings are up

Contending that congressional inquiries into ratings services had no material effect on its business for the latest quarter or for the year to date, A. C. Nielsen Co. announced last week a dividend increase from 15 cents to 17½ cents a share of common stock.

The dividend is payable Aug. 1 to stockholders of record July 12. The increase reflects a 13% rise in revenues

for the nine months ending May 31 as compared to a similar period last (\$29,575,945 to \$33,448,783).

Nine months ended May 31:

	1963	1962
Earned per share on 1,710,000 shares outstanding at 5/31/63	\$ 1.34	1.24
Revenues	33,448,783.00	29,575,945.00
Profit before taxes	5,641,661.00	4,691,004.00
Federal and foreign income taxes	3,342,496.00	2,566,475.00
Net income	2,299,165.00	2,124,529.00

NTA seeks drop from AMEX

National Telefilm Associates, Los Angeles, has asked permission to be delisted from the American Stock Exchange. The Securities & Exchange Commission, in a routine procedure, gave interested parties time to ask for a hearing.

Six months ended March 31:

	1963	1962
Operating profit	\$302,000	\$...
Amortization	913,000	
Loss	611,000	8,189,000*

*Includes special inventory writeoff of \$5.5 million.

RKO shows net increase

RKO General Inc. and subsidiaries had a net income of \$3,425,624 for the six months ended May 31, General Tire & Rubber Co., parent company of RKO General, has reported in announcing its financial figures for the fiscal half year. For the comparable six months in 1962, RKO General's net income was \$2,436,248. General Tire reported net sales of \$476,186,707 and income of \$14,504,653 (84 cents a share) compared to \$432,751,400 and \$11,720,164 (68 cents a share) respectively, for the same period in 1962.

Adler wants AMEX listing

Ben Adler, president of Adler Electronics Inc., New Rochelle, N. Y., announced last week that the company will apply for listing on the American Stock Exchange. The company stock is currently traded over the counter.

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NAACP to pass radio-TV-film resolutions

SPOKESMAN SAYS NOW IS TIME FOR ACTION, NOT TALK

"Very firm and strong" resolutions against all racial discrimination in the broadcasting and film production fields were expected to be adopted Saturday at the close of the annual convention of the National Association for the Advancement of Colored People in Chicago. The resolutions were expected to cover both employment and programming.

Prediction of the action was made earlier in the week by Herbert Hill, national labor secretary of the NAACP. He said that after 25 years of on-and-off negotiations the Negro has heard enough talk and that "at this convention we are planning action."

Hint of the impending demands had come earlier with disclosure that the staff of the FCC is studying the subject to determine whether the commission can act against stations that discriminate in hiring practices and possibly in programming (BROADCASTING, July 1).

Hobart Taylor Jr., executive vice chairman of the President's Committee for Equal Employment Opportunity, a Tuesday speaker, was asked if he already has had or expects to have talks with FCC Chairman E. William Henry about the problem. He declined a direct answer but admitted, "I have been reflecting on that." Mr. Henry, who is close to Attorney General Robert F. Kennedy, is known to be interested in the subject.

Possible Actions ■ What actions might NAACP members take with respect to radio-TV? Mr. Hill, who said he doesn't like the word "boycott," said that initially the organization probably would call for mass "selective buying" campaigns against broadcast sponsors but that eventually "sit-in" demonstrations might be ordered in network and

station studios.

Mr. Hill said that regional and local NAACP leaders were to meet in closed sessions with organization officials on Friday to discuss policy for implementing the resolutions expected the next day at the final formal membership meeting. "We wish to negotiate first," Mr. Hill explained, "but we won't be party to interminable postponements. We mean business this time."

Contrary to earlier expectations, broadcasting did not receive any attention during the Tuesday open meeting on labor practices. Speakers and delegates devoted themselves to more general and broad civil rights issues. Mr. Hill strongly criticized government officials and agencies for their do-little policies.

Edward N. Hodges III, executive director of the Michigan Fair Employment Practices Commission, in his talk before the Tuesday meeting included advertising agencies and radio-TV stations among those industries where Negroes will find potential employment in the next decade. But they will have to be trained and prepared for such jobs, he said.

Later Mr. Hodges said his state agency has received only four or five complaints about discrimination against Negroes in the advertising field in the past several years. All were resolved successfully, he said. No case has arisen which involved radio or TV, Mr. Hodges said.

'Token' Employment ■ Mr. Hill said there is only "token" employment of Negroes in broadcasting apart from Negro-oriented stations. He said the best situation is in New York, "but still token," followed by Chicago.

The NAACP labor secretary said he

is returning to Hollywood July 18 for meetings with representatives of the movie and TV film production industries and the craft unions. He said the Negro's quarrel is with the "lily white" craft unions and not the performing unions. Local mass protest actions will follow quickly if the sessions stall, he indicated.

In programming and commercials the Negro is treated like the "invisible man," Mr. Hill charged. He said producers are guilty of "artistic dishonesty" and "social irresponsibility" for false depiction of the Negro as a citizen and individual.

He used a motion picture, "The Longest Day," to illustrate his point, however. Mr. Hill said that during the World War II invasion of Normandy there were 1,700 Negroes hitting the beaches, not counting the thousands more working behind them in support missions. Yet, he said, "not one Negro is depicted in the film."

KNXT(TV) expands hour news show to 90 minutes

Expansion of news coverage by CBS-owned television stations continued last week with announcement by KNXT(TV) Los Angeles that it was increasing its weeknight *The Big News* program from 60 minutes to 90 minutes, effective Monday Sept. 2 (6-7:30 local time). The program will combine an hour of local, state, and national news with the new half-hour network offering, *CBS Evening News with Walter Cronkite* from 7 to 7:30 p.m.

Earlier, another CBS-owned station, WCBS-TV New York, announced establishment of its own news staff independent of the network (BROADCASTING, June 10), and shortly thereafter, the five CBS-owned stations disclosed plans for operation of a Washington news bureau, also to function independent of network coverage and for the benefit of the five CBS-owned stations only (BROADCASTING, June 24).

SAG gets increased minimum rate schedule

Increased minimum scales for actors employed in several TV series made with electronic cameras on short shooting schedules have been negotiated by the Screen Actors Guild. Contracts signed with Tido Inc. (Don Feddersen) and Emmy Productions call for minimum program fee of \$165 (instead of \$100) for a player employed for one day and speaking more than five lines. Overtime on this one-day contract is figured at a straight time for the ninth and tenth hours and double time there-

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after. For a player with less than five lines the fee is \$100 a day. SAG defines a line as consisting of not more than 10 words. All actors employed for two days or more will be paid a minimum of the regular day player rate of \$100 a day.

When an actor is guaranteed employment for two or more consecutive days for work on "strip" programs or for performances in more than one program, he will receive from \$320 for two days to \$615 for five days. For network reruns the actor is to get a total of 320% of minimum residuals, paid at the rate of 75% each for the second and third runs, 50% each for the fourth, fifth and sixth runs, 10% for the seventh and 5% each for the eighth and ninth runs. Residuals for syndication reruns are based on the percentages stipulated in the SAG television agreement.

Information show added to CBS Saturday lineup

Next fall's lineup of Saturday morning children's programming on CBS-TV was announced last week with the addition of two cartoon series and an informational program leading the list of changes.

Details of the new half-hour information series which will be produced by the public affairs department of CBS News, have not been released.

Placement of the two new cartoon series *Quick Draw McGraw* and *Tennessee Tuxedo* between *The Alvin Show* and *Mighty Mouse Playhouse* gives the network a two-hour block of cartoons.

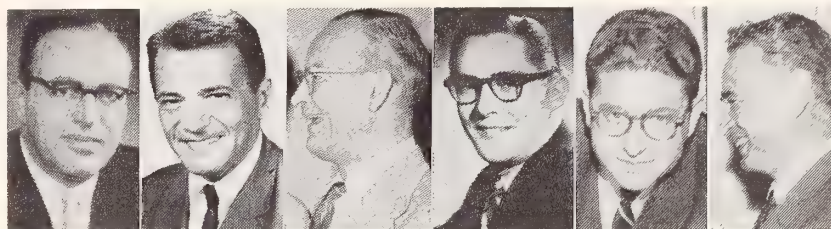
The complete Saturday morning schedule: *Captain Kangaroo*, 8-9; *The Alvin Show*, 9-9:30; *Quick Draw McGraw*, 9:30-10; *Tennessee Tuxedo*, 10-10:30; *Mighty Mouse Playhouse*, 10:30-11; *Rin Tin Tin*, 11-11:30; *The Roy Rogers Show*, 11:30-noon; *Sky King*, noon-12:30 and the new children's educational series, 12:30-1.

Susskind's 'Open End' headed for WPIX(TV)

David Susskind's *Open End* discussion program, which was discontinued on the Metropolitan Broadcasting television stations last May, reportedly will be carried by WPIX-TV New York beginning next fall. A New York outlet is considered "vital" to the program's continuance.

A spokesman for WPIX confirmed that negotiations were in progress with Mr. Susskind and said it was likely the taped show would come to the station next season, probably in a Sunday night time period.

The controversy between Mr. Susskind and Metropolitan Television had



Mr. Reed Mr. Firestone Mr. Schwimmer Mr. Liebenguth Mr. Seidelman Mr. Kotler

A rerun of the syndicators

In the article on option time in BROADCASTING, July 1, identifications of the syndicators' pictures were transposed. Pictured were Seymour Reed, president, Official Films; Len Firestone, vice president and general manager, Four Star Distribution

Corp.; Walter Schwimmer, president, Walter Schwimmer Inc.; Jacques Liebenguth, sales manager, Storer Program Sales; Robert Seidelman, vice president, syndication, Screen Gems, and Joseph Kotler, vice president, Warner Bros. TV division.

arisen over contested control of subject matter, guests and format of the program (BROADCASTING, May 6). It had been produced at Metropolitan's WNEW-TV studios in New York.

Commenting on control of the program, the WPIX official said "we feel the basis of *Open End* is in its freedom of expression. We have great respect for Mr. Susskind's judgment." A representative of Mr. Susskind's production

company, Talent Associates-Paramount Ltd., said the producer was negotiating for "a long range association of more than one year in any case."

Further production plans of Mr. Susskind came to light last week when it was announced that he has already taped the first play of a projected *Command Performance* series which will showcase the works of modern playwrights. The first production is of

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DELTA

the air line with the **BIG JETS**

Edward Albee's "American Dream." As projected the series would consist of 26 plays by such authors as Berthold Brecht, Harold Pinter, Thornton Wilder and Arthur Miller. Videotape Center Inc., whose facilities will be used in production of the plays, has joined Talent Associates-Paramount in a 50-50 partnership backing the venture. As planned, the video plays would cost an average of \$65,000 each.

Mr. Susskind reportedly feels that the end of network option time and the consequent possibility of new openings for syndicated product, merit further efforts in "quality production."

NBC-TV 'balances' its Saturday kids' schedule

NBC-TV's lineup of Saturday morning and early afternoon children's programs for the 1963-64 season has been revised with "emphasis on balance," according to a network announcement.

The 9:30 a.m.-2 p.m. block of children's fare consists of adventure, comedy, fantasy and information programs ranging in presentation technique from puppets to live action. Over 50% of these shows will be color-cast.

The Saturday morning schedule: *The Ruff 'n' Reddy Show*, 9:30-10 a.m.; *The Hector Heathcote Show*, 10-10:30; *Fireball XL-5*, 10:30-11; *Dennis the Menace*, 11-11:30; *Fury*, 11:30-noon.

Sergeant Preston of the Yukon, noon-12:30 p.m.; *The Bullwinkle Show*, 12:30-1, and *Exploring*, 1-2.

Film sales . . .

Rifleman (Four Star): Sold to WBIR-TV Knoxville, Tenn.; KORK-TV Las Vegas; KOLN-TV Lincoln, Neb.; WAVY-TV Norfolk-Portsmouth-Newport News, Va.; WLOS-TV Asheville, N. C.; KTVH-TV Hutchinson-Wichita, KTVG-TV Ensign, KAYS-TV Hays, KLOE-TV Goodland, all Kansas; KOCO-TV Enid, Okla.; KVAL-TV Eugene, Ore.; KOLD-TV Tucson, Ariz.; KNTV-TV San Jose, Calif.; WSPD-TV Toledo, Ohio. Now sold in 52 markets.

The Lone Ranger (Telesynd): Sold to WRAL-TV Raleigh, N. C.; WLBZ-TV Bangor, Me.; WHBF-TV Rock Island, Ill.; KVOO-TV Tulsa, Okla.; WISC-TV Madison, Wis.; KTHV-TV Little Rock, Ark.; KLFY-TV Lafayette, La. and KOTA-TV Rapid City, S. D. Now sold in 95 markets.

Program notes . . .

Civil rights editorial ■ WINS New York presented a documentary editorial on civil rights, narrated by Mark Olds, general manager of the station, on July 4 (11:30 p.m.-12 midnight). *The Unfinished American Revolution* was repeated on July 7 and will be broadcast again July 14. The voice of President

Will radio soap operas make a comeback?

There's some sales kick left in the memory of the radio soap opera, a number of radio stations are finding in playing the 58-second soap opera spoofs prepared by Mark Century, New York, radio programing service.

The "soap opera" produced by Mark Century is a series of whimsical sketches under the umbrella title of *Papa's General Store*.

Stations can sell the series to local advertisers. Mark Century reports that of the 41 stations, which now subscribe to its "Radio A La Carte" service, about half have advertisers on the soaps.

Thirty segments are sent to the stations each month on the premise that each station will play a segment per day. But, according to Mark Century, a number of stations have stepped up their play to two a day because of sponsor acceptance.

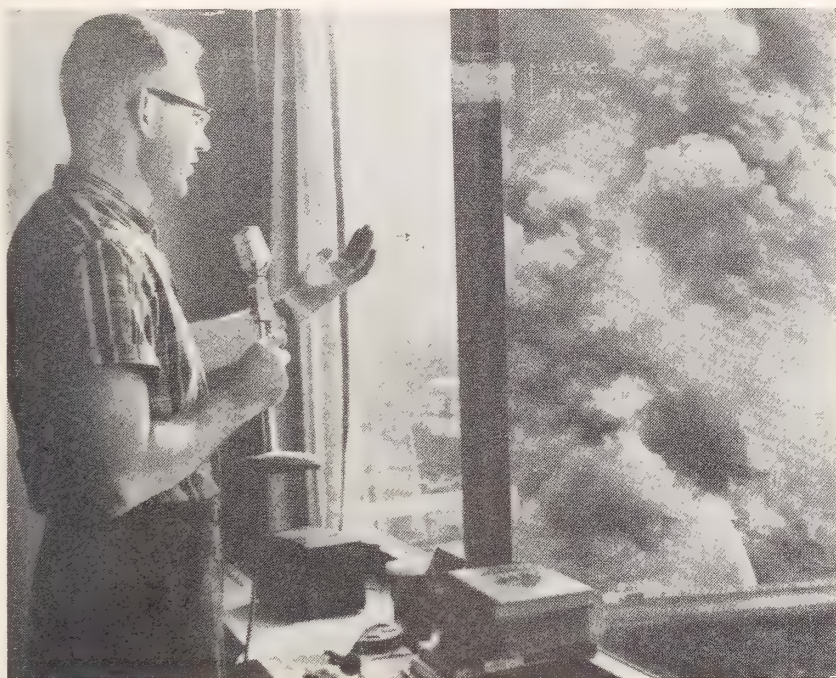
The first batch of 30 comic soap sketches was sent to station subscribers in May, followed by another 30 in June. Some stations, under prodding of advertiser interest,

got all 60 at once to permit the twice-a-day scheduling.

Nostalgic Humor ■ The series great success is keyed particularly to the nostalgia, albeit in a ludicrous format, of radio's heyday in the soap opera (daily "dramatic" serials often staples of the soap advertisers).

A reading of a few scripts points up such openings as this: "Annrc: It's time for *Papa's General Store*, the unusual story about the Fern Family . . . The heartwarming saga of a small town and the small people who live in it. Music: Up Briefly." An ending, after various questions of Will Mama Fern catch Freddy Fern? etc., goes like this: "Tune in tomorrow for our next episode which asks the question . . . If the cliffs of Dover are white, will little boy blue?"

Notes Mark Century: It hopes to see a soap company or a chain selling soaps buy the spoofs in several markets. The producer of the spoofs says this would be a "natural" in the radio business as housewives still remember the old soap operas.



WPDQ finds fires no trouble to report

Chuck Dent, WPDQ Jacksonville, Fla., newsman reports on a \$60,000 warehouse fire as seen from the 13th floor office window of the station's

news director, Ed Grant. Two other blazes at a hotel and a glass company were reported from the same window in a one-month period.

Kennedy is juxtaposed with recordings of racial incidents in New York and elsewhere during the program.

Wanted: homes ■ A 13-minute film on the plight of hundreds of homeless children, titled *A Child Waits*, had its initial showing yesterday (July 7) on WNBC-TV New York (9-9:15 a.m.). It will be offered to TV stations and community organizations throughout the country. It was produced by Harvest Films Inc. for the Federation of Protestant Welfare Agencies, whose children's agencies are seeking adoptive or foster boarding homes for these youngsters.

Series adds stations ■ *Boating Tips*, a series of 45-second radio programs produced by Alan Sands Productions, New York, has been purchased by WHDH Boston; WMEG Eau Gallie, Fla., and WNAV Annapolis, Md.

Music to sip juleps by ■ SESAC Inc., New York, is syndicating two music series designed for summer listening. *Summer Serenade*, a package of 10 LP albums featuring symphony and pops orchestras, and *The Cool Hot Summer*, 10 LP's consisting of dance music, are each available for \$19.95.

TV's 'Golden Tee' ■ CBS Films has been appointed to handle domestic syn-

dication of *The Golden Tee*, a 90-minute color special on the finer points of playing golf. The program is being produced by Jack Douglas.

'Hawk-Eye' pilot planned

United Artists Television and Coco Inc. have announced plans for joint production of a one-hour TV film series for the 1964-65 season.

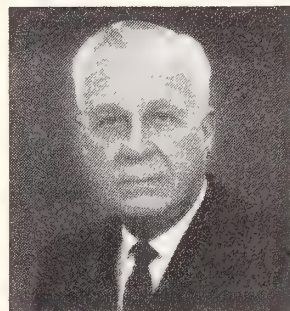
The pilot production, called *Hawk-Eye Inc.*, takes its theme material from the adventures of a traveling documentary crew. Julian Claman will write and produce the show and David Oppenheim, originator of the series idea, will be associate producer.

'Heritage' available

The Golden West Broadcasters, Los Angeles, is distributing a long-playing recording containing 23 features from its *Heritage* series. The programs are "restatements of the basic principles that have made America the stronghold of freedom." The recording is available to all stations requesting it. The series was originated by Golden West's KMPC Los Angeles, and has been broadcast on other Golden West stations: KSFO San Francisco, KEX Portland and KVI Seattle.

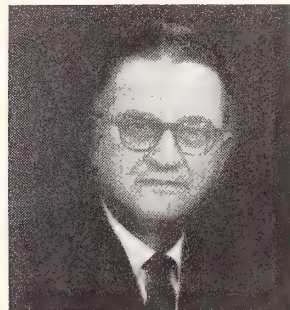
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BROADCAST ADVERTISING

Charles A. Pratt, director of advertising and public relations for Alberto-Culver Co., Melrose Park, Ill., elected VP of company. **Gus S. Kass**, technical director, and **Philip H. Weldon**, director of sales for beauty division, were also elected Alberto-Culver VP's. Mr. Pratt, former account executive with NBC-TV network, joined A-C 3½ years ago. Mr. Kass, former VP of Lanolin-Plus, also joined Alberto-Culver 3½ years ago. Mr. Weldon has been in charge of firm's beauty division since 1960 and was previously VP and sales manager of Halliwell Inc.



Mr. Pratt

Herbert G. Drake, senior VP, account group head and member of board of directors of Ted Bates & Co., New York, joins San Francisco office of N. W. Ayer & Son, with responsibilities for account services and development.

Fred E. Phillips, former executive with Klau-Van Pietersom-Dunlap, joins recently formed Milwaukee advertising agency of Cooper, Strock & Scannell

(FATES & FORTUNES, June 24) as VP and account group manager. Other K-VP-D executives joining Cooper, Strock & Scannell are **Herbert E. Grayson**, VP in charge of merchandising and promotion; **St. Clair O. Dixon**, production director; and **Cecil M. Hunt**, account executive.

George Sapin, account supervisor in Boston office of Fuller & Smith & Ross, elected vice president. Mr. Sapin supervises Raytheon account.

Hal Dickens, account supervisor on Coca-Cola Co. account at McCann-Erickson, resigns to join Grant Adv. as VP and account supervisor. Mr. Dickens will be responsible for supervision of Dr. Pepper Co. account through Chicago, Dallas and other Grant offices.

Harry N. D. Fisher joins Stemmler, Bartram, Tsakis & Payne Inc., St. Louis, as vice president in charge of public relations division.

Norman A. Topper, secretary of Mervin and Jesse Levine Inc., New York, elected VP in charge of administration and media director. Mr. Topper joined agency in 1955.



Mr. Schmunk

John R. Schmunk joins creative and planning staff of Meermans Inc., Cleveland advertising agency, as VP.

Blake Johnson joins Geyer, Morey, Ballard, New York, as radio-TV producer. Mr. Johnson was formerly with Kenyon & Eckhardt. **Gilbert S. McKean**, former merchandise manager of RCA Victor records division, joins agency as copywriter. **Boleslaw Czernysz**, art director at Young & Rubicam, joins GMB as art director. **John P. B. Hood**, formerly with Arch Nadler Associates in advertising and sales promotion, named copy-contact executive.

William H. Ohle, **Martin H. Snitzer** and **Harold G. Fillson** elected vice presidents of Leo Burnett Co., Chicago. Messrs. Ohle and Snitzer are account supervisors, and Mr. Tilson is media department manager.

Robert K. Morrison, **John C. Ryan**, and **C. Arthur Stangby** elected VP's of Ted Bates & Co. Mr. Morrison joins Bates as associate research director after having served as research group head until 1962 when he left agency. Mr. Ryan has been with Bates since 1957, and is director of economics and statistics division. Mr. Stangby is account

executive who joined Bates in 1960 after serving as media manager of S. C. Johnson & Son.

Walter B. McQuillan, account executive with Radio Advertising Bureau since 1960, named to newly created post of sales administration manager.

Baxter Finley, account executive with Warwick & Legler, joins account management staff of Geyer, Morey, Ballard, Los Angeles.



Mr. White

Robert F. White, assistant treasurer of J. Walter Thompson, New York, elected treasurer. **Walter L. Herman**, also assistant treasurer, elected to new post of comptroller. Mr. White has been with agency since 1921. Mr. Herman joined J. Walter Thompson in 1959.

Robert H. Savage, **John H. Porter** and **Carl Sautter** elected VP's of Ogilvy, Benson & Mather, New York. Messrs. Savage and Porter are account supervisors, and Mr. Sautter is account and copy supervisor.

Henry Zon, associated since 1959 with Maurer, Fleisher & Associates, Washington advertising and PR firm, elected VP. At same time, firm has changed its name to Maurer, Fleisher, Zon & Associates.

Dr. Jack J. Goodman appointed director of research and development for Nox-zema Chemical Co., Baltimore, Md. Mr. Goodman joined Nox-zema last January and will be responsible for coordination for all laboratory research and quality control. He was formerly associated with E. R. Squibb and Sons, S. B. Penick and Co. and Toni Co. where he was responsible for activities in areas of research and evaluation of processes and products.



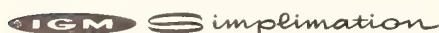
Mr. Goodman

Frank Howlett and **Louis Spino**, assistant media directors for broadcast and print buying respectively at Lennen & Newell, New York, appointed associate media directors responsible for media



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planning, development and contact for specific accounts. **Robert Kelly**, senior broadcast buyer at L&N, and **Ernst Moeller**, senior print buyer, appointed assistant media directors of agency.



Mr. Kotowski



Mr. Rushton

Leonard Kotowski and **Edmund F. Rushton** elected VP's of D. P. Brother & Co., Detroit. Mr. Kotowski joined agency in 1960 and is creative supervisor on Oldsmobile account. Mr. Rushton joined Brother in 1954 and is creative supervisor on AC Spark Plug account.

Stephen M. Vengrove, copywriter at Fred Wittner & Co., New York, joins Needham & Grohmann, that city, in similar capacity.

Bruce E. Goldman, formerly of Young & Rubicam, joins creative staff of McCann-Marschalk, New York.

THE MEDIA

Charles R. Kinney, VP handling sales and administrative assignments at Peters, Griffin, Woodward, New York, elected VP for West Coast with offices in Los Angeles. Mr. Kinney served with radio and TV stations in Ohio and Pennsylvania in sales and management posts before joining PGW eight years ago.



Mr. Kinney

Henry O. Nybo, regional account executive at KSJB Jamestown, N. D., promoted to general manager. **Deano Day** appointed KSJB program director.

Ron Strother, assistant manager of KYOR Blythe, Calif., appointed general manager of KROP Brawley-El Centro, Calif. Both stations are owned by Southern California Group.

Larry Mazursky, assistant general manager of KWKW Pasadena, Calif., named national sales manager of this all-Spanish language station.

John T. Papas joins Spot Time Sales, Chicago, as account executive. Mr. Papas was formerly on sales staff of WJJD Chicago.

Richard N. Burns and **Anthony G. O'Malley** appointed assistant directors of new business affairs-sales unit, CBS-

Martin named CBA chief

Jerry Fitch, vice president and general manager of KGLN Glenwood Springs, elected president of Colorado Broadcasters Association, succeeding **Bob Martin**, president and general manager of KMOR Littleton. **Ralph Atlass**, president and general manager of KIUP Durango, was named president-elect of association, and **Paul Blue**, assistant to president of KLZ-AM-FM-TV Denver, secretary-treasurer. Executive secretary is **Isabell L. Prien**.

TV. Unit is designed to consolidate contract functions formerly divided between network sales and business affairs. **Bernard S. Krause**, director of business affairs, will supervise new unit. Mr. Burns served as director of contracts and assistant business manager prior to his new post. Mr. O'Malley was manager-sales agreements for business affairs.

Merryle S. Rukeyser Jr., director of program publicity for NBC press department, named director, press and publicity. His appointment follows resignation of **Ellis O. Moore**, VP, press and publicity, over differences in policy. Mr. Rukeyser joined department in 1958 as staff writer and had been with Young & Rubicam, Albany (N. Y.) *Times-Union* and International News Service before that. Mr. Moore joined department in 1952, became director two years later. He was elected VP in December of last year.

George L. Sansbury, senior member of production staff of WBTW(TV) Florence, S. C., moves to station's sales department as sales representative working in North and South Carolina. **Woody L. Durham** joins WBTW's announcing staff, replacing **Jim Player**, who resigned.



Mr. Allen

Peter R. Allen, sales executive in Blair Radio's New York office, named manager of organization's Detroit office, succeeding **Charles Fritz**, recently appointed general manager of ABC-owned WXYZ Detroit (FATES & FORTUNES, July 1). Mr. Allen, who joined Blair in July 1960, is former salesman for WXYZ-TV and account executive with D. A. Marks advertising agency.

Mel Noe, member of KNXT(TV) Los Angeles engineering department, named

engineer-in-charge. Mr. Noe has been with CBS since 1937 and with CBS-owned KNXT for past two years.

Edwin A. Pamcoast Jr., former secretary of The Bolling Co. and recently on sales staff of WFTL Fort Lauderdale, Fla., joins sales staff of WLOD, that city.

George Andrick, commercial manager of WSAZ-TV Huntington, W. Va., elected president of Sales and Marketing Executives Club of Huntington.

Manny Sternfeld, administrator of sales pricing and financial evaluation for NBC-TV network, appointed business manager of WRC-AM-FM-TV Washington, NBC-owned stations. Mr. Sternfeld joined NBC

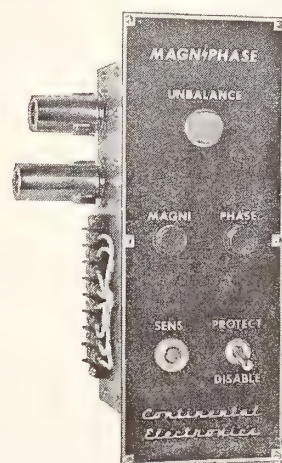


Mr. Sternfeld

in February 1957 as financial analyst for WNBC-AM-FM-TV New York. He was appointed manager of accounting for stations in 1959, and business manager for NBC-TV's unit managers in 1960.

Dan Shannon, operations manager of KING-FM Seattle, named program director of KING, succeeding **Pat O'Halloran**, who resigned as operations manager to become national sales manager

MAGNIPHASE



MAGNIPHASE — protects antenna system from damage caused by static discharge or transmission line faults.

MAGNIPHASE — will instantaneously squelch transmitter output, preventing arc from being sustained by RF energy. Immediately self-restoring, transmitter interruption goes unnoticed on the air.

Continental Electronics

PRODUCTS COMPANY
BOX 5024 • DALLAS 22, TEXAS • TELEX CEPCO
LTV Subsidiary of Ling-Temco-Vought, Inc.

of KBOI-AM-FM Boise, Idaho. **James F. Wilke**, KING-FM music director-announcer, succeeds Mr. Shannon as FM outlet's operations manager.

Al Becker, producer-director at WMSB(TV) East Lansing, Mich., joins WHYY-TV Wilmington, Del., as production manager. Both are ETV outlets.



Mr. Grill

Jay Grill, general sales manager of KOGO-TV San Diego, Calif., assumes added duties as station manager. Mr. Grill, formerly of KGO-TV San Francisco, moved to KOGO-TV in 1954 as sales manager. Prior to joining KGO-TV he was partner in TV production company of Grill & Fenton; partner in West Coast advertising firm of Byrne & Grill, and sales manager of San Francisco lumber firm and well-known musician.

Paul Heyn, with WBBM Chicago since 1942 and supervisor of operations since 1953, promoted to chief engineer. Mr. Heyn succeeds **William P. Fligel**, a 30-year veteran with CBS in Chicago, who retires for health reasons.

Ralph Trieger, for five years media director and account executive at R. Jack Scott Adv., Chicago, joins WIND, that city, as national sales coordinator and research director. Earlier Mr. Trieger had been advertising manager for H-A Hair Arranger and sales promotion manager at WBBM-TV Chicago.



Mr. Trieger

Dorothy Mugford, formerly of WNEP-TV Scranton, Pa., named to public relations division of Miami Valley Broadcasting Corp. (Cox stations), with headquarters temporarily at 107 N. Welles Ave., Kingston, Pa.

Box named PR chairman



Mr. Box

John F. Box Jr., executive VP and general manager of WIL St. Louis, named chairman of 1963-64 radio public relations committee of National Association of Broadcasters. Other members of committee are **Carleton D. Brown**, WTVL Waterville, Me.; **Kenneth R. Giddens**, WKRG Mobile, Ala.; **John R. Henzel**, WHDL Olean, N. Y.; **Rex G. Howell**, KREX Grand Junction, Colo.; **Jack W. Lee**, WPRO Providence, R. I.; **Robert T. Mason**, WMRN Marion, Ohio; **Lloyd C. Sigmon**, KMPC Los Angeles; and **Lester G. Spencer**, WKBV Richmond, Ind.

Charles D. Walker Jr., business office manager of ABC-TV network film department, appointed assistant to Frank G. Ralston, director of network's film department. **Marcellette Wade** replaces Mr. Walker as business office manager.

Arnold Rabin, former producer-writer for NBC and chief of English language TV services for United Nations, appointed administrator of special projects for WNDT-TV Newark-New York.

Martin Morgan, member of announcing staff of WLOS-TV Asheville, N. C., promoted to chief announcer.

Margie Huguet, member of WISN-TV Milwaukee sales service staff since 1961, named manager of sales service department, succeeding **B. J. Rafenstein**, who resigned.

Kelly Burnett joins KOOL-AM-FM Phoenix, Ariz., as disc jockey.

PROGRAMING

Joseph E. D'Imperio, senior counsel for RCA Victor Records, New York, elected divisional VP in charge of business affairs, succeeding **William W. Bullock**, VP, who retired. Mr. D'Imperio joined RCA in November 1955. Mr. D'Imperio was assigned as full-time attorney in May 1957 and became division's senior counsel in June 1960.



Mr. D'Imperio

Norman Grant, director of color coordination for NBC, will resign position July 31 to become president of Tele-Color Inc. Tele-Color is newly formed company of specialists acting as consultants on color TV and as producers of color TV programs. For past 12 years Mr. Grant has been with NBC as producer, network art director, director of operation control and planning and RCA-NBC liaison man on all aspects of color quality control. Prior to joining NBC he headed radio-TV department of Western Adv., Agency, Chicago.

Ellis Shook, production manager of WTTG(TV), elected president of Washington chapter of Academy of Television Arts and Sciences. He succeeds **Jim Silman**. Other officers elected are **Lewis Shollenberger**, director of special events for ABC News, first VP; **John Batchelder**, air personality at WMAL-AM-FM-TV Washington, second VP; and **Rhoda Raider**, radio-TV director of Alvin Raider Adv., Washington, secretary-treasurer.



Mr. Franklin

Tom Franklin, on-the-air editor of *Executive Wire*, a new five-minute daily business and financial news program on KFI Los Angeles, appointed western manager, with headquarters in Los Angeles, of National Television News, a Detroit-based organization which sends free newsfilm on behalf of major national companies to television station news departments throughout U. S. Mr. Franklin will continue as editor of *Executive Wire*.

John F. Meyers, director of programing for CBS Films, joins Theatre-Vision Color Corp., subsidiary of National General Corp., as production coordinator. Theatre-Vision is developing national closed circuit color TV network for theaters.

Jack McCall, a former Marine officer, signed by MGM-TV in dual role of actor and technical advisor for *The Lieutenant* series. Mr. McCall will ap-



pear in four episodes of new full-hour series which makes its debut this fall on NBC-TV.

Herbert Hirschman appointed executive producer of *Espionage* series, new hour-long suspense drama on NBC-TV (9-10 p.m., EDT) starting this fall. Mr. Hirschman has produced number of segments for such series as *Dr. Kildare*, *Twilight Zone*, *Perry Mason*, *Hong Kong*, *Playhouse 90*, *Studio One*.

Charles Marquis Warren, executive producer last season on Revue Productions' 90-minute series, *The Virginian*, signed to an exclusive contract by Desilu Productions to develop new television projects for syndication.

EQUIPMENT & ENGINEERING

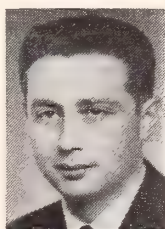


Mr. Clammer

Edward S. Clammer, veteran of 20 years in various sales and engineering capacities with RCA, joins Visual Electronics Corp., with headquarters in Bethesda, Md., as government sales manager. As broadcast field sales engineer at RCA he handled sales of TV broadcast equipment to stations and government contractors and agencies from headquarters in Washington. In his new position Mr. Clammer will be available to consult with government agencies regarding Visual's new line of solid state equipment, including zoom image orthicon camera.

Jack Hall appointed technical director of General Film Laboratories Inc., Hollywood, a division of Pacific Industries Inc.

Nat C. Myers Jr., formerly vice president of Teleprompter Corp., New York, joins communications products and services division of Fairchild Camera and Instrument Corp., Plainview, L. I., N. Y., as director of marketing. Mr. Myers will be responsible for marketing programs supporting Fairchild's Cinephonic Mark IV automatic film projection systems and other audio-visual communications equipment.



Mr. Myers

Chester W. Paulson, former marketing manager for Westinghouse Electric Corp.'s portable appliance division in Mansfield, Ohio, joins North American Philips Co. (American subsidiary of Philips of Eindhoven, Dutch electronics firm), New York, as VP in charge of

MBA elects Benton



Mr. Benton

Larry Benton, president of WLWL - AM - FM Minneapolis - St. Paul, elected president of Minnesota Broadcasters Association, succeeding **Sherm Headley**, assistant manager of WCCO-TV Minneapolis-St. Paul. Other officers elected are **Robert Rich**, WDSM-AM-TV Duluth, first VP; **James Hambacher**, KBUN Bemidji, second VP; and **Robert DeHaven**, KYSM Mankato, secretary-treasurer. New directors are **Al Leighton**, KDLM Detroit Lakes; **Robert Benedict**, KATE Albert Lea; **Jim Goetz**, KAGE Winona.

marketing for consumer goods division. Mr. Paulson joined Westinghouse in 1945. **Robert P. Freitag**, division sales manager for Chicago Metallic Mfg. Co., Lake Zurich, Ill., appointed eastern regional sales manager for Norelco Shaver division of North American Philips, with headquarters in New York.

Victor Brociner, research manager of University loudspeakers division of Ling-Temco - Vought and one of founders of Philharmonic Radio Co., joins H. H. Scott Inc. (hi-fi equipment), Maynard, Mass., as special assistant to firm's president, Herman H. Scott. Mr. Brociner will devote his major efforts to fields of engineering, planning and scheduling, and coordination of engineering and sales.



Mr. Brociner

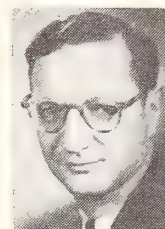
Dr. G. Russell Tatum, president of Vitro Laboratories, Silver Spring, Md.,

elected VP of Vitro Corp. of America, New York, parent company. Dr. Tatum will be responsible for all technological activities of corporation and will also continue in charge of Vitro Labs division.

Paul J. Robichaud named mechanical components product manager for U. S. Engineering Co., a division of Litton Industries, Van Nuys, Calif.

NEWS

Leonard Allen, manager of news for NBC News, New York, appointed director of operations for NBC News' Washington bureau. Mr. Allen joined NBC News in 1942. He was appointed TV news editor in 1952, manager of TV news film in 1958, manager of foreign news in 1960 and news manager in 1961. Mr. Allen coordinated coverage from abroad of such tours as that of former President Eisenhower in Far East in 1960, President Kennedy's meeting with Premier Khrushchev in Vienna in 1961, and Mrs. Kennedy's trip to India and Pakistan in 1962.



Mr. Allen

Wayne Seal, announcer in WLOS-TV Asheville, N. C., news department, promoted to assistant news director.

Olin B. Sansbury Jr., formerly of *Florence (S.C.) Morning News*, joins news staff of WBTW(TV), that city.

John Schubeck, **Al Taylor** and **Don Farmer** join news staff of WRCV-AM-FM Philadelphia.

Murray Wesgate, former news director of KUMA Pendleton, Ore., and KCRA Sacramento, Calif., has developed his own radio-TV news service, Broadcasters News, Sacramento, to provide daily beepers of boards and meetings, governor's news conferences and silent and

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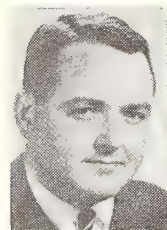
SOF's (sound-on-film) to TV stations. **Cecil Helms**, former independent film cameraman, handles news service's film coverage.

Jerry Webb of KIMA Yakima, Wash., joins news staff of KIRO-TV Seattle.

Paul Crouch joins news department of WBT-TV Charlotte, N. C.

Donald Herbert and **Steve Geer** join news staff of WTOP-AM-FM Washington. Mr. Herbert is former newscaster, writer, producer and host of various series of news documentary programs at WPTV(TV) Palm Beach, Fla. Mr. Geer was newscaster at WBEN-TV Buffalo.

INTERNATIONAL



Mr. Ingraham

Sears W. Ingraham appointed managing director of Noxzema International division of Noxzema Chemical Co., Baltimore, Md. Mr. Ingraham joined firm in 1962 from Colgate-Palmolive International and has served as general manager for Noxzema's European, Asian and African markets until present time. As head of Noxzema International he will have complete responsibility for all of company's foreign operations.

Edward P. Lawless, member of public relations committee of Ontario Medical Association and former senior sales executive with *Readers Digest*, elected executive VP of TVB of Canada, with headquarters at Toronto.

Theodore O. Simpson, VP and associate creative director of Gardner Adv., St. Louis, joins Gardner's British affiliate, Butler & Gardner Ltd., London. Mr. Simpson joined Gardner in 1948.

Giancarlo Rossini, VP in charge of Kenyon & Eckhardt International, elected to agency's board of directors. Mr. Rossini joined K&E in 1961 and was previously with Gardner Adv. K&E has offices in London, Madrid, Sao Paulo, Brazil, and Caracas, Venezuela.



Mr. Rossini

Harry Gallant, **Gerald A. Raffelman**, **Jack Sturman** and **Murray E. Buckstein**, all senior executives of Muter, Culiner, Frankfurter & Gould Ltd., Toronto advertising agency, elected VP's.

Morley Safer, TV assignment editor and reporter in London for Canadian Broadcasting Corp., promoted to correspondent, replacing **Donald R. Gordon**, who has resigned to become assistant professor of political science at

Detroit reps elect Joyce

William W. Joyce, vice president of The Katz Agency, elected president of Detroit chapter of Station Representatives Association for 1963-64. Other newly elected officers of association are **James R. Sefert**, account executive with Peters, Griffin, Woodward, vice president; and **Stuart Mackie**, account executive with Blair Television, secretary-treasurer.



Mr. Joyce

Calgary division of University of Alberta. **Philip H. Calder**, radio assignment editor and reporter in London for CBC, appointed staff correspondent in West Germany. Mr. Calder will be stationed at Bonn to report on political and economic developments in such cities as Berlin, Brussels and Geneva.

B. E. Legate, general manager of Association of Canadian Advertisers, Toronto, named managing director.

Ed Yanish, manager of Filmpro Ltd., Toronto, appointed general manager of Bonded TV Film Service (Canada) Ltd., that city. **Peter Campbell**, traffic manager of Robert Lawrence Productions Ltd., Toronto, named manager of Filmpro Ltd.

Jacqueline Grenier appointed coordinator of French-language radio and television commercials and programs of Norman, Craig & Kummel (Canada) Ltd., Toronto.

ALLIED FIELDS

Floyd Anderson, managing editor of *Central California Register*, newspaper of Monterey-Fresno diocese in California, and presently president of Catholic Press Association of U. S., named director of press department of National Catholic Welfare Conference and of its NCWC news service. Mr. Anderson succeeds **Frank A. Hall**, director for 30 years, who has retired.

James K. Petersen, producer-director at WUFT-TV (educational ch. 5) Gainesville, Fla., appointed director of radio-TV for Florida Atlantic University, Boca Raton. Mr. Petersen joined WUFT-TV in 1961 and was also assistant professor in School of Journalism and Communications of University of Florida at Gainesville.

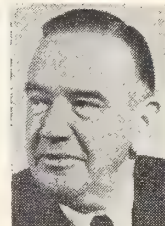
Clark T. Cameron, formerly of Opinion Research Corp. and author of *America's Tastemakers*, joins Universal

Marketing Research Inc., an affiliate of Alfred Politz Research, New York, as director of special projects.

Dr. Frederick W. Williams joins Bureau of Advertising of American Newspaper Publishers Association, New York, as marketing consultant. Prior to joining bureau, Dr. Williams headed his own research and consultant firm, Williams Research Council.

DEATHS

Hugh Kendall Boice, 79, retired VP in charge of sales for WQXR New York, died July 1 at Hunterdon County Medical Center in Flemington, N. J. Before joining WQXR in 1940, Mr. Boice served as VP of Benton & Bowles and VP in charge of sales for CBS. He retired in 1948. Among survivors are his widow, the former Eleanor White, and a son, Hugh K. Boice Jr., VP and general manager of WEMP Milwaukee.



Mr. Boice

Alicia Patterson, 56, one of heirs to Patterson-McCormick publishing and broadcasting interests, died July 2 in New York of stomach ailment. Mrs. Patterson through her family had connections with WPIX(TV) New York, WGN-AM-TV Chicago, WDAL-AM-TV Duluth, Minn., *Chicago Tribune* and *New York News*. Mrs. Patterson—with her husband, Harry F. Guggenheim, mining tycoon—founded and published *Newsday*, largest daily newspaper on Long Island.

Arthur Simon, 60, VP and advertising director of *Radio-TV Daily*, died July 1 of coronary occlusion. Mr. Simon joined *Radio Daily* in 1937. He left to manage radio stations and returned to trade magazine in 1950. Mr. Simon was one of founders of Broadcast Pioneers Foundation and served as president in 1960. He was also past president of New York chapter of Broadcast Pioneers.

Omer M. Glunt, 79, radar and television pioneer, died June 27 at his home in Stockton, N. J. At time of his retirement in 1949, Mr. Glunt was director of Bell Telephone Co.'s Whippany, N. J., operation. He worked on development of sound motion pictures and radio broadcast transmitters, and in 1927 supervised Bell Telephone's first television broadcast.

Edmund R. Strauchen, 53, president of Strauchen & McKim Inc., Cincinnati advertising agency, died June 28 at Christ Hospital there. Mr. Strauchen is past chairman of board of governors of Cincinnati Council of American Association of Advertising Agencies.

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CONSULTING ENGINEERS
RADIO & TELEVISION
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STerling 3-0111
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COMMERCIAL RADIO EQUIPMENT CO.

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Diamond 2-5208
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Lufkin, Texas
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AM—FM—TV
Microwave
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Fort Worth 18, Texas
BUtler 1-1551

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Phone: 347-9061
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SPECIALISTS FOR AM-FM-TV
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Cambridge 38, Mass.
Phone TRowbridge 6-2810

contact

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1735 DeSales St. N.W.
Washington 6, D. C.
for availabilities
Phone: ME 8-1022

Nothing is sacred in a treasure hunt

SCUBA GEAR, TURKISH TOWELS NEEDED TO FIND CLUES

Nearly 600 agency timebuyers and account executives poked into unusual corners of Chicago and New York as participants in the Crown Stations' treasure hunt. The goal in each city: \$15,000 in prizes.

On June 17 agency teams visited Chicago's lakefront, flophouse district, a filled hotel swimming pool and an art studio with the scene shifting to New York on June 24, where agency men dropped in on the Overseas Press Club, the men's steam room of a YMCA, the United Nations and other sites in search of clues.

The Chicago team of winners: Stephen Werth, Leo Burnett Co.; William Wilson, Young & Rubicam; Tom Spasari, Arthur Meyerhoff & Co.; Phil Zimmerman, Toni Co., and Suellen Thomas, McCann-Erickson.

In New York the winning team was made up of Bill Brady, Benton & Bowles; Lee Beck, Dancer, Fitzgerald & Sample; John Clugstone, Geyer, Morey, Ballard, and Cliff Bottway, Ogilvy, Benson & Mather. In Chicago Mr. Spasari drew the top prize of an MG sports car, as did Mr. Clugstone in New York. Other members of the winning teams received RCA color TV sets. Teams that ranged from second to fifth won such prizes as hi-fi consoles, Sony micro-TV sets, Polaroid cameras and miniature black poodle puppies.

Each agency participant was required to submit a suggested trade paper advertisement for the Crown Stations as his admission ticket. In Chicago the five winners were Larry Claypool, Kenyon & Eckhardt; Tom Henry, D'Arcy; Joe Matthews, BBDO, and Mike Miles and Bill Eckhart, Burnett. In New York the winners were Doris

Gould, Daniel & Charles; Bob Singer, Friend & Reiss; Nancy Dockry, Dancer, Fitzgerald & Sample; Elaine Art, Papert, Koenig, Lois, and Howard Goldfinger, Compton Advertising. They received transistor radios.

Crown Stations President Stimson Bullitt, vice president Otto Brandt and other officials attended the New York and Chicago events and were assisted by executives of the John Blair Cos. and Edward Petry & Co.

Similar events will be held this fall in San Francisco and Los Angeles on behalf of the Crown Stations—KING-AM-FM-TV Seattle; KGW-AM-TV Portland, Ore., and KREM-AM-TV Spokane, Wash.



John Clugstone of Geyer, Morey, Ballard, New York, accepts the keys to a new MG sports car from the Crown Stations President Stimson Bullitt.

Take me to your spinach

Popeye has competition in Andy Amy, promotion manager, WFGA-TV Jacksonville, Fla.

Mr. Amy won King Features' fitness contest, a tie-in with Popeye's physical fitness campaign—a promotion carried by 43 television stations.

He won the contest by doing nine pull ups, 36 sit ups and then, in 10 seconds, five squat thrusts. The muscleman won a 10-foot aluminum boat. To each of the losers went a 10-inch plastic boat, good for bathtub floating, or other semi-strenuous exercise.

Farmer's favorite

Rosalie Bowman, 18, chosen "Iowa's Favorite Farmer's Daughter" for 1963, will represent the co-sponsors of the contest, the Iowa Electric Light and Power Co. and the WMT stations (WMT-AM-TV Cedar Rapids, KWMF Fort Dodge) at Midwest farm events this year.

Miss Bowman was selected from 314 entrants in the sixth annual contest. Among her prizes are a trip to Washington, a portable TV and a transistor radio.

were 10,000 gift certificates redeemable at a center next to the station's studio. Prizes were a Ford car, Doughboy swimming pool, 100 transistor radios and \$20,000 worth of records. Those bringing the airborne notes to the center were asked to contribute to a Lions Club benefit.

Fore ■ A television set was presented to each of the three winners in WRDW-TV Augusta, Ga., contest to see how high a golf ball dropped from the station's new 1,520-foot tower would bounce. First place winner was Jane Cornell, G. M. Basford Co.; second, Wayne Silbersack, Sullivan, Stauffer, Colwell & Bayles; third Betty Nasse, Grey Advertising. After dropping eight dozen golf balls, the high bounce was given as 124 feet, 1½ inches.

Family day ■ WNAC Boston will have 1,000 families as its guests Saturday (July 13) at Pleasure Island amusement park. Families will be chosen from postcards sent to the station.

Sandlot salutes ■ Throughout the summer Dex Card, WERE Cleveland, will present certificates of merit to sandlot baseball players in the Cleveland area. Of the 15 chosen each week, one will be "player of the week" and receive a plaque from the station plus tickets to Cleveland Indian baseball games.

Something new ■ WTOP Washington is offering listeners a "News Map of Our Expanding World" for a 25-cent handling charge. But, in a move to encourage study by young people, the station is offering the map to students at a reduced rate of 20 cents.

Ding-Dong ■ A full-scale replica of the Liberty Bell led the bell ringing on WJZ-TV Baltimore's *Buddy Deane Show*, July 4. The bell was transported to Baltimore from St. John's College in Annapolis, Md., where it has been kept since the state won it in 1950.

Drumbeats . . .

Earthy tribute ■ A "garden of 100 trees" will be planted in Israel in honor of KTVU(TV) Oakland-San Francisco. The tribute, from the Jewish National Fund, was presented for the station's "unflagging support and sincere interest in humanitarian causes and in the State of Israel."

Pie from the sky ■ KXOA Sacramento, Calif., sent three helicopters on a mission over the city to drop certificates on selected target areas. Among them

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 27 through July 2 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw.—kilowatts. w.—watts. mc.—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc.—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV station

APPLICATION

Roswell, N. M.—Taylor Broadcasting Inc. VHF channel 10 (192-198 mc); ERP 92 kw vis., 55 kw aur. Ant. height above average terrain 953 feet, above ground 996 feet. P. O. address 512 West Second Street, P. O. Box 910, Roswell. Estimated construction cost \$324,820; first year operating cost \$260,000; revenue \$325,000. Studio location Roswell, trans. location Hoke Ranch Road, 6 miles west-northwest of Hagerman, N. M. Geographic coordinates 33° 08' 15" N. Lat., 104° 25' 27" W. Long. Type trans. RCA TT-10AH, type ant. RCA TF-12 AH. Legal counsel Rhyne & Rhyne, Washington; consulting engineer Guy C. Hutchinson, Arlington, Tex. Principals: W. C. Taylor (50%), Homer F. Glover (5.7%), Gene Reichman (27.3%), J. Kenneth Smith (11.3%) and J. Raymond Harris (5.7%). Taylor Broadcasting is licensee of KBIM-AM-FM Roswell, and related company, Taylor Enterprises Inc., is licensee of KGRT Las Cruces, N. M. Ann. July 2.

Existing AM stations

APPLICATIONS

KRED Eureka, Calif.—CP to decrease nighttime power from 5 kw to 1 kw and change from DA-N to non-DA operation. Ann. July 2.

WHSL Wilmington, S. C.—Mod. of CP (which authorizes new AM) to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 1.

Existing FM station

APPLICATION

WBIR-FM Knoxville, Tenn.—CP to change frequency from 93.3 mc, channel 227, to 103.5 mc, channel 278, increase ERP to 25.5 kw, increase ant. height above average terrain to 1,720 feet, install new trans., install new ant. and change site. Ann. July 1.

Ownership changes

ACTIONS BY BROADCAST BUREAU

KDTH Dubuque, Iowa—Granted transfer of control of licensee corporation, Telegraph Herald, from Fred W. Woodward individually to Mr. Woodward and family, which through trusts and individually control 67.5% of stock; other ownership remains stable. No financial consideration involved. Action June 28.

WGAP Maryville, Tenn.—Granted assignment of license from Frank H. Corbett (77.5%) and Harry C. Weaver (22.5%), d/b as Aluminum Cities Broadcasting Co., to Mr. Corbett (100%). Consideration \$13,860. Action June 28.

KOGT Orange, Tex.—Granted acquisition of positive control of licensee corporation,

Sabine Area Broadcasting Corp., from Hadassah Jacobs (8 1/3%) and Mrs. John Levy and Mrs. Robert Sherman (each 4 1/6%) to Edwin T. Lovelace Jr. (66 2/3% after transfer, 50% before). Consideration \$20,500. Action July 1.

APPLICATIONS

WQTY Arlington, Fla.—Seeks assignment of license from Sam G. Farris E. and N. Joe Rahall (each 33 1/3%), d/b as Rahall Broadcasting Inc., to Jones College. No financial consideration involved, as assignment constitutes gift to college. Jones College is business school. Ann. July 1.

WHEW Riviera Beach, Fla.—Seeks assignment of license from Robert Hecksher (100%), d/b as Public Service Broadcasting, to Don R. and Lee H. Colee (each 50%), tr/as Colee Enterprises Inc. Consideration \$170,000. Mr. and Mrs. Colee have wide broadcast experience. Ann. July 2.

WSEB Sebring, Fla.—Seeks assignment of license from William K. Diehl and Milton J. Hinlein (each 30%) and others, d/b as Highlands Broadcasting Corp., to H. Philip Nesbitt (63.69%), Emil L. O'Neil (31.85%) and others, tr/as Dixon Industries Inc. Consideration \$32,500. Dixon has application pending to buy WHFS(FM) Bethesda, Md. Ann. July 1.

WXYJ Jamestown, N. Y.—Seeks transfer of control of licensee corporation, Air Waves Inc., from Tayloradio Corp. (87.5%) to Lowell White Paxson (87.5%). Consideration \$185,000. Mr. Paxson is 40% owner of WACK Newark, N. Y. Ann. July 1.

KLOO Corvallis, Ore.—Seeks assignment of license from William C. and Marilyn Q. Hurley (each 50%), d/b as Willamette Valley Radio Inc., to Randolph S. (75%) and Murlaine N. (24%) Arntzen and Gladys Neice (1%), tr/as Mur-Rand-A Broadcasting Corp. Consideration \$117,500. Mr. Arntzen is past owner of motel; Mrs. Arntzen is telephone operator; Mrs. Neice is housewife. Ann. July 1.

KLBK-AM-TV Lubbock and KWAB-TV Big Springs, both Texas—Seek transfer of control of licensee corporation, Grayson Enterprises Inc., from large group of stockholders who own 55% of company to Theodore Shanbaum, Ellis Carp and Lee Optical and Associated Companies Retirement Pension Plan Trust, who now own 45% of stock and after transfer will control 100%. Consideration \$900,882. Ann. July 2.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of People's Broadcasting Co. to change facilities of WPBC, on 980 kc, from 1 kw-D, to 5 kw, DA-1, unl., and move trans. and studio location from Minneapolis to Richfield, Minn. Action July 2.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward denying, for engineering reasons, applications of Salem Broadcasting Co. to increase power of WJBD Salem, Ill., from 500 w to 1 kw, continued operation on 1350 kc, D, and

Leader Broadcasting Co. for new station on 1350 kc, 500 w-D, in Edwardsville, Ill. Action July 1.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward denying, for engineering reasons, application of St. Martin Broadcasting Co. for new station on 1570 kc, 250 w-D, in St. Martinville, La. Action July 1.

OTHER ACTIONS

■ Commission granted petition by Florida Association of Broadcasters for extension of time from July 1 to July 8 to file comments in matter of amendment of part 3 of rules to regulate broadcast of horse-racing information; extended time for replies from July 16 to July 23. Action July 1.

■ Granted temporary authority to Ocean City Broadcasting Corp. (proposed assignee) to operate WETT Ocean City, Md., for period not exceeding 90 days. Authority was granted on finding that prompt restoration of broadcast service by WETT will enable station to meet current seasonal community requirements and emergencies. Station went silent with commission permission from Feb. 27, 1962, to May 7, 1962, and has been silent since October 1962. Ocean City Broadcasting Co. assumes risk of adverse commission action, if any, on pending application for assignment of license from WETT Corp. to Ocean City Broadcasting Co. Action June 28.

Routine roundup

ACTION BY REVIEW BOARD

■ Scheduled oral argument for July 30 in proceeding on AM application of Dolphin-Petty Broadcasting Co. (KUDE), Ocean-side, Calif., in Doc. 14518. Action June 28.

ACTIONS ON MOTIONS

By Hearing Examiner Isadore A. Honig

■ Granted motion by Higson-Frank Radio Enterprises, applicant for new AM in Houston, in Doc. 14357, and corrected transcript of hearing except as to item proposed for volume 5, page 440, line 10. Action June 27.

■ Formalized by order certain procedural dates reached at June 27 prehearing conference in proceeding on AM application of O. K. Broadcasting Corp. (WEEL), Fairfax, Va., in Doc. 15079, and continued July 25 hearing to Sept. 24. Action June 27.

By Hearing Examiner Forest L. McClenning

■ In proceeding on AM applications of Ponce Broadcasting Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, both Puerto Rico, in Docs. 14994-5, corrected June 26 order to change July 26 date in ordering clause to June 26. Action June 27.

By Hearing Examiner Chester F. Naumowicz Jr.

■ In consolidated AM proceeding on applications of Charles W. Stone for renewal

Continued on page 99

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

E T

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising requires display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcripts or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcripts, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

Management opportunity. Wanted: A sales partner, with experience in sales field proven. Preferably family man. Must have cash to invest. 20% stock available to right party, with possibility of 50%. Station value \$75,000.00 in market of 3 other locals. Located in Utah in 2nd largest metropolitan area. 125,000 population. Box J-3, BROADCASTING.

Wanted . . . top flight assistant to management of group radio stations programing foreign languages and religion. Necessitates some traveling for supervision. Salary and bonus. Send photo and all information in first letter covering operational background and sales experience. Your letter will be held in strict confidence. Box J-50, BROADCASTING.

Real attractive offer for quality experienced manager am fm radio. Big station coverage. KWQA, Worthington, Minn.

Assistant news director. Must have 1st phone license. No maintenance. Good typist. Strong on interviews, local news. Mobil units. Must have good news delivery. Top starting salary. Will consider man with limited experience in news. Paid vacations, insurance, other extras. Single station market. Full time 5kw. Send background resume, news tape, photo, personal detail to Jim Jae, KHMO, Hannibal, Missouri. If in local area call for interview.

Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programing departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, BROADCASTING.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain. Good salary plus. Please write fully. Box G-13, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five market. Box H-128, BROADCASTING.

Young, aggressive salesman wanted by major midwest market. Stable organization offers all the fringe benefits. Rush resume and record to Box J-29, BROADCASTING.

Sales Manager wanted. Top opportunity in 100,000 market. Midwest. Need idea man who is real driver. Must be experienced and have good past record. Write fully. Box J-43, BROADCASTING.

Virginia station is looking for an experienced salesman with announcing background. This is a permanent position with many fringe benefits. Send tape resume and references to Box J-77, BROADCASTING.

Help Wanted—(Cont'd)

Sales

California, KCHJ, Delano. 5000 watts, 1010 kc. ½ millivolt 244 miles. Serving 1,300,000. \$500 guarantee, 25% commission. Send experience, photo.

Opportunity knocks! Salesman resigned to accept sales management position at smaller station. We were just at the brink of adding a third salesman—so here is the opportunity if you can sell, can become part of the community, can get along with the staff, and are ready for a first rate operation. We have a group hospital plan, and a pension plan. Staff doesn't have much turnover—two have been here 15 years. New man will have a protected account list already billing in excess of guarantee—but guarantee's there too. Management one of the nation's most active in broadcast circles. Our town is a quad city area of more than 35,000 located 75 miles from Chicago. Great place to live, great people—this may be your opportunity. Send photo and resume to Bill Dahlsen, General Manager, WLPO, LaSalle, Illinois.

Sales account executive needed—Must have previous advertising sales experience. Address General Sales Manager, WITH, 7 E. Lexington St., Baltimore 2, Md.

Announcers

Capable deejay newsman. Illinois adult music kilowatt. Fine opportunity for qualified announcer who can gather, write and deliver news in professional manner, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume. Box H-138, BROADCASTING.

Experienced Spiritual announcer for Chicago Negro programed station. Must be reliable and be established spiritual personality in your market. Send tape, resume, and picture to Box J-46, BROADCASTING. All replies in confidence.

Are you an experienced announcer interested in associating with an adult formatted station? If you are reliable with a pleasing delivery, your future is assured with this well known Virginia operation. Send tape, resume and references to Box J-78, BROADCASTING.

Warm personable announcer wanted for leading Houston adult music station. Immediate opening. Experienced and resonant voice a must. Send tape and resume to Box J-88, BROADCASTING.

Midwest chain operation has several openings for 1st phone personalities and newsmen. Security and opportunity for advancement are both available. Send tape and resume to Box J-120, BROADCASTING.

Opening for announcer with restricted permit. Non-personality type operation. Good news and commercial delivery required. Want young, single man, KVWM, Showlow, Arizona.

Modern radio group seeks dj's and newsmen. Stations #1 in competitive midwest medium markets. Experience desired, but talented newcomers considered. Positions now open so send tape/resume today to Box J-124, BROADCASTING.

Help wanted: Make money; live in a sportsman's paradise. Experienced announcer with first phone needed immediately. A real opportunity with growing organization. Contact Davis, KCAP, Helena, Montana.

Help Wanted—(Cont'd)

Announcers

Needed immediately air personality with first phone. Opportunity for program directors post soon. Southern California modern swinging station. Send tape resume, KKOK, Lompoc, California.

First phone announcers, some engineering. WAMD, Aberdeen, Maryland.

Expanding southeastern group needs announcer-newsman, announcer-salesman, and announcer. Send photo, complete resume, tape first letter. Bill Murchison, WBCA Radio, Bay Minette, Ala.

Announcer, first phone (no maintenance), experienced concert music broadcasting, for established am/fm (fm stereo); pleasant conditions, fringe benefits. Send tape and resume: WCRB, Boston 54, Mass.

Swinging deejay with 1st phone for #1 top 40 station. Minimum technical schedule. Immediate opening. Call or write C. A. Bengtson, WENE, Endicott-Binghamton, New York. Phone STILLwell 5-3351.

Good combo man wanted at WHRT, Hartselle, Alabama.

Announcer, 1st phone—5,000 watt midwest independent has immediate opening. Emphasis on air work, little maintenance. Run own board. Send tape, photo, references, complete resume, first letter, WMIX, Mt. Vernon, Illinois.

It's a fact—First phone announcers earn more money. Secure your future with an FCC first class license. Five (5) weeks. Guaranteed. Free Placement for graduates of Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

Technical

Proficient radio engineer for Southwest resort city. Box J-98, BROADCASTING.

Chief engineer for directional am in major midwest market, who knows all phases of maintenance. Prefer one who is good announcer, and can do some production. Box J-105, BROADCASTING.

Chief engineer and announcer—wants to relocate. Preference country. 3 years experience in announcing, engineering and sales. Box J-128, BROADCASTING.

Engineer-announcer with maintenance ability for Massachusetts station. Living accommodations provided. Box J-143, BROADCASTING.

Chief engineer Washington. Experienced chief for career with independent am-fm station. Flagship of dynamic growing group. Good salary, benefits and future. Contact present chief: Kendall, or President: Arundel, WAVA, Arlington, Va., Phone KEnmore 6-9000.

First phone combo with general maintenance ability for fast expanding fm station. Write WEFA-Waukegan, Ill. or phone ON 2-0540.

Chief Engineer—for 5-kw-da. Must be qualified for complete maintenance and be able to do some announcing. Send complete information and salary requirements to WION—Box 143—Ionia, Michigan—or phone 2-300, between 8:00 and 9:00 am Est.

Experienced studio engineer, permanent position, first phone required. Please forward resume and references to: Mr. A. H. Jackson, supervisor, Engineering Dept., WTIC AM-FM-TV, 3 Constitution Plaza, Hartford 15, Connecticut, Telephone 525-0801.

Help Wanted—(Cont'd)

Production—Programing, Others

Newsman with local news experience—gathering, writing and airing. Established am-fm station in growing New York suburban area. Pleasant working conditions, good salary. Send tape and resume to Box J-14, BROADCASTING.

Program manager needed by radio station in Southeast Missouri city. All replies confidential. Box J-17, BROADCASTING.

Sports director for radio-tv in big ten city. Accurate and authoritative play-by-play a must. Also experience in writing and aggressively covering local sports for daily radio and tv shows. Send resume, photo and football play-by-play tape to Box J-96, BROADCASTING.

Dedicated news director for midwest vhf located in state capitol . . . must be good administrator who can organize his staff and stringers into an efficient, hard hitting department. Public affairs documentaries, creative writer and top on-the-air performance necessities. If this is you, send resume, photo and audition tape to Box J-97, BROADCASTING.

Wanted: Live wire newsman not afraid to make contacts and work. Must be able to write as well as report news. Excellent salary and opportunity for advancement. Send full particulars 1st letter Box J-129, BROADCASTING.

News editor wanted for middlewest daytime, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

Opening for experienced news and farm director. KWOA, Worthington, Minn.

Immediate opening for newsman. Strong in local news coverage. Good job and good future for right man. Call manager of Radio Station WHUT, 644-1225, Anderson, Ind.

Immediate opening for experienced nite news editor. . . Journalism background. . . Excellent working conditions. . . Send resume, picture, tape, references, to Ralph Allinger, WIBX, P.O.B. 950, Utica, N. Y.

Wanted: by midwest, medium-size market, good music station—first class licensee with announcing, news sales, or continuity experience. Send resume and audition tape to Box 192, Urbana, Ill.

SITUATIONS WANTED

Management

Attention net affiliates! Successful manager medium market net station looking for large market challenge. Have strong ratings through creative programing. Rep experience. Strong community activities. Presently employed, married, college educated, best references. Box J-48, BROADCASTING.

General manager: Promed for larger market & opportunity. Now successful general manager in medium western market, with record of top performance. Family man, 36, polished sales leader, & programer. Excellent personnel. Accept only full responsibility. Let's go, I'm ready. Box J-86, BROADCASTING.

Need a manager? Employed in Florida's largest market willing to learn and work diligently for small or medium market. Florida preferred but consideration of others. Box J-135, BROADCASTING.

Manager/sales manager. 15 years time selling experience, local retail, regional. Thorough knowledge station operation. Wants full responsibility for small or medium market station. Highest industry references. Box J-139, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General/Sales manager: Currently operation major market radio station now awaiting commission approval for sale. Offer ownership extensive background in sales with wide experience in finance and business brokerage. Gladly supply ability and character references. Call or write: Marvin Tavel, President, Radio Station WMET, 350 N. E. 71st St., Miami 38, Florida, Phone: 754-5939.

Manager-engineer—desire first management position. Sixteen years announcer, engineer, sales. Prefer Texas. Excellent credit and references. Joe Morgan, San Saba, Texas. Phone 915-372-3679.

Sales

Seven day a week selling manager who can deliver ability, integrity and dependability, plus a cost-conscious, profit-wise operation to your station. Best references covering twenty years experience in all phases. Now employed, interested in mutually profitable association. Box J-8, BROADCASTING.

Aggressive young man, 13 years broadcasting experience, all phases, seeking sales-management position small medium market. Eventual investment. College Grad., creative, excellent air personality, writer. Box J-23, BROADCASTING.

Am looking for sales position that offers advancement and money in return for results. Age 39, college graduate, 16 years experience in all aspects of radio. Participation in community projects. Bud Ward, P. O. B. 695, Milledgeville, Georgia. 452-8226.

15 years in advertising. Former merchandiser. Management caliber. Mature. Radio experience. Wishes to relocate in Midwest. Box J-15, BROADCASTING.

Announcers

Coastal areas. Modern, mature announcer, bright show. Not screamer. Four years experience, two as program director. Presently employed, not enough bread. Have ticket. Box J-5, BROADCASTING.

Top 40 personality with P. D. background, first phone. Experienced all phases, married, family. Box J-7, BROADCASTING.

Announcer-Narrator, Radio-tv, seeks calm, stable position in small station away from Hollywood hysteria. For resume, write to Box J-11, BROADCASTING.

Boston Area. Announcer/dj with first phone seeks part-time work while attending college. Box J-19, BROADCASTING.

Announcer-dj. Production voices. 2 years experience. Veteran. Prefer northeast. Box J-33, BROADCASTING.

DJ—1 year middle of road experience. 22, single. Wants to swing. Box J-39, BROADCASTING.

Attention: New York, New Jersey, Connecticut need apply. Experienced announcer. Specialty rests particularly on newscasting, disc-jockey and on commercials. Box J-55, BROADCASTING.

Announcer: 5 years experience, all phases. 27 yrs. old, married, vet. Will travel to any med. to metro market. Presently employed. Box J-72, BROADCASTING.

Announcer—dj. Married. Wants to relocate. Box J-79, BROADCASTING.

Six years experienced all phases modern format programing. 1st phone. Family man. Box J-81, BROADCASTING.

Young married announcer. Seeking permanent position. New England. Two years experience. All phases. No drifter. Box J-83, BROADCASTING.

Announcer—five years experience. Studying for first phone—family man. Box J-84, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Air personality, dj. Authoritive newscaster, expd. all phases of radio broadcasting, desires position & prefers western location. Box J-93, BROADCASTING.

Attention—Indiana top 40 stations: My style will up your ratings. One year experience commercial radio, hops. At 19, I'm already news director at fm stereo. Box J-95, BROADCASTING.

DJ-newsman—5 years experience. Seeking right station, right market. Box J-100, BROADCASTING.

Disc-Jockey—newsman—experienced—top 40 format—bright happy sound. Box J-102, BROADCASTING.

Never went to Harvard—but still work with Vigah! Announcer-engineer—sports-caster. Top forty, middle-road or good music—you name it—I've done it! Seven years experience. Have first phone, references and resume. Worked all shifts on air. Prefer midwest. Must have \$150 weekly. Available immediately. Box J-104, BROADCASTING.

Bright happy morning man. Negro, first phone, great on news. Box J-112, BROADCASTING.

Jock, fast, funny, clever, major market experience. Prefer top 40. Box J-113, BROADCASTING.

5 years experience—dj, announcer, morning man. Northeast, 31, family. Box J-114, BROADCASTING.

First phone personality announcer with 7 years experience, tight board, production conscious. Ready to move up. Want \$160 to start. Box J-117, BROADCASTING.

Clipping jokes to read is not my idea of a humorous morning personality. So I created my own, and it's funny with a capital GH (as in laugh). Sample? Box J-121, BROADCASTING.

Announcer-newsman; experienced in both, seeks larger market. Family, college. Box J-127, BROADCASTING.

Midwest—all night man—adult music—prefer jazz—experienced—medium or major market—available in August—\$155 minimum. Box J-134, BROADCASTING.

Available immediately, first phone, experienced, will work combo. No tapes. Box J-136, BROADCASTING.

Colored dj, 13 months experience. Completed 3 broadcasting schools, and have worked within twenty miles of Chicago. Run controls, tight productions, good adlib. Will relocate. Box J-142, BROADCASTING.

Top c&w man available, ten years experience, original promotion idea's. Mr. Country Music Disc Jockey U.S.A. 1956. Experienced in management, sales, programing. Ideal for station wanting to change to c&w. Will go anywhere for \$8,000 per year. Box J-148, BROADCASTING.

Eight months experience: dj, news, tight board. Prefer small to medium market in northeast or midwest. Fred Toft, 728 North Wyane, Piqua, Ohio, 513-773-3447.

Announcer, 1st phone, \$85. No car. Walter Piasecki, 2219 N. Parkside, Chicago.

Creative, intelligent announcer seeking cosmopolitan market. Smooth, sincere, personable performer . . . no gimmicks, just good programing with individual touch. Box J-145, BROADCASTING.

Technical

First phone, some experience, age 19, available immediately. Box H-245, BROADCASTING.

Engineer, 1st phone. 13 years am-fm experience. Chief engineer 2½ years. Maintenance, construction, production, technician. Box J-87, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Chief engineer-announcer. Experienced construction, maintenance, production, copy, sales. Adult programing Southeast preferred. Box J-90, BROADCASTING.

First phone, no experience. Willing to learn. Presently airline radio operator. Age 26, married. Box J-91, BROADCASTING.

Experienced engineer wants to join engineering staff. First phone. No objection to light announcing. References. Box J-141, BROADCASTING.

Combo, excellent engineering background, good voice. Need experience at broadcast level hence you can afford me. Age 35, will relocate. Dave Davis, 26 Central Ave., Shelby, Ohio.

Production—Programing, Others

I'd sooner radio. Mature, dependable broadcaster with Master's degree in tv seeks position of responsibility with solid, well-equipped am, network affiliate, medium market, pleasant climate, 6 years experience, 3 as P. D., New York state. Pleasant voice, authoritative delivery. Production-minded, detail conscious. Thorough knowledge of music. Station management my goal. 26, married, 1 child. Box H-268, BROADCASTING.

Midwest preferred—Currently working at 5,000 watt Mutual Affiliate. Seeking position in sales, news gathering and writing. B. S. degree in Broadcasting. Box J-82, BROADCASTING.

Versatile, responsible, professional, 28, married, 2 children, degree. Writer, producer, announcer, manager, ed. Center wished opportunity in major market. Good tv appearance. Skilled public affairs, news, pr. Publicity. Box J-85, BROADCASTING.

Reporter/writer/photographer—5 year radio experience, will take tv, presently employed, married, one child. Free to move. . . . Details upon request. Minimum \$150.00 week. Box J-92, BROADCASTING.

Bright, enthusiastic modern dj or pd with production ability and talent. Imaginative program director desires change. Contests—fun—games—listeners—satisfied sponsors. Seven years in modern radio. Write for complete details and tape. East coast preferred. Box J-106, BROADCASTING.

Need a school trained photographer with first phone? Experienced in hi powered am, fm, tv. Will consider other branches of electronics. Box J-108 BROADCASTING.

News director: Record of success in all phases radio news. College radio-tv major. 3 years experience. Authoritative delivery. 26, married. Can build your news department into number one in market. Box J-111, BROADCASTING.

First phone—country and western fifteen years—top rated. Know how to operate board and follow format—married—no problems—top quality news—tape—brochure—references on request. Box J-115, BROADCASTING.

First phone—newsman and play-by-play—all sports—vast experience—top rated—family man—gather—write—report news with authority—tape—brochure—references on request. Box J-116, BROADCASTING.

Creative talent seeks challenging opportunity. Performing, programing, production. All media considered. Box J-144, BROADCASTING.

13 years radio & television announcing and directing experience. Prefer now to direct talents and experience as program director. Box J-146, BROADCASTING.

Twenty years experience. Last ten radio-television news reporter-photographer. Extensive documentary and editorial work. 1416 S. W. 150th, Seattle 66, Washington.

Situations Wanted—(Cont'd)

Production—Programing, Others

Experienced copywriter-announcer. Midwest location, preferably Ill. Bob Wisch, 3729 N. Albany, Chicago 18, Ill. Phone: Cornelia 7-7364.

Glorioski! Open end comedy bits . . . complete with scripts and tapes. Send \$1 for sample tape to: Funny Productions, 938 Jones St., Battendorf, Iowa.

Triangle alumnus. Top chain, plus major tv ad agency are best references. Seasoned announcer. Incomparable background all phases, including journalism. Pennsylvania's major markets desired. Call Gil Fryer, 814-OW 54395. For SOF & tape write P. O. B. 113, Hollidaysburg, Pennsylvania.

TELEVISION

Help Wanted—Sales

Immediate opening for an experienced tv time salesman in a fast growing tv market. Network affiliated station. Salary plus commission. The right man can expect a five-figure gross income. Reply To: Harry C. Barfield, Station Mgr., WLEX-TV, Lexington, Ky.

Announcers

Versatile television announcer wanted. Must be able to handle booth, weather, sports, children's programs. Ability more important than experience. Send salary requirements, resume, photo, tape or film to Box J-13, BROADCASTING.

Network affiliated station, southeastern market, has opening for tv announcer with good background as MC. Must also be proficient in news, weather, and editorial writing. Send resume, picture, references and tape. Box J-22, BROADCASTING.

Technical

Qualified studio engineer with Ampex vtr experience. Also one transmitter engineer, some experience, large new studios, RCA transmitter. More new equipment arriving. Full power channel 2 contact KOOK-TV, Billings. Montana's largest metropolitan area. Phone Collect: Chief Eng., Hobart Paine, 252-5611.

UHF station needs man for combined board and transmitter shift. Wire or phone M. J. Lamb, WIMA-TV, Lima, Ohio.

Qualified tv engineer trainee with first phone for Texas vhf. Box J-99, BROADCASTING.

Engineer of good character, best technical qualifications for south Texas vhf. Box J-101, BROADCASTING.

Experienced technicians for permanent positions beginning September. Apply now. Salary to \$9,000. Send resume and references. Chief Engineer, WTTW, 1761 E. Museum Dr., Chicago 37, Illinois.

Experienced tv studio engineer, temporary job. First phone required. Please forward resume and references to: Mr. A. H. Jackson, Supervisor, Engineering Dept., WTIC-AM-FM-TV, 3 Constitution Plaza, Hartford 15, Connecticut, telephone 525-0801.

Engineer for upper N.Y. tv station. Must be strong on equipment maintenance. Send complete resume 1st letter, Box J-150, BROADCASTING.

Production—Programing, Others

Need experienced copywriter for central Illinois tv-radio operation. Send photo, complete resume sample copy and tape to Box J-125, BROADCASTING.

Experienced newsman wanted by tv-radio operation in central Illinois. Send tape, experience, and references to Box J-126, BROADCASTING.

Help Wanted—(Cont'd)

Production, Programing & Others

SE University etv upgrading production staff. Immediate opening for production manager, producer-director, studio supervisor. Heavy experience in live production necessary, college degree preferred. Send complete resume, recent photo and salary requirement. Box J-137, BROADCASTING.

Newsman. Radio and television, capable leg and airman with small market station experience, who can gather, write and air news; journalism education background preferred; married; veteran; stable and dependable with good references; salary commensurate with experience and ability. Write or phone W. P. Williamson, Sr., WKBN, Youngstown, Ohio, Sterling 2-1145.

TELEVISION

Situations Wanted—Management

Tv station manager, available immediately. 20 years' broadcasting experience in small-medium radio-tv markets, all phases management. All replies confidential. Resume upon request. Box J-118, BROADCASTING.

General and/or sales manager. . . 10 years top tv management in medium or major market. . . Excellent record of organization, sales and profits. . . Box J-119, BROADCASTING.

Announcers

Personable young tv announcer-newsman with "class" wishes to join growth station. Bright-mature delivery. Experienced also as pr manager for NBC-TV affiliate. Will settle. Immediate availability. Box J-80, BROADCASTING.

Interested in television production. Has some experience in camera, audio, stage managing, special effects. B. A. degree at Columbia College. Box J-94, BROADCASTING.

Qualified, mature television announcer, newsman. Employed, ranking northeastern station. Seeks advancement. Married, relocate. Box J-123, BROADCASTING.

Triangle alumnus. Top chain, plus major tv ad agency are best references. Seasoned announcer. Incomparable background all phases, including journalism. Pennsylvania's major markets desired. Call Gil Fryer, 814-OW 54395. For SOF & tape write P. O. B. 113, Hollidaysburg, Pennsylvania.

Technical

First phone engineer over 2 years tv studio experience. California only. Box J-1, BROADCASTING.

Production—Programing, Others

Director producer-writer, 7 years experience looking for progressive station. Available July 1st. Box H-129, BROADCASTING.

If there is a station in Florida, or deep south, with a chief engineer looking for stable technician, I'd sure like to talk with him. Diversified experience with transmitter, studio, microwave, and associated equipment. There's no hurry, so if you're just planning to add to your staff how about writing me? Box J-147, BROADCASTING.

Over ten years producing, directing, continuity, announcing. Commercial and educational television. College degree. Seeking advancement. Box J-122, BROADCASTING.

Situations Wanted

Production—Programing, Others

Desire supervisory position with production department or with television promotion. Seven years experience as director-producer midwest market, floor manager-unit coordinator in nations eighth city, cameramen on network sports events. Promotion background with New York State political party. College. Single. Box J-140, BROADCASTING.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, BROADCASTING.

Want to buy W. E. 506-B-2 fm transmitter for spare parts, in particular the three tubular tuning assemblies in D-153823 power amplifier unit. J-20, BROADCASTING.

Wanted used microwave towers to support two 10 foot parabolic antennas. 150 foot self-supporting, 200 and 300 foot guyed models. Box J-103, BROADCASTING.

AM proof of performance test set, audio oscillator or distortion analyzer. State price, condition. KBLL, 2433 Montana Ave., Helena, Mont.

For Sale

Equipment

One G.E. color film scanner, new '58. Includes two Eastman-Kodak model 300 continuous motion projectors in excellent condition. Also includes a dual 8 slide disc slide system. Also includes preview facilities for film and slides. Is currently in regular use and well maintained. Ideal way to get into color film and slides inexpensively. \$27,500. Box H-8, BROADCASTING.

Federal 3 kw transmitter fm model 192-A. \$1500 cash. Will demonstrate operation. Bob Adams, KUTE, 217 W. Broadway, Glendale 4, Calif.

FM Multiplex station monitor, Nuclear Electronics cost \$1250—now like new \$325. Andrew 3 tower phase monitor good condition \$100. Both \$400 or trade for good used Magnecord or Ampex tape. WEAU, Evanston, Ill.

Schafer Spotter with memory unit. Records 200 commercials and selects next scheduled spot at random. First quality equipment, tape deck is by Ampex—finest made. Remote control unit permits announcer to by-pass memory unit and select any of the 200 commercials. Perfect alone, or as first step to automation. Make an offer. Bill Dahlsten, WLPO, LaSalle, Ill.

2 DUMONT TV camera chains—TA 124A complete with viewfinders, cable, etc. Consider all offers. Station Manager, Box 7158, Austin 12, Tex.

Reconditioned Collins cartridge equipment with full 90 day guarantee. Cartridge playbacks priced at \$225.00 and recording amplifiers at \$165 each. Ampex 601 at \$295.00, two Magnecord PT6A recorders with amplifiers at \$200.00 each. Southeast Audio Co., Jacksonville, Florida, Phone 305-356-3007.

Used UHF 1 kw RCA Transmitter excellent condition, immediate delivery, a bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television/radio transmitters, monitors cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Business Opportunities

Syndicator salesmen calling on radio, tv stations. Sales representation in exclusive territories available. Excellent commissions, including renewals. Box J-130, BROADCASTING.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. \$5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Sportscasting—Significant book of principles essential to play-by-play and sports news reporting. Clothbound. \$5.00 SPORTSCASTERS, 1361 Maple Dr., Logan, Utah.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 10, October 9. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

INSTRUCTIONS—(Cont'd)

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting date for this accelerated class is September 9th. For free brochure write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

RADIO

Help Wanted—Announcers

ANNOUNCER

Bright, fast paced tight production. No Rock and Roll! 1st ticket desirable and will bring more money. Play-by-play experience also desirable. Job is ready now, but will wait for the usual notice. Send tape & resume to

Box H-200, BROADCASTING

Help Wanted—Technical

Manager of Engineering

FOR MULTIPLE STATION OPERATION WILL BE REQUIRED TO SUPERVISE STATION CHIEF ENGINEERS AND DEVELOP TECHNICAL PLANNING FOR ALL PHASES OF CORPORATE ENGINEERING. STRONG THEORETICAL AND PRACTICAL BACKGROUND IN BOTH AM AND TV ENGINEERING A NECESSITY. MUST BE FREE TO TRAVEL THROUGHOUT THE UNITED STATES AND HAVE AN EXTENSIVE KNOWLEDGE OF FCC POLICIES AND PROCEDURES AS WELL AS A GOOD MANUFACTURER RELATIONSHIP.

Box J-107, BROADCASTING

TELEVISION

Help Wanted—Sales

TV SALESMAN

CALIF. STATION NEEDS EXPERIENCED TV SALESMAN. DRAW PLUS GENEROUS COMMISSION. SEND RESUME.

BOX J-6, BROADCASTING

TELEVISION

Help Wanted—Technical

TV Studio Technician
EAST COAST CHANNEL 12 NEEDS STUDIO
TECHNICIAN WITH FIRST CLASS LICENSE.
SWITCHER AND VIDEOTAPE EXPERIENCE ES-
SENTIAL. WANT COMPLETE RESUME, REFER-
ENCES, SALARY REQUIREMENT AND PHOTO-
GRAPH.

Box J-61, BROADCASTING

Situations Wanted

Production, Programing & Others

COMPETITIVE?

YOU BET!

10 years. Radio, Last 4 as Prog. Dir. 6
Yrs. Radio-TV. Sales Oriented Program-
ing-Prod.-Promotion. Experienced at
Building Image for Top 40 Format and
Middle Road Station. College, Married,
Civic Minded. Medium-Major Market in
West-Southwest Preferred. Will Consider
All Challenging Offers. For Resume,
Photo, Tape and, or VTR Write,

BOX J-149, BROADCASTING

Employment Service

JOB HUNTING

ALL BROADCAST PERSONNEL PLACED
MOST MAJOR U. S. MARKETS
MINOR-MARKET MIDWEST SATURATION
WRITE FOR APPLICATION NOW
BROADCAST

EMPLOYMENT SERVICE

4825 10th Ave. So. Minneapolis 17, Minn.

Looking
For a

JOB?

Sherlee Barish
BROADCAST PERSONNEL
16 East 52nd Street, New York, N.Y.

Miscellaneous

COVERAGE MAPS

Quality Printing - Accurate Data
Sample & Details on Request

Continental Broadcast Service
8135 Wynnwood Road
Minneapolis 27, Minnesota

WANTED TO BUY

Stations

WANTED

Small to Medium Market Station
OR CP. PREFER LOUISIANA, MISSIS-
SIPPI, OR TEXAS. MUST BE PRICED
RIGHT. REPLY HELD IN STRICT CON-
FIDENCE.

BOX J-89, BROADCASTING

WANTED TO BUY

Stations—(Cont'd)

EXPERIENCED BROADCASTER

Will Buy Station

In order to give veteran staff mem-
bers an opportunity to advance,
Broadcast Pioneer will buy Station
(radio) in Wisc., Mo., Kty., Ind.,
Ill., Ohio, Mich., or adjacent. Any
size up to (+ or — \$300,000). Must
be priced for possible improvement
in value. Cash or terms. Reply in
confidence to:

Box H-255, BROADCASTING. We probably
know each other.

WANTED: FULL-TIME

Metropolitan AM station billing over \$100,-
000. Must be in large city and have growth
possibility. Mail Full Particulars to:

Apartado 19,356
Mexico 4, D. F.

For Sale

Stations

MODEL FM STATION FOR SALE

Established independent FM station in metro-
politan Southeastern market serving coverage
area of half-million homes from ideal mountain-
top site. Entire operation housed in new build-
ing beside major highway. Low overhead opera-
tion with semi-automation and ready for low-
cost conversion to stereo. Finest equipment pur-
chased new. Established audience and quality
clients. Also multiplexing background music to
twenty clients with unlimited opportunity for
expansion. Exclusive taped music franchises for
both main channel and background services.
Owners must sell due to press of other interests.
Terms. Box H-225, BROADCASTING.

MIDWEST FULLTIME STATION

Located in large underradioed
growth market. 1963 gross run-
ning ahead of last year's \$250,000.
Priced at \$400,000 with terms
available.

BOX H-298, BROADCASTING

FULLTIME 5 KILOWATT

One of the best buys in the 50 states.
Low frequency—excellent operation.
Grossed well over \$200,000 in 1962.
Priced firm at \$250,000 with 29 percent
down.

BOX H-297, BROADCASTING

NORTHEAST

Profitable daytimer grossing over \$85,000
under absentee management. Can be im-
proved greatly with owner-operator. Price
\$100,000 cash or \$125,000 with good
terms.

BOX J-109, BROADCASTING

NORTHERN NEW ENGLAND

FULLTIMER IN SINGLE STATION SMALL
MARKET. EXCELLENT EQUIPMENT. COM-
BINATION OPERATION ON OWN LAND
WITH MODERN BUILDING.

Box J-110, BROADCASTING

For Sale

Stations—(Cont'd)

MOUNTAIN STATE

5 kw low dial fulltimer, 1962 gross over
\$130,000. \$21,000 down will handle. Balance
on easy terms. Golden opportunity for
owner-operator.

Box J-138, BROADCASTING

CENTRAL CALIF. DAYTIMER

Well-Equipped kilowatt. Good
market. Total price \$75,000 with
\$25,000 down. Balance over 10
years to qualified broadcaster who
will manage station.

Box H-296, BROADCASTING

MAJOR MIDWEST MARKETS

Daytimer with low dial position and
fixed sign on. Good earnings; Ex-
cellent potential. \$225,000 down with
long terms on balance.

Box J-151, BROADCASTING

GUNZENDORFER

NEVADA—5000 W. DAYTIMER—Great
Mkt. Asking \$175,000 with 1/2 Down. "A
GUNZENDORFER Exclusive."

CALIFORNIA—SOUTH DAYTIMER Growing
Mkt. asking \$7500 assume \$9000 con-
tract—"A GUNZENDORFER Exclusive."

WASHINGTON 1 STATION Mkt. with real
estate asking \$122,000 with \$18,500
down. "A GUNZENDORFER Exclusive."

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

To buy or sell Radio and/or TV prop-
erties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

CALIFORNIA. Medium market. Fulltime.
\$30,000 down.

GROWING WESTERN MARKET. Fulltime.
Gross \$200,000. Priced at \$300,000.

JACK L. STOLL & ASSOCS.

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Los Angeles 28, Calif. HO 4-7279

N. E.	small	fulltime	\$100M	29%
Ala.	single	daytime	75M	terms
S. E.	small	profitable	90M	cash
Tenn.	single	daytime	48M	terms
S. E.	small	local	23M	SOLD
Mass.	medium	regional	185M	29%
Pa.	suburb	daytime	120M	terms

And others.

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

You Can't Top A CLASSIFIED AD



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

of license and for change of facilities of KCHY Cheyenne, Wyo., and Fort Broadcasting Co. for renewal of license of KDAC Fort Bragg, Calif., in Docs. 14816 et al., granted applicant's request to extend from July 1 to July 15 date for exchange of direct written case. Action June 28.

BROADCAST ACTIONS by Broadcast Bureau

Actions of July 1

WHA1 Greenfield, Mass.—Granted increased daytime power on 1240 kc. from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions.

KPGE Page, Ariz.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; conditions.

W72AA Iron Mountain, Mich.—Granted license for UHF TV translator station.

K82AQ Grand Portage, Minn.—Granted mod. of CP to change type trans. for UHF TV translator station.

W72AA, W77AA Iron Mountain, Mich.—Granted assignment of CPs for UHF TV translator stations to U.P. T-V Systems Inc.

KJFL-TV Durango, Colo.—Granted mod. of CP to change ERP to 0.11 kw vis. and 0.07 kw aur., ant. height to minus 760 feet, type trans. and type ant., and make change in ant. structure and equipment; condition.

Actions of June 28

Douglas Entertainment Co., Douglas, Wyo.—Granted CP for new VHF TV translator station, on channel 4, to translate programs of KSTF(TV) (ch. 10) Scottsbluff, Neb.

KLUR(FM) Wichita Falls, Tex.—Granted license.

K11AB Ismay, Mont.—Waived Sec. 1.323 (b) of rules and granted CP to replace expired permit for new VHF TV translator station.

K10CI, K12BS, K05BX, Breckenridge and Blue River Valley, both Colorado—Granted CPs to replace expired permits for new VHF TV translator stations.

WCIT Lima, Ohio—Granted mod. of CP to make changes in DA system (reduce height), change ant.-trans. location and type trans.; condition.

W82AD Frostburg, LaVale and Cresap-town, all Maryland—Granted extension of completion date to Sept. 1 for UHF TV translator station.

■ Granted licenses for following VHF TV translator stations: K11BH, K13BF, Diamond TV Corp., Diamond Valley, Harney County; K04AC, Pelton Telecasters, Gateway and Mud Springs; K04CB, Plush T.V. Inc., Plush; K03BZ, Rogue River Translator Association, Rogue River; K05BT, Picture Gorge T.V., Kimberly; K13FB, Potosi TV Club, Medical Springs; K03BQ, Ukiah T.V. Association, Ukiah; K03AX, Umatilla River T.V. Association Inc., Umatilla River Valley; K02DB, Scottsburg Community Television Association, Scottsburg; K07DS, Toketee Falls Improvement Club, Toketee Falls; K04CE, Valley Falls T.V. Inc., Valley Falls; K07BS, Elwin B. Heckert, Lower Evans Creek, at Rogue River; K03BN, K07EP, K11EX, Video Utility Corp., Bend, all Oregon; K07DH, Ark Valley TV Inc., Lamar, Colo.; K03BE, K07EU, K13EQ, K04CP, Northern Television Inc., Clear, Nenana, Soldatna, Kasilof, Kenai and Sutton, all Alaska; K02BV, K07DB, K10DG, K13DE, Eagle Valley TV Corp., Sheephorn and State Bridge area, Avon, Eagle, Edwards, Gypsum and Wolcott, all Colorado; K02CA, K04BY, Victor Volunteer Fire Department, Victor, Colo.; K08CI, Peetz Lions Club, Peetz, Colo., and Mount Vernon, Sidney Draw and Lorenzo, all Nebraska; K09FC, K04CL, Midnight Sun Broadcasters Inc., Nenana and Soldotna and Kenai, all Alaska; K03BT, Kilaua Community TV Association, Kilaua, Hanalei and Coast Guard Station, Kauai, Hawaii; K03BH, K08BU, Holly TV Inc., Holly; K04CR, K06AR, K07FI, Creede TV Association, Creede and Masonic Park Rural Area; K02BL, K04BG, K06BM, Battle Mountain T.V. Association, Minter and Gilman; K02CR, K07FA, K09FA, Valdez TV Club, Valdez; K08EC, K12DQ, K11FR, Moffat County, Maybell, Williams Fork Rural area and Hiwatha; K06CX, K13EW, Buena Vista

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 2

	Lic.	Cps.	NOT ON AIR Cps.	TOTAL APPLICATIONS for new stations
AM	3,807	47	143	364
FM	1,094	23	94	191
TV	519	59	85	126

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, July 2

	VHF	UHF	TOTAL TV
Commercial	486	92	578
Non-commercial	47	21	68 ¹

COMMERCIAL STATION BOXSCORE

Compiled by FCC, May 31

	AM	FM	TV
Licensed (all on air)	3,801	1,088	518
Cps on air (new stations)	53	29	60
Cps not on air (new stations)	130	91	85
Total authorized stations	3,984	1,208	663
Applications for new stations (not in hearing)	223	181	67
Applications for new stations (in hearing)	151	13	54
Total applications for new stations	374	194	121
Applications for major changes (not in hearing)	255	92	46
Applications for major changes (in hearing)	50	3	7
Total applications for major changes	305	95	53
Licenses deleted	0	0	0
Cps deleted	0	2	2

¹Includes 3 stations operating on unreserved channels

Television Inc., Buena Vista, Salida and Poncha Springs; K10EA, Hinsdale County Chamber of Commerce Inc., Lake City; K06CK, Crystal River TV Association, Redstone and Upper Crystal River Valley; K12EG, Egeria Park TV Association, Yampa; K06DA, Town of Alma, Alma; K13EO, Lake George Volunteer Fire Department, Lake George and Florissant; K02BS, Upper Colorado TV Association, Dotsero and area between Cabin Creek and Dotsero; K06CZ, Dotsero T.V. Association, Dotsero; K13EL, Town of Grand Lake, Grand Lake; K11FM, Edward E. Schultz, Estes Park; K07FQ, Placerville TV Association, Placerville; K12DR, K09DT, Baca TV Co., Richards, Campo, Regnier, Graft, Pritchett, Oklarado and Buster; K07EL, K09EM, LaVeta TV Association, LaVeta and rural area; K07DR, Crook Community

TV Association, Crook; K07CA, Franklin and Carleton Currier, Currier Ranch, Colbran, and specify type trans.; K02DI, Granada Community TV, Granada and area; and K12AM, TV Committee, Wray, all Colorado.

Action of June 27

W06AB Jamestown, N. Y.—Granted extension of completion date to Oct. 13 for VHF TV translator station.

Action of June 24

United TV Association, Fleming and Haxtun, both Colorado—Granted CPs for new VHF TV translator stations, on channels 8 and 12, to translate programs of KOA-TV (ch. 4) Denver.

SUBSCRIPTION APPLICATION

BROADCASTING The Businessweekly of Television and Radio

1735 DeSales Street, N.W., Washington, D. C., 20036

Please start my subscription immediately for—

- ☐ 52 weekly issues \$8.50 ☐ 104 weekly issues \$14.00 ☐ Payment attached
☐ 52 issues & 1964 Yearbook \$13.50 ☐ Please bill
☐ 1963 Yearbook \$5.00 (so long as supply lasts)

name _____

title/position* _____

address ☐ Business
☐ Home _____

city _____

zone _____ state _____

company name _____

*Occupation Required



WILL CHILDHOOD BE THE ONLY FREEDOM THEY WILL KNOW?

Personal freedom can slip away a little at a time, as quietly as children grow. It can be destroyed by forces from *within* our borders. Subtle forces—like the steady expansion of federal government in business, and the effect it has upon our daily lives.

Already our federal government owns many thousand businesses, from bakeries to sawmills. In the

field of electricity alone the output of federally owned plants has risen from less than 1% of the industry's total in 1935 to more than 15% today. And advocates of government-in-business press constantly for more.

They advocate a dangerous course. When any government owns business, it can control both goods and jobs. It adds economic powers to

its vast political powers. When it does that, it can tell you where to work, where to live, even what to do or say. Then freedom has slipped quietly away.

More government-in-business could rob our children of the self-reliance they have just begun to learn. And it could rob them of the freedom which they still enjoy.

INVESTOR-OWNED ELECTRIC LIGHT AND POWER COMPANIES ... owned by 4,000,000 investors across the nation
Sponsors' names on request through this magazine

OUR RESPECTS to Edgar Jay Scherick

Network TV salesman turns program chief

One inauspicious way to begin a career in the entertainment world is to sing happy birthday greetings as a Western Union messenger. As Edgar Scherick remembers the experience, his first job, it was not without the rigors attendant on more sophisticated employment.

He recalls that a copyright infringement suit brought a halt to his usual delivery of the birthday message. Before the ASCAP-BMI feud could be resolved he had learned to sing the words to the tune of "Yankee Doodle," another song in his repertoire.

If the latter half of the above story is apocryphal, there is no question about the authenticity of the first-job claim. (He held it during summer vacations from high school.) That Mr. Scherick had a number of embarrassing moments, standing before message recipients in full-throated song, is well documented.

One month ago Edgar Jay Scherick became ABC-TV's vice president for programing, having come a considerable distance since the first job and not on the wheels of his messenger bike. For Mr. Scherick, the network reinstituted an office encompassing all programing. Most recently the highest job in the department had been designated "vice president, nighttime programing."

Rapid Climb ■ The happy circumstance for Mr. Scherick, who at 38 finds himself at the top of the network's programing ladder, is the result of independent thinking and fast moving. And he appears not the least winded by his rapid climb.

Out of high school in 1941, he joined the L. H. Hartman agency (since absorbed by Grey Advertising) in New York. A year of "watering Mr. Hartman's plants and odd jobs in the mail room" had a part in convincing him of the need to further his education.

His first year at Hobart College, Geneva, N. Y., was interrupted when he enlisted in the Air Force in 1943. In 1946 Staff Sergeant Scherick, then a meteorologist, left his weather station assignment in Iceland to resume his educational endeavors as a second year transfer student at Harvard. He walked out of Harvard three years later with a magna cum laude degree under his arm and a Phi Beta Kappa key in his pocket.

Before he returned to New York again in 1950 Mr. Scherick had already demonstrated an interest in broadcasting. As a Harvard student he helped form the New England University Radio Group which did a series of shows for WHDH Boston, called *What's It to You*, treating Boston area problems.

His first taste of commercial broad-

casting came when he joined Dancer-Fitzgerald-Sample as an assistant time-buyer on the Procter & Gamble account.

Sports Specialty ■ An interest in sports and sports programing were to shape the future for Mr. Scherick. Following his association with D-F-S and a stint with CBS-TV as a sports specialist, he took the step that turned the corner for him. With a mixture of fortitude and "that lonely feeling" that accompanies independence, he formed his own company, Sports Programs Inc., to negotiate for and produce live sporting events. He had seen growing opportunities for regional sports hookups and "wanted in" on the ground floor. His business was capitalized at the grand sum of \$600.

His first venture in the field was purchase of Big Ten basketball rights, in conjunction with Sports Network. He had the bait in his mouth until Standard Oil of Indiana took him off the hook, buying half the package for \$200,000.

Mr. Scherick's Sports Programs, which began producing for all three networks, started drawing him closer and closer to ABC-TV. The network had had an unpleasant experience with an NCAA football package but was under heavy pressure from affiliates to branch further into the sports area.

Year-Round Package ■ The idea for full-network sports presentations on a 52-week basis evolved under Mr. Scherick's direction. The result: ABC-TV's *Wide World of Sports*. The advantages of advertising continuity offered by the concept were obvious and by ranging far and wide for a variety of events in diverse countries, prices for

TV rights were kept at a minimum.

While Mr. Scherick was heading his own company he was serving ABC-TV as executive producer for *The Fight of the Week*, NCAA football and basketball games, American Football League games, *Big League Baseball* and *Make That Spare*.

The work for ABC cemented his affiliation there and in February 1960 the inside outsider was appointed vice president in charge of TV network sales. At the same time his Sports Programs Inc. became the owned sports production arm of the network.

Edgar Scherick has a reputation among his peers and subordinates as an "out-spoken, straight-from-the-shoulder shooter." The double-barreled adjective may be well deserved.

Network TV's Albatross ■ He's worried about the image which advertisers have of network television and is not afraid to say so. He suggests that some advertisers and agencies have begun to take for granted a medium which "continues to deliver audiences at costs which are fair and competitive. Television is being penalized for its hits," says Mr. Scherick. "Our bonus has become the albatross around our necks. A *Ben Casey* comes along and attracts an unusually large audience, and people forget that other programs are producing efficiently and feel short-changed because they haven't a run-away hit."

Mr. Scherick thinks the networks lack an effective trade association. He proposes formation of such a promotion group "above and beyond any existing associations and made up solely of the three networks, designed to sell network television."

When Mr. Scherick was jumped from network sales into the top programing position last month no one was surprised by the appointment.

A thorough knowledge of program sales, a handy tool in the programing job, was not the only asset working in his favor.

He can hold forth impressively on the subject of next season's schedule but is equally comfortable in discussions of the relative merits of American historians, classics, poetry and other more academic topics. He says, quite seriously, that he suspects he missed his calling when he passed up ichthyology (the study of fish). ABC is thankful that was one of his "roads not taken."

He lives in Manhattan with his wife, Carol Ruth (nee Romann) and three children: Christine, age two-and-a-half; Gregory, one-and-a-half, and J. J., six months.



Mr. Scherick

The fairness fallacy

POLITICIANS have seized upon "fairness" as the catch-all word to justify any claim for broadcast time or any attempt to regulate the practice of journalism by radio and television broadcasters.

It is in the name of fairness that the Congress has retained most of the restrictions of Section 315, the political broadcasting law. It is in the name of fairness that an effort has been started in the House to impose new restrictions on broadcast editorializing.

It was in the name of fairness that years ago the FCC adopted a prohibition against all editorializing, and it was in the same name that the FCC later withdrew its prohibition but replaced it with a requirement that an editorializing broadcaster had to provide opportunity for the presentation of opposing views.

It has been difficult for broadcasters to resist all these encroachments on their journalistic freedom without also appearing to object to the principle of fairness, a principle which, like motherhood and the divinity of J. Edgar Hoover, is not to be questioned in any public forum these days. Fairness is indeed a quality to be desired. It is also a quality that rarely can be measured to the satisfaction of all. What is fair to one may be unfair to another, as events of a fortnight ago clearly demonstrated.

As reported in this publication last issue, the National Association for the Advancement of Colored People announced the beginning of a campaign to get a better break for Negroes on radio and television. In the same week Senator Strom Thurmond (D-S. C.) delivered a bitter attack upon television networks for slanting the news in favor of Negroes and their campaign for civil rights.

Senator Thurmond claimed it was unfair to "the American people of the South" when networks accorded detailed coverage to the killing of Medgar Evers, the NAACP leader in Mississippi, and less to that of a white photographer in Lexington, N. C. No doubt there are many who would agree with Senator Thurmond. Yet their standards of fairness in the situation that he cited would hardly compare with those of a newsman of different outlook. The killing of Mr. Evers was premeditated murder for which a white supremacist has been indicted. The killing of the white photographer was, according to all available evidence, a regrettable accident during a riot in which wild shots were fired.

If the fairness doctrine continues to mature into an instrument of national policy, the time will come when in any story concerning which there may be rival views the broadcast newsman will be obliged to ration air time according to arithmetical formulas instead of seasoned news judgment. This procedure would be "fair" all right. It would also be the death of broadcast journalism.

The latter may, in fact, be what some politicians want.

National emergency

AFTER too many months of temporizing, the National Association of Broadcasters has declared war against its government tormentors.

The job now is to implement the unanimous decision of the joint radio and television board to carry the fight to Congress and to the people. This is no easy task. By giving this project "first priority" the board sensed the attitudes of broadcasters everywhere who had despaired of rationalizing with the FCC.

Although it has always been repugnant to the elite, the

NAB's reason for being is and always has been that of maintaining an effective lobby. One facet is lobbying the lawmakers; the other lobbying the public—the latter politely called public relations.

In recent years the NAB has not been successful on either count. If it had been, broadcasters would not be in such deep trouble and the FCC would not have gotten away with its broadcasters-be-damned concept.

A freshman radio board member—John Coyle of KVIL Dallas—marshalled the resolution against undue government encroachment through the radio board and then, armed with its unanimous vote, through the joint board. The resolution, redrafted by a committee, calls for a strong legislative committee—operating at the grass-roots level—to indoctrinate Congress on the regulatory actions which constitute threats to the freedom of broadcasting.

It also provides for a continuing "public information program" to acquaint the American people "with the problems and perils of excessive federal control over broadcasting."

The public has been the forgotten man in the conflict between broadcasters and the FCC. As long as his programs haven't been too seriously affected, the average citizen couldn't care less. Now he is to be told that what the FCC is effectuating by devious means approaches thought control and cannot help but have a debilitating effect on the well-being of broadcasters and on their ability to supply the programs the public wants.

The logical first step should be to assign Paul Comstock, NAB vice president for government affairs, to coordinate the new activities. Mr. Comstock, Florida attorney, since he joined the NAB last September has shown aptitude in congressional liaison and has acquired a good grasp of broadcasters' problems.

The FCC has a regiment of bright young men who will now work overtime in devising counter-attacks. They have been eminently successful in getting a majority of the FCC to go along with them.

Congress, it appears, will be in session all summer and possibly all year. Next year there are the national elections. For the broadcaster a national emergency exists. The time to act is now.



Drawn for BROADCASTING by Sid Hix

"That computer of yours . . . it's almost human!"

BIG NEWS

For People Who Believe In QUALITY!

NEWSFILM STATION
OF THE
YEAR

AWARDED TO
KPRC-TV

Houston, Texas

In The

20th ANNUAL
PICTURES OF THE YEAR
NEWSFILM COMPETITION

Sponsored By
NATIONAL PRESS PHOTOGRAPHERS
ASSOCIATION

UNIVERSITY of MISSOURI
SCHOOL of JOURNALISM

THE WORLD BOOK
ENCYCLOPEDIA

June

1963



WEEKENDS ARE DIFFERENT...SO IS MONITOR

People play games, weekends...some look on...others listen...they all want to know what's going on...golf...racing...holdup on Main and 3rd...Laos...front page of Pravda...funny man!...Jonathan Winters...Al Kelly...Ethel & Albert...Mike Nichols...Elaine May...Mel Allen...Lindsey Nelson...Frank McGee...Frank Blair...Gene Rayburn...David Wayne. Music? The latest. Something for everyone...specially sponsors. Say can *this* be radio? No, it's **WEEKEND MONITOR...NBC RADIO.**



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JULY 15, 1963

Ratings are still the criteria for agency
program decisions 23

4A demographic 'white paper' seen as move
toward agency agreement 32

FTC really means business on broadcasters'
use of ratings 26

State broadcasting groups begin Hill lobby
on time standards 39

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Keep close to your customer
with Spot Radio

...ing margarine? How about this for a selling opportunity—while she's using the product? Spot Radio's adaptability can put your message across at the right time in the right place. Spread your margarine sales around with Spot Radio on these outstanding stations.

Albuquerque	WTAR	Norfolk-Newport News
Atlanta	KFAB	Omaha
Buffalo	KPOJ	Portland
Chicago	WRNL	Richmond
Cleveland	WROC	Rochester
Dallas-Ft. Worth	KCRA	Sacramento
Denver	KALL	Salt Lake City
Duluth-Superior	WOAI	San Antonio
Houston	KFMB	San Diego
Kansas City	KYA	San Francisco
Little Rock	KMA	Shenandoah
Los Angeles	KREM	Spokane
Miami	WGTO	Tampa-Lakeland-Orlando
Minneapolis-St. Paul	KVOO	Tulsa
Mountain Network		Radio New York Worldwide

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
CITY • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



Sacramento, California NOW...A NEW WORLD PORT



and **BEE LINE RADIO KFBK** is the way
to reach this vital market

Prosperous Sacramento has just opened its new \$55 million port and will now more than ever contribute to California's fabulous growth. Smart advertisers know that Beeline Radio **KFBK** is the effective way to cover the expanding Sacramento Market. And **KFBK** is only one of four Beeline stations — the key to California's rich inland valley and Western Nevada.

McCLATCHY BROADCASTING COMPANY

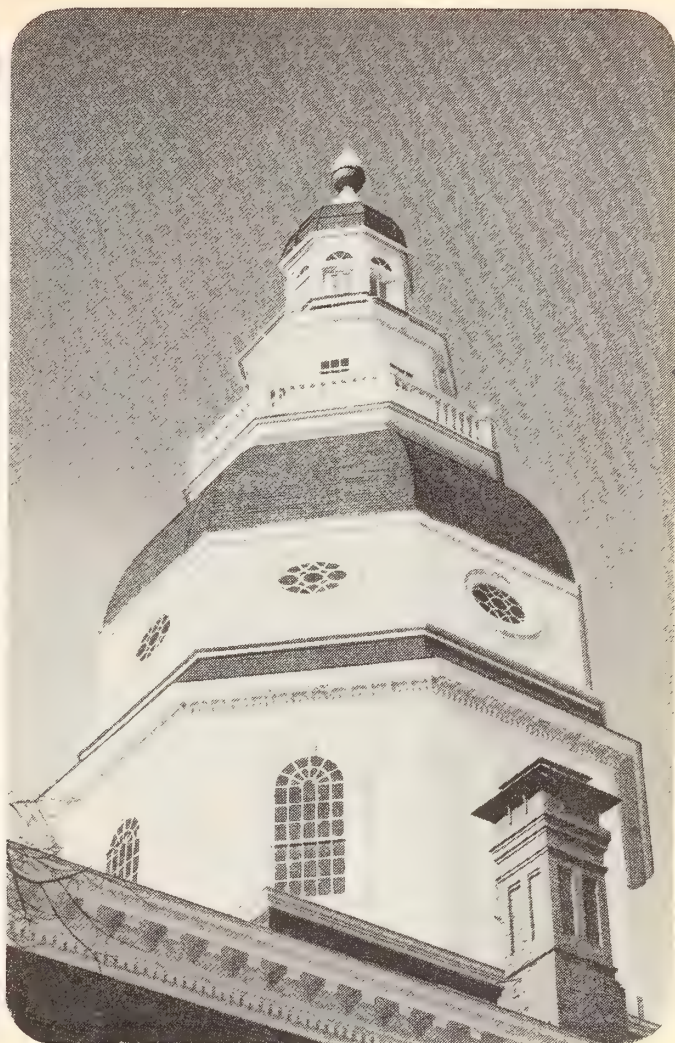
delivers more for the money in Inland California and Western Nevada

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE





City Hall—Baltimore, Md.



State Capitol Bldg.—Annapolis, Md.

MARYLAND NEWS CENTERS

WCBM RADIO legmen cover them best!

Here in Maryland the biggest local and regional news is made every day in Baltimore and Annapolis. WCBM's staff covers both news centers intensively . . . then prepares and delivers the news-in-depth adults prefer!

This kind of intensive local and regional coverage . . . international news-services . . . CBS news and commentators . . . give WCBM listeners a

total of 32 hours of news every week! No wonder the adults in this area—men and women interested in what is happening in the world today—prefer WCBM news.

This, plus quality music, personalities, and interesting features consistently delivers the adults . . . the people with the money to spend for your products and services!



National Sales Representative

Metro Radio Sales

A SERVICE OF METROPOLITAN BROADCASTING

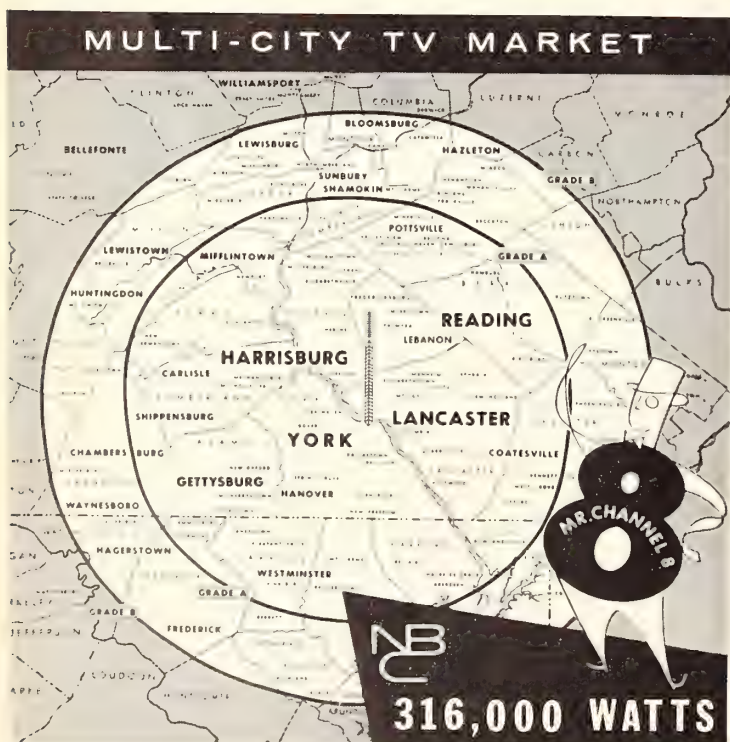
A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland



GREATER CAPACITY TO RENDER SERVICE



WGAL-TV does the **BIG**-selling job



This **CHANNEL 8** station is more powerful than any other station in its market, has more viewers in its area than all other stations combined. Hundreds of advertisers rely on its alert ability to create business. So can you. Buy the big-selling medium. Advertise on WGAL-TV.

WGAL-TV

Channel 8

Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

Buy the numbers

Few if any big-billing agencies in advertising so far seem inclined to follow lead of Foote, Cone & Belding in banning use of local ratings by radio timebuyers. FC&B has told its staff that other considerations — power, character of programing, reputation of station, to name few—are more reliable than ratings.

Several big agencies billing total of about \$60 million in radio told BROADCASTING that though they have doubts about current radio ratings, they'll continue to buy on best information available—including ratings. FC&B's embargo on use of ratings extends only to radio. Like most other agencies, FC&B intends to use television ratings to guide network placements (see story page 23).

New ownership twist

Should investment firms and brokerage houses be considered multiple owners in strict compliance with FCC multiple rules when they are involved in financing of broadcast properties or hold minority interest in trusts or sit on boards of licensee companies? Question arose last week at FCC meeting involving sale of WPOP Hartford to WIRE Broadcasting Co., Indianapolis (Joseph C. Amato, 17% plus; Walter B. Dunn, 13% plus, and other associates) for \$665,000, of which \$200,000 is consulting fee. Although FCC approved transfer, individual commissioners thought there should be clarification of status of brokerage houses and instructed staff to prepare proceeding. It's likely that inquiry and possible new regulations will be forthcoming.

Involved in Hartford deal are owners of Carl M. Loeb, Rhoades & Co., which has been active in broadcast field, having made substantial loans to number of licensees and larger entities. Company officials also sit on boards of certain licensees. Number of other investment houses also have multiple minority interests.

FCC on editorializing

FCC will oppose "fairness in editorializing" legislation introduced by Representative John E. Moss (D-Calif.) at hearing this week before House Commerce Committee's Subcommittee on Communications and Power. At meeting last week, FCC approved statement to be presented at tomorrow's session (Tuesday) by Chairman E. William Henry opposing Moss bill (HR 7072), which would require stations to guarantee equal time to opposing viewpoints whenever they editorialize in political cam-

CLOSED CIRCUIT

paigns. Commissioner Hyde didn't go along with statement, feeling it did not go far enough. FCC majority decided to stick to its guns on fairness doctrine as generally applicable to editorializing, but Mr. Hyde wanted to drop program guidelines adopted in July 1960, which he opposed at that time.

FCC touts trumped

Chances are slim FCC will adopt, in anything like present form, its proposed rulemaking to restrict broadcast of horse racing information. Commission staff has been impressed by quantity and quality of adverse comments received from broadcasters and horse race interests. But clincher was Justice Department's filing on proposal that was intended to prohibit broadcast of information helpful to gamblers (see story page 57). Since Justice was informed during drafting of proposal, its statement that proposed rule goes too far has effect of leaving commission in lurch.

One provision that will be modified is that which relies on purse size to indicate whether race is important enough to be of legitimate interest to sports fans. Commission used figure of \$25,000—which, according to one agency official, "was pulled out of the air." But many comments point out that, whatever its size, purse alone doesn't determine importance of race.

Last word on clears

Representative Oren Harris (D-Ark.) and his House Commerce Committee don't know what step to take next in controversy with FCC over breakdown of some clear channel stations and super powers for others (BROADCASTING, July 1, 8). "We won't let the matter rest; that's for sure," committee member said following FCC declaration that it intended to move forward despite strong opposition of House committee. Mr. Harris said he was not sure what committee would recommend next, but indicated House would not let FCC proceed with its plans. Best bet is that committee will favor legislation with force of law since, they say, resolution expressing House intent didn't stop FCC.

Shades of the Shadow

ABC Radio officials are convinced time is ripe for revival on radio of drama-mystery programs that were popular in pre-television era. Network is polling its affiliates for their reaction, finds early response overwhelmingly favorable. If final tally favors proposal (and top network officials are

fairly certain of approval), ABC Radio plans to schedule 50-minute drama-mystery series weekdays in late evening time, starting in fall.

Answer to codes?

When FCC gets to final consideration of television programing form, which isn't likely before August recess, it may seek way out of its dilemma on controversy over adoption of NAB commercial code standards. Proposal, advanced by Commissioner Fred W. Ford, whereby composite week of programing would be checked off against proposed typical week, conceivably could provide graceful solution. Mr. Ford's proposal is that commercial time actually used be checked off against percentage break-downs in various categories at renewal time.

Committee of three commissioners (Ford, Bartley and Cox), each of whom had his own proposal for TV renewal forms, has been seeking to reconcile its differences. If Ford proposal is accepted by committee, only one additional vote would be required to put it through commission.

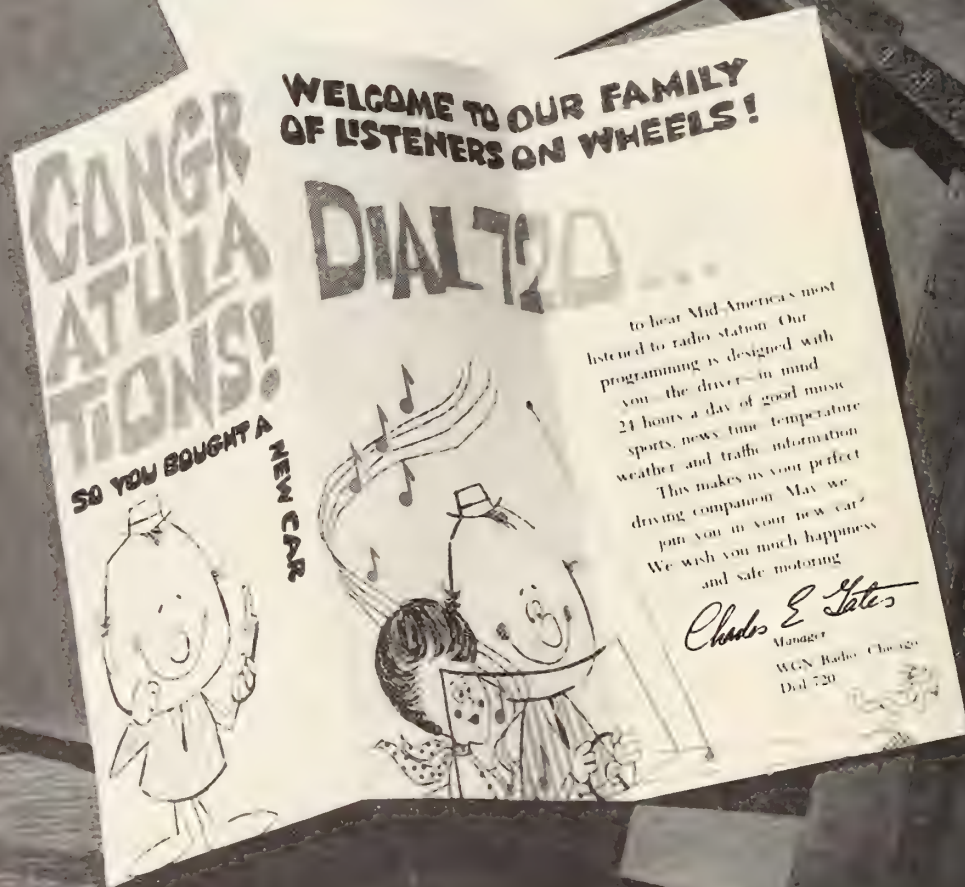
Daylight spending time

Television networks claim they've scored sales coup in daytime. All three report "virtual" sold-out status for first quarter of new TV season, starting in October. NBC-TV says it took in \$10 million in new and renewed business in June for next season, ABC-TV places its total on same basis (and same month) at some \$15 million and CBS-TV says flatly it's near SRO. On Monday-Friday basis, NBC-TV will program 10 a.m.-1 p.m. and 2-5 p.m. in addition to early-morning *Today*; CBS-TV, 8-9 a.m., 10 a.m.-1 p.m. and 1:30-5 p.m.; ABC-TV 11 a.m.-5 p.m. with some station time in that period.

Senate's shifting scene

Possible, but not necessarily probable, is drastic change in makeup of Senate Commerce Committee following elections next year. Ten of 17 senators on committee, unusually high number, must stand for re-election in 1964, including Senator John Pastore, chairman of Communications Subcommittee. This fact alone, observers feel, leaves little hope that committee will report out any change in Section 315 of Communications Act beyond suspension for 1964 presidential and vice presidential races. Full committee has not met on political broadcasting since hearing three weeks ago (BROADCASTING, July 1) and no meeting on subject is now scheduled.

Another important plus



THE PERSONAL TOUCH

300,000 new-car buyers in Illinois, Indiana, Michigan and Wisconsin are receiving personal cards of congratulation from WGN Radio.

This is another promotion "first" for WGN... in Chicago... and the nation! These cards provide a unique personal touch—another important plus for WGN Radio's audience and advertisers. The personal touch is the key to listener—and brand—loyalty.



WGN IS CHICAGO

WEEK IN BRIEF

Consensus of Madison Avenue is that programs will still live or die depending on how they make out "ratings-wise" in first few weeks of fall programing. Faltering shows may be given more time, however. See . . .

RATINGS STILL BEACON . . . 23

JWT concentrates timebuying in broadcast department. Seen as discouraging all-media buying, although strategy still will be concentrated in media departments of top-ranked broadcast agency. See . . .

JWT SHUFFLES BUYING . . . 25

If ratings or survey data are used in station promotion, responsibility for accuracy of information used is advertiser's. This is obvious from answers by FTC's Sweeny to questions. See . . .

TIGHT REIN ON RATINGS . . . 26

AAAA committee tells what it wants from media research. Group issues demographic report and broadcast spokesmen say if that's what advertisers want, that's what they'll try to give 'em. See . . .

DEMOGRAPHIC 'WHITE PAPER' . . . 32

Tobacco advertising is in a state of change, primarily to reduce smoking attractiveness to young people. Allen issues guidelines for use by advertisers as controversy continues. See . . .

CIGARETTE AD CHANGES . . . 36

Broadcasters start pouring it on. March on Washington has begun, in person and by correspondence, in fight against FCC time limits proposals. Georgia group descends on Capitol Hill. See . . .

FACTS OF LIFE . . . 39

Station profits in 1962 move up again after slump year before. NAB survey shows average TV station made 16.9% on over-\$1 million revenues; average radio station 7.7% on \$11,200 gross. See . . .

PROFITS MAKE COMEBACK . . . 42

Only three congressmen have accepted invitation to testify at opening of Rogers probe on broadcast editorializing. They will be followed by representatives of FCC, NAB and networks. See . . .

EDITORIALIZING HEARING . . . 48

That notorious Charlie Walker case is seen as landmark in battle against FCC's authority on program content. Appeals court is told free speech and no-censorship laws can't be limited. See . . .

FCC AND FREE SPEECH . . . 52

AFTRA convention is hammering out demands for new contracts, but with 500 present it's going to be a problem preventing details from leaking out before negotiations begin next month. See . . .

DISCUSSES NATIONAL CONTRACTS . . . 60

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To stations with
a late afternoon
"strip-slot"
to program ...
**LOOK WHAT'S
HAPPENED IN
PITTSBURGH*..**

ARB MARCH/APRIL 1963—BEFORE ZANE GREY THEATRE

PITTSBURGH TELEVISION AUDIENCE ESTIMATES					MAR/APR 1963 MONDAY-FRIDAY					
TIME & PROGRAM	STATION	TOTAL HOMES (00)	METRO RATING	METRO SHARE	MEN		WOMEN		TEENS 13-17 (00)	CHIL DREN (00)
					TOTAL (00)	18 39 (00)	TOTAL (00)	18 39 (00)		
4.30 PM FUNSVILLE/BSBL POPEYE/JFK POPEYE CLUB/JFK SIU & TOTALS	KDKA	482	5	21	144	65	149	99	50	699
	WTAE	1179	13	54	97	77	288	224	217	2045
	WTIC	313	4	17	19	13	20	13	60	421
		1974	24		260	155	457	336	327	3165
4.45 PM FUNSVILLE/BSBL POPEYE/JFK POPEYE CLUB/JFK SIU & TOTALS	KDKA	462	5	21	144	65	136	86	50	657
	WTAE	1163	13	54	97	77	294	231	217	2017
	WTIC	328	4	17	19	13	13	7	54	473
		1953	24		260	155	443	324	321	3147

ARB MAY/JUNE 1963—AFTER ZANE GREY THEATRE

PITTSBURGH TELEVISION AUDIENCE ESTIMATES					MAY/JUN 1963 MONDAY-FRIDAY					
TIME & PROGRAM	STATION	TOTAL HOMES (00)	METRO RATING	METRO SHARE	MEN		WOMEN		TEENS 13-17 (00)	CHIL DREN (00)
					TOTAL (00)	18 39 (00)	TOTAL (00)	18 39 (00)		
4.30 PM ZANE GREY THEATRE POPEYE & KNISH/JFK POPEYE CLUB/JFK SIU & TOTALS	KDKA	564	6	32	265	95	374	135	228	198
	WTAE	799	7	37	80	62	102	64	145	1167
	WTIC	333	4	21	70	29	69	37	31	361
		1696	19		415	186	545	236	404	1726
4.45 PM ZANE GREY THEATRE POPEYE & KNISH/JFK POPEYE CLUB/JFK SIU & TOTALS	KDKA	564	6	32	265	95	374	135	228	198
	WTAE	821	7	37	81	62	103	64	149	1225
	WTIC	336	4	21	70	29	69	37	31	361
		1721	19		416	186	546	236	408	1784

*The very first ARB rating on
ZANE GREY THEATRE when
programmed as a late after-
noon strip. KDKA, 4:30-5 PM

"PROVEN-PROGRAMMING" FROM



A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH
AVENUE
NEW YORK
20
NEW YORK
LT 1-8530

Despite the fact that TOTAL AVAILABLE HOMES dropped from 196,350 (March-April) to 170,850 (May-June) and despite the fact that SETS-IN-USE dropped from 24 to 19 (normal for a 4:30 PM time slot for this time of the year)

ZANE GREY THEATRE
delivered the following:

RATING
INCREASED 20.0%

SHARE OF AUDIENCE
INCREASED 52.4%

TOTAL HOMES DELIVERED
INCREASED 19.5%

MEN (18-39)
INCREASED 46.2%

TOTAL MEN
INCREASED 84.0%

WOMEN (18-39)
INCREASED 45.9%

TOTAL WOMEN
INCREASED 162.5%

TEENS
INCREASED 356.0%

Compared with the direct competition.

ZANE GREY THEATRE

NO. 1 WITH TOTAL MEN
**229.2% MORE THAN THE
NEAREST COMPETITION**

NO. 1 WITH TOTAL WOMEN
**264.8% MORE THAN THE
NEAREST COMPETITION**

NO. 1 WITH TEENS
**55.1% MORE THAN
NEAREST COMPETITION**

**NO. 1 IN AUDIENCE
COMPOSITION BALANCE**
Of ZANE GREY THEATRE's total audience

24.9% were men
35.1% were women
40.0% were teens and children

What happened in Pittsburgh could
happen in your market. Why not on
your station?

NASA TO ORBIT SYNCOM II ON JULY 23

If successful, satellite will give continuous coverage

Second Syncom communications satellite is scheduled to be sent into 22,300-mile high orbit July 23 and National Aeronautics and Space Administration expects to attain objective—continuous coverage of at least third of earth.

First synchronous space relay was lofted last February. It failed to achieve exact orbit and difficulties with communications equipment have kept it silent (BROADCASTING, Feb. 18).

For Syncom II, new third-stage booster, using solid fuel, will be used. Other changes to improve chances of success: extra wiring to give each of communications assemblies two electrical paths, separate silver zinc battery for early telemetry regardless of condi-

tion of regular power supply, and addition of accelerometer to work with apogee motor. This is rocket which is supposed to "kick" spacecraft into proper orbit; its failure on Syncom I is assumed to have been reason correct orbit was not achieved. Eighty-six-pound satellite, like first one, was made by Hughes Aircraft Co.

Because orbit of Syncom at 22,300 miles high is synchronous with earth's daily revolutions, it will appear as stationary object. Thus, continuous communications via satellite between U. S. and Europe and Africa will be possible. In low-orbit communications satellites, as many as 30 or 40 are needed for sustained transmissions and reception.

Corpus Christi VHF to go to McKinnon

Channel 3 Corpus Christi, Tex., will go to former Congressman Clinton D. McKinnon's South Texas Telecasting under transaction, subject to FCC approval, being negotiated with Trigg-Vaughn group, competing applicant for facility. South Texas will pay Nueces Telecasting Co., Trigg-Vaughn applicant, its out-of-pocket expenses, leaving former company only applicant. South Texas won initial decision.

Mr. McKinnon, former principal owner of KOAT-TV Albuquerque, N.M., and KVOA-TV Tucson, Ariz., has no other broadcasting interests, but his sons own KSON San Diego. He is presently stockholder and director in South Texas and has options to acquire approximately 80% of company. Station is earmarked for ABC-TV affiliation.

Rogers hearing called 'censorship'

Investigation of broadcast editorializing, due to start today (Monday), was called "a form of implied censorship" by Sherwood R. Gordon, who is scheduled to be first broadcaster witness before subcommittee (see story, page 48).

Mr. Gordon, who owns two radio stations in West, said "radio and television stations must forcefully oppose this latest move to deprive the broadcast industry of the right given to it by the FCC to express opinions freely."

Gordon statement was immediately

challenged by Representative Walter Rogers (D-Tex.), chairman of subcommittee. "Nothing could be further from the truth," he said in response to charge committee was aiming at censoring broadcasters.

Mr. Gordon is president and general manager of KSDO San Diego and KBUZ Phoenix, Ariz., and representative of District 11 of Mutual Broadcasting System affiliates advisory committee.

4A 'white paper' gets ANPA backing

Bureau of Advertising, American Newspaper Publishers Association, said today (Monday) its research advisory council gives formal endorsement to "principle of a uniform media data classification system along the lines of that released today by the research committee of the American Association of Advertising Agencies." Newspaper group noted wide adoption of suggested standards by all media "will provide essential steps for inter-media comparison" (for detailed story on report, see page 32).

Congress could be strongest regulator

Radio and TV must more effectively tell their story before Congress and public to improve poor relationship with both, veteran broadcaster Rex Howell, WREX-AM-TV Grand Junction, Colo., told Idaho State Broadcasters Association in Moscow Friday (July 12).

Greatest threat to freedom of industry lies in Congress, not with FCC, he

said, in telling industry "we have not been doing our homework." Noting House hearings beginning today (Monday) on broadcast editorials (see page 48), he asked if industry must make fight against Mayflower edict of 1940's banning editorials all over again—but this time with Congress itself.

Mr. Howell, who has been broadcaster through terms of every chairman of Federal Radio Commission and FCC, praised Congress for retaining anticensorship provision in Communications Act. Many, he said, have done violence to this section, with James Lawrence Fly, former FCC chairman and father of Mayflower decision, the major violator of broadcasters' freedoms.

Colorado licensee said he continued to editorialize to 1940's while practice was banned by FCC (Mayflower decision was rescinded in 1949).

ABC-owned TV stations start fall promotion

ABC-owned TV stations start promotional push Monday (today) with presentation by WABC-TV New York of station's fall schedule to expected gathering of 1,200 advertiser, agency and news representatives. New York event is first of series which will feature introduction of next season's programming plans at each of owned stations: WBKB (TV) Chicago, July 16; WXYZ-TV Detroit, July 17; KABC-TV Los Angeles, July 18, and KGO-TV San Francisco, July 19. General managers of all five stations will attend each presentation.

Among plans revealed by WABC-TV is

Band shuffling

FCC is making microwave band 7050-7125 mc available to television stations for pick-up, studio-transmitter link and intercity-relay purposes. Band was switched from communications common carrier use in order, released last week, reallocating some microwave bands for common carrier and private mobile services.

Same order eliminates band 10550-10680 mc from frequencies available to television. NAB had told FCC broadcasters were making little use of band.

In making 7050-7125 mc band available to television, commission overrode objections of common carriers. Commission cited apparent need of broadcasters for space in that band.

WEEK'S HEADLINERS



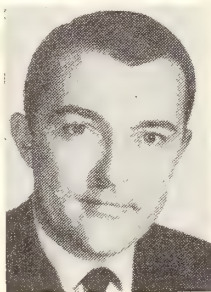
Mr. Barriault

Arthur Barriault, 18-year veteran of NBC News, assigned to White House Office of Emergency Planning to act as liaison officer for broadcasting industry under new Emergency Broadcast System (BROADCASTING, July 8). Mr. Barriault, whose \$20,000 yearly salary is being paid by NAB and four broadcast networks, took over new job July 1. He acts in advisory capacity to OEP and is channel through whom requests and information is funneled to broadcasters on emergency and civilian defense activities. Forty-nine-year-old broadcaster has been with NBC News in Washington since 1945 after military service in World War II. Before war Mr. Barriault was on editorial staffs of *New Bedford* (Mass.) *Standard-Times* and *Providence* (R.I.) *Journal* and *Bulletin*.

Walter A. Schwartz, assistant general manager, WINS New York, appointed VP and general manager, WABC New York. Mr. Schwartz succeeds **Harold L. Neal**, who became president, ABC-owned radio stations, on June 4. Mr. Schwartz had been with Westinghouse Broadcasting Co. since 1959 serving as manager of Detroit office for AM radio sales and as national sales manager for WBC, joining WINS in 1962. **Don B. Curran**, general manager, KGO San Francisco, also elected



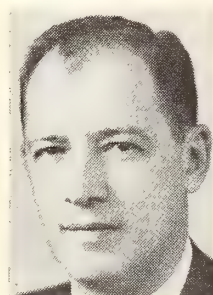
Mr. Schwartz



Mr. Curran

VP of ABC. Mr. Curran joined ABC in 1961 as promotion and publicity director for ABC-owned radio stations. He was named general manager of KGO in December 1962.

Crawford H. Greenewalt, chairman, E. I. Du Pont de Nemours & Co., elected chairman, Radio Free Europe fund. Mr. Greenewalt was elected chairman of Du Pont last year. He joined firm in 1922 and was named president in 1948. Fund, which operates Radio Free Europe, is privately financed facility that broadcasts to countries behind Iron Curtain. It was formerly known as Crusade for Freedom.

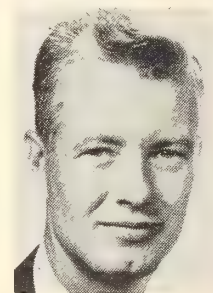


Mr. Shollenberger

Lewis W. Shollenberger, Washington director of special events and news operations of ABC, appointed director of Radio Liberty, New York (CLOSED CIRCUIT, July 8). Mr. Shollenberger takes over post today (July 15) and leaves soon for his permanent position in Munich. He succeeds **Richard Bertrandias**, who resigned to become foreign radio and TV development consultant in New York. Prior to joining ABC, Mr. Shollenberger was with CBS News for 19 years and began career with United Press in 1941. In 1960 he co-produced first Kennedy-Nixon debate.

Lord Hill of Luton, formerly conservative member of Parliament Dr. Charles Hill, appointed chairman of Independent Television Authority which has regulatory powers over United Kingdom commercial television network. He succeeds **Sir Ivone Kirkpatrick** whose term ended last November. Appointment runs initially until July 1964 when the present Television Act expires. It will be extended to complete five-year term when new television bill becomes law. Salary for

post has been increased from \$11,200 to \$14,000 a year. Lord Hill, first professional politician to be appointed to post, entered Parliament in 1950. He was postmaster-general from 1955-57 when commercial network was first starting.



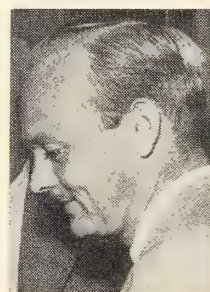
Mr. Curry

John T. Curry Jr., account executive at Grey Adv., appointed director of advertising and promotion operations for ABC-TV. Donald Foley is VP in charge of advertising and promotion of ABC's broadcast division. Mr. Curry for Grey serviced such broadcast accounts as Westinghouse Broadcasting Co., NBC-TV and NBC Radio. He was with Radio Advertising Bureau 1956-1958, and with CBS and CBS-owned stations before that time.

William R. Wilgus, VP and manager of Hollywood office, J. Walter Thompson Co., named associate director, broadcasting department. **Robert Buchanan**, radio-TV group head, becomes manager, and **John F. Ball**, program executive, appointed director of programs in newly formed broadcast department (see story, page 25). **Ruth Jones** in realignment becomes responsible for all network and station relations including supervision of spot and network buying for both radio and TV.



Miss Jones



Mr. Wilgus

For other personnel changes of the week see FATES & FORTUNES

agreement with David Susskind to produce at least six live entertainment specials for station.

Four Star year shows sales of \$5 million

Four Star Distribution Corp. closed its first fiscal year on June 30 with sales total of more than \$5 million, Len

Firestone, vice president and general manager, reported last Friday (July 12). He noted "banner" first year was achieved in 10 months of operation since Four Star began to sell its off-network properties last September.

Company began with *Zane Grey Theatre*, *Target: The Corruptors*, *The Law and Mr. Jones*, *Stagecoach West* and *The Detectives*. Last April, Four Star placed three additional series—*The*

Dick Powell Theatre, *Rifleman* and *The Tom Ewell Show*—into syndication. Mr. Firestone said company plans to release other series in future.

E&R gets bakery account

Baker Boy Bakeries has named Enyart & Rose Advertising, Los Angeles, as agency for its nationally distributed products. Radio, television and other media will be used.

MAXIMUM RESPONSE

—that's advertising efficiency.



WBAL-TV, BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

BETWEEN AVAILS

We're out selling between buys ... not just when avails are submitted. We know every personality on the stations we rep, and why local accounts use them.

Our salesmen visit our stations.

Station Reps

BOB DORE

A S S O C I A T E S

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO

There's Nothing Puzzling About WMAL-TV's Straw Hat Plan

It's as simple as compound interest!

From June 2 to
August 31 you get a

25% BONUS IN FREE SPOTS

on all spot purchases over

\$300 per week



All this plus WMAL-TV's big viewing audience all summer long—additional exposure without additional cost. Programs figured on the same basis. Frequency discount rates not affected. Check Harrington, Righter & Parsons, Inc. for full details.

wmal-tv

Evening Star Broadcasting Company
Washington, D. C.

Represented by:
HARRINGTON, RIGHTER &
PARSONS, INC.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

JULY

July 15—House Communications Subcommittee hearing on broadcast editorializing.

*July 15—Organization meeting of Texas television stations for proposed state association of TV stations, Houston.

July 16—Fifth annual International Radio & Television Society fun day at Wykagyl Country Club in New Rochelle, N. Y.

July 16—National Association For Better Radio and Television (NAFBRAT) annual awards banquet, Wilshire County Club, Los Angeles.

July 17—Comments are due on FCC rule-making to control development of AM and FM radio services.

July 18—Effective date for FCC's new automatic logging rules, requiring daily, five times a week inspection of transmitter facilities.

July 20—Florida AP Broadcasters annual meeting, Cape Colony Inn, Cocoa Beach, Fla. News panels in the morning, a luncheon, afternoon tour of Cape Canaveral and an awards dinner at night.

July 20-23—Twenty-third annual National Audio-Visual Convention, Sherman House, Chicago. Keynote speaker will be George Murphy, vice president of Technicolor Inc. and former actor, producer and motion picture industry spokesman.

July 22—Deadline for comments by interested parties in the FCC investigation of changed rates for private telegraph and telephone lines.

July 25-27—National Broadcast Editorial Conference (NBEC), co-sponsored by Henry Grady School of Journalism and the Georgia Association of Broadcasters, at the University of Georgia, Athens. Keynote speaker is Representative Oren Harris (D-Ark.). Participants include FCC Commissioner Kenneth A. Cox; communications attorney Theodore Pierson of Washington, D. C.; Dr. Mary Ann Cusack, National Association of Broadcasters; Ralph Renick, vice president of WTVJ(TV) Miami; George Campbell Jr., executive vice president of Peoples Broadcasting Corp., Columbus, Ohio; and Howard K. Smith of ABC-TV.

July 28-Aug. 1—Radio Broadcast Seminar of Barrington Summer Conference, Barrington College, Barrington, R. I. Lecturers include: Dr. Eugene R. Bertermann, president, National Religious Broadcasters; Ralph Brent, president, Worldwide Broadcasting; Dr. Clarence Jones, chairman of board, World Radio Missionary Fellowship (HCJR).

AUGUST

Aug. 4-6—Atlantic Association of Broadcasters convention, Newfoundlander hotel, St. John's, Newfoundland.

*Aug. 5—Effective date for new Emergency Broadcast System, which will eventually allow all radio stations to stay on air during war alert (BROADCASTING, July 8).

Aug. 11-15—Second annual NCTA Management Institute, sponsored by National Community Television Association in cooperation with the extension division of University of Wisconsin, Madison.

Aug. 19—Eighth annual Distributor-Manufacturer-Representative conference, Jack Tar hotel, San Francisco. Chairman of the conference planners is Elvin W. Feige, president of Elmar Electronics of Oakland.

Aug. 20-23—Western Electric Show and Convention (WESCON), San Francisco's Cow Palace. Papers include: "Telstar" by Irwin Welber of Bell Telephone Labora-

tories; "Relay" by Warren Schreiner of RCA; "Syncom" by Dr. Harold A. Rosen of Hughes Aircraft Co.; "Comsat" by Wilbur L. Pritchard of Aerospace Corp.; "Commercial Communications Satellites" by Beardsley Graham of Spindletop Research.

Aug. 23-24—Oklahoma Broadcasters Association convention, Western Hills State Lodge, Wagoner. Speakers include Oklahoma Governor Henry Bellmon, Ed Bunker, president of Radio Advertising Bureau, and Robert Richardson, special counsel to the House Subcommittee on Investigations.

Aug. 27—Board of Broadcast Governors hearing, Ottawa.

SEPTEMBER

Sept. 5-8—Annual fall meeting of West Virginia Broadcasters Association, The Greenbrier, White Sulphur Springs.

Sept. 6-7—Fall meeting of Arkansas Broadcasters Association, Holiday Inn, North Little Rock. LeRoy Collins, NAB president, will be principal speaker.

Sept. 6-7—Arkansas AP Broadcasters Association. Speaker: AP Assistant General Manager Louis J. Kramp.

Sept. 8-11—Western Association of Broadcasters annual meeting, Jasper Park Lodge, Jasper, Alberta, Canada.

Sept. 9-12—New York Premium Show, New York Coliseum.

Sept. 10—Premium advertising conference of the Premium Advertising Association of America, New York Coliseum.

Sept. 10-12—Fall meeting of Electronic Industries Association, Biltmore hotel, New York City.

Sept. 11-14—Eighteenth international conference and workshop of Radio-Television News Directors Association, Radisson hotel, Minneapolis.

*Sept. 12—Luncheon meeting, Federal Communications Bar Association. FCC Commissioner Lee Loewinger, speaker. National Press Club, Washington.

Sept. 12-15—Annual fall convention, Michigan Association of Broadcasters, Hidden Valley, Gaylord, Mich.

Sept. 13-22—International Radio, Television & Electronics Exhibition (FIRATO) at the R.A.I. Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch television channels.

Sept. 14-15—Southwest Regional Conference, American Women in Radio and Television, Houston.

*Sept. 15-16—New York State AP Broadcasters Association, Gran-View motel, Ogdensburg. Don Jamieson, president of the Canadian Association of Broadcasters, will

NAB conference dates

National Association of Broadcasters fall conference dates:

Oct. 14-15, Statler-Hilton hotel, Hartford, Conn.

Oct. 17-18, Leamington hotel, Minneapolis.

Oct. 21-22, Pittsburgh Hilton hotel, Pittsburgh.

Oct. 24-25, Americana hotel, Miami Beach.

Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.

Nov. 18-19, Texas hotel, Fort Worth.

Nov. 21-22, Denver Hilton hotel, Denver.

Nov. 25-26, Fairmont hotel, San Francisco.



The Words of Love and Life. No matter what your wish or need, or the hour, the telephone is always there to serve you—within the reach of your hand.

Woven Together by Telephone

Daily, as on a magic loom, the activities of millions of people are woven together by telephone. Home is linked with home. Business to business. Without the telephone, time and space would rush between us and each would be so much alone. And so many things would not get done.

One reason Americans use the telephone so much is because the service is quick, dependable, reasonably priced and within reach of all.

In just a little more than twelve years the number of Bell telephones has nearly doubled. The prospects are bright for still further progress.

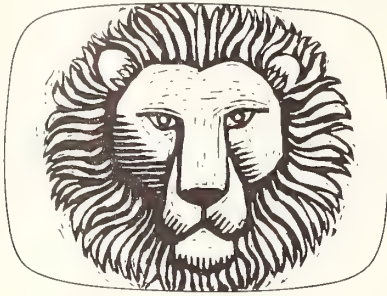
We will continue to grow to meet the needs of the nation and keep probing for new knowledge and new ways to serve you better.

And do it with the courtesy, consideration and good will that have always been so much a part of Bell telephone service.



BELL TELEPHONE SYSTEM

Owned by more than two million Americans



View from the Lion's Den

International Velvet

■ Selling made-in-America television programs around the world is becoming a very busy business. The rough edges in communication have been smoothed. Even the TV trade papers are rushing out special international issues (four here and two overseas have knocked on our door in the past month). This is an enlightening experience as well as lucrative business. It's not the same as selling in South Dakota.

■ MGM-TV programs are now sold in 32 countries. Our man in Manila, or Paris, or Mexico City, or Tokyo has been busy on the spot—to say nothing of our sales manager in New York, Dick Harper. (We wonder if the phone company shouldn't look into the market for an international Yellow Pages.) But how do you sell your programs world-wide? MGM-TV with its own foreign sales force plus the International Division add up to 158 world-wide offices. That's a good spread in the market place. Also, that Metro-Goldwyn-Mayer movie image makes excellent background music for the television era. Add a wide variety of programming (not counting movies) that's available and it's a world of TV entertainment from which the overseas buyer has to choose. All from a single source.

■ Some interesting choices have been made. Somehow, you can picture *National Velvet* jumping across a New Zealand television screen. And there's a sort of ultimate logic in finding *Northwest Passage* playing in the Far East. But how does an unveiled daughter in *Father of the Bride* come through in Bagdad? Do the Italians like *Sam Benedict* because he works in San Francisco, the home of Joe DiMaggio? There's the interesting case of the *Eleventh Hour* in Nigeria: Should the *Thin Man* series with Peter Lawford be counted as unofficial Peace Corps efforts in Argentina, Peru and Uruguay? A good sales point was made in selling landlocked Hungary *The Islanders*.

■ Interesting this international TV business. *Our Gang* in Rhodesia. *Cero Uno* in Venezuela (that's the Spanish title for a new series not yet released in the U.S.A.). *Cartoons* in Arabic, German, Japanese and Finnish. Which is a good place to end up.

be the speaker at the Sunday evening banquet. Sunday afternoon and Monday morning will be taken up with business sessions, followed by a tour of the St. Lawrence Seaway aboard a U. S. Coast Guard vessel.

*Sept. 15-17—Louisiana Association of Broadcasters convention, Sheraton Charles hotel, New Orleans.

*Sept. 17—Annual stockholders meeting, Rollins Broadcasting Co., Bank of Delaware Building, Wilmington, Del.

Sept. 17-19—American Association of Advertising Agencies' western region meeting, Mark Hopkins hotel, San Francisco.

*Sept. 23-25—Nevada Broadcasters Association first annual convention, Hotel Sahara, Las Vegas.

OCTOBER

Oct. 1—Advertising Research Foundation's conference, Hotel Commodore, New York.

Oct. 13-18—Ninety-fourth convention of the Society of Motion Picture and Television Engineers, Somerset hotel, Boston.

*Oct. 14-18—Fifteenth annual fall convention of Audio Engineering Society, Barbizon Plaza hotel, New York.

Oct. 17-18—American Association of Advertising Agencies (AAAA) central region meeting, Sheraton hotel, Chicago.

*Oct. 18—Indiana AP Radio-TV Association, French Lick.

Oct. 20-21—Meeting of Texas Association of Broadcasters, Cabana hotel, Dallas.

Oct. 23-30—National Electronics Conference, McCormick Place, Chicago. The deadline for the submission of technical papers to the Program Committee is May 15. Papers should be submitted to Dr. H. W. Farris, EE Dept., University of Michigan, Ann Arbor (Telephone: 663-1511, ext. 3527).

NOVEMBER

Nov. 1-2—Oregon Association of Broadcasters convention, Hilton hotel, Portland.

Nov. 1-2—Grand Ole Opry 38th anniversary celebration, Nashville. Agenda includes expanded seminar of sales and programming.

Nov. 4-5—Central Canadian Broadcasters Association management and engineering convention, Royal York hotel, Toronto.

*Nov. 6-7—American Association of Advertising Agencies (AAAA) eastern annual meeting, Waldorf-Astoria, New York.

*Nov. 10-12—ACRTE Convention, Quebec City, Canada.

*Nov. 17-20—National Association of Educational Broadcasters national convention, Hotel Schroeder, Milwaukee.

*Nov. 17-20—Broadcasters Promotion Association annual convention, Jack Tar hotel, San Francisco. Joseph P. Constantino, KTVU (TV) Oakland-San Francisco, is convention general chairman.

*Nov. 20—American Association of Advertising Agencies (AAAA) east-central region meeting, Statler Hilton, Cleveland.

*Nov. 22—National Academy of Television Arts and Sciences, New York chapter, holds "Close-Up" dinner and show lampooning comedian Jackie Gleason. Hilton hotel, New York.

*Nov. 22-23—Combined meeting of Wisconsin Associated Press newspaper and broadcasting members, Milwaukee.

DECEMBER

*Dec. 3-5—Winter conference of Electronic Industries Association, Statler-Hilton hotel, Los Angeles.

*Dec. 5-6—Fourteenth annual conference of the Professional Technical Group on Vehicular Communications, Adolphus hotel, Dallas.

JANUARY 1964

*Jan. 21-23—National Religious Broadcasters convention, Mayflower hotel, Washington.

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*Reg. U. S. Patent Office

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BROADCASTING, July 15, 1963



Only the sunshine covers South Florida better than WTVJ

South Florida's Largest Daily Circulation

WTVJ



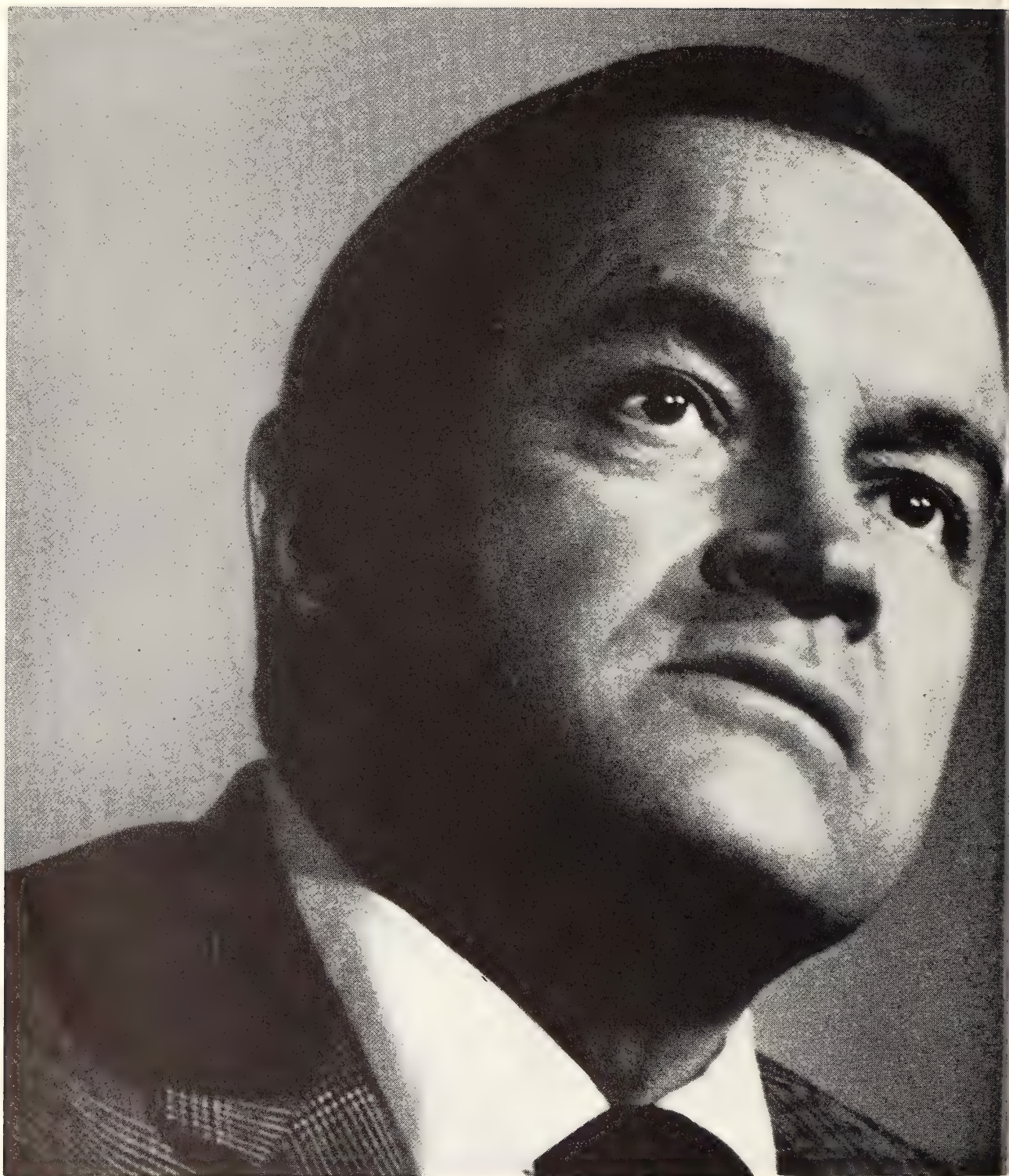
A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.



WTVJ
WWS-TV

WWS-TV
WFGA-TV
(Affiliate)



Harlequin-and-Host

Quickly, now, which has more facets—the Hope Diamond or the Hope Robert?

It's no contest, really. And viewers soon will be seeing still another side of the fellow who's already distinguished himself as a comedian, singer, golfer, political analyst, camp-follower and Crosby-detractor.

For next season Robert will be host of NBC-TV's brand-new drama series, "Bob Hope Presents the

Chrysler Theatre."

Not that he has any intention of deserting the variety programs with which he's so warmly identified. Fact is he'll be doing five of *these* next season, along with two comedy-dramas in which he'll star and a 90-minute Christmas special. These eight programs are grouped under the title, "Chrysler Presents a Bob Hope Special."

Even at this stage in its preparation, the "Chrysler Theatre" shapes up as one of next sea-

son's outstanding drama series.

One of its presentations will star Jason Robards, Jr., in "One Day in the Life of Ivan Denisovich," an adaptation of Alexander Solzhenitsyn's best-selling novel. For Robards, the performance will mark a first appearance on film for television.

Another of its plays will be Rod Serling's "A Killing at Sundial," the author's first television script in three years this side of "The Twilight Zone." Melvyn Douglas, Angie Dickinson and

Stuart Whitman will head the cast.

Obviously, Host Hope will be in pretty good company. We'd say the Chrysler programs will be in pretty good company, too, for they'll be part of a schedule that ranges from established favorites like "The Virginian" and "Sing Along with Mitch" to showroom-fresh entries like the "Mr. Novak" dramas and Imogene Coca's "Grindl." It takes no telescopic lens to foresee a banner NBC-TV season.



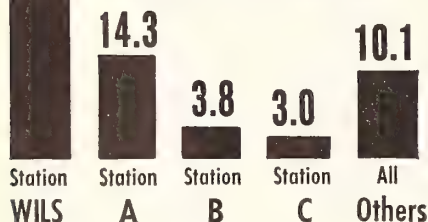
Look to NBC for the best combination of news, information and entertainment.

RADIO
WILS
ANSING
1320

WHOOPING
NEW 1963
HOOPER JAN
MAR '63
...

68.8%*

More than three times the
total audience of all other
commercial Lansing Metro
Radio stations combined.



* Jan.-Mar. '63 Hooper (Noon to 6 p.m.)

LANSING Metro (3 counties)

- 14th in \$ sales per household
- State Capitol
- Michigan State University
- Oldsmobile plus other industry

MID-MICHIGAN'S BIG
NO. 1 RADIO BUY

RADIO
WILS
ANSING
1320 (5000 WATTS)

Representatives:

Venard, Torbet & McConnell, Inc.

OPEN MIKE®

Ability and perception

EDITOR: I've had some interesting comments and notes—very flattering and much too complimentary (MONDAY MEMO, July 1). Rather than accepting your thanks for writing the piece, I want to send you *mine*, for being given the opportunity. Please accept them. I enjoyed doing it.—*Helen Moeller, Allen & Reynolds Inc., Omaha, Neb.*

EDITOR: The MONDAY MEMO indicates that Helen Moeller is a woman of great ability and deep perception. How could any man disagree with the last two paragraphs—particularly the final sentence with reference to public taste? Perhaps the continual repetition of her ideas will eventually convey to our friends on the FCC that, at least to some degree, the public interest is a matter for the public to have a voice in.—*Bert Ferguson, executive vice president, WDIA Memphis.*

Expense paid trip to Maine

EDITOR: RICHARD A. R. PINKHAM (MONDAY MEMO, July 8) WOULD BENEFIT FROM STATION OPERATION EXPERIENCE TO THE EXTENT THAT ARTICLES SUCH AS HIS WOULD BE BASED ON REALITY. IF HE IS 'UNNERVED' TO FIND ONE GROUP'S PROFIT IN THE FIELD IS 43% . . . HE WILL BASE HIS CONCLUSIONS ON EXTREMES UNTIL SUCH TIME AS HE GETS AWAY FROM MAD AVENUE AND VISITS A REAL LIVE STATION. WGAN-TV IS PLEASED TO OFFER PINKHAM AND HIS FAMILY AN ALL EXPENSE PAID WEEK IN . . . MAINE THIS SUMMER DURING WHICH TIME A DESK IN OUR OFFICES AND A VOICE IN THE MANAGEMENT OF THE PROPERTY WILL BE GIVEN TO HIM CHEERFULLY. HE MUST BE READY TO PARTICIPATE IN ACTUAL STATION OPERATION, AND, IN THIS WAY WE HOPE WILL SHARE IN THE CHALLENGES AND REWARDS OF WORKING WITH OUR 80 DEDICATED BROADCAST EMPLOYEES.—*Gene Wilken, vice president, WGAN-AM-TV, Guy Gannett Broadcasting Service, Portland, Me.*

Are they really needed?

EDITOR: It is noted that a better proof of performance is wanted (BROADCASTING, July 1). It appears a uniform billing system would expedite the processing of paper work by agencies. But has anyone ever asked why it should be necessary to provide an affidavit of performance? A statement should be all that an agency should require. When the statement is rendered, there should be little doubt on the station's part or that of the agency, that the advertising was rendered accordingly. If a station is dishonorable in the rendering of the statement, the dishonor will carry over

to the affidavit. What other business is there when an affidavit must accompany a statement, attesting to the statement's veracity. This is another practice that came about without anyone asking why.—*Charles E. Wright, manager, WBYS Canton, Ill.*

Omitted sponsor

EDITOR: We note an item on the sell-out of the American Football League games on ABC-TV and a listing of the sponsors for next season (BROADCASTING, June 24). You do not, however, include our very good client, the American Gas Association.—*Francis C. Barton Jr., vice president and general manager, radio and television, Lennen & Newell Inc., New York.*

Grateful for accolade

EDITOR: Hooray for Marc L. Spector, U. S. Navy Recruiting Aids Facility, U. S. Naval Station, Washington (OPEN MIKE, June 24). To my knowledge this is the first time the broadcasting industry has been accorded such an accolade. We cannot help but be grateful that someone in our nation's capitol is aware that the broadcasting industry really tries to render a public service. Our industry is not nearly as dedicated to "fee grabbing" as some of the congressmen, senators and certain members of the FCC would have you believe.—*Mason Dixon, owner-manager, KFTM Fort Morgan, Colo.*

Mid-South report

EDITOR: . . . [The Mid-South report is] a pleasant reference document for industrial developments in that area.—*Gordon W. McBride, technical coordinator, Union Carbide Chemicals Co., Washington.*

EDITOR: I wish to commend you on the accuracy and clarity in the Alabama article.—*Leonard Beard, director, Alabama Planning & Industrial Board, Montgomery, Ala.*

EDITOR: . . . perhaps the food wasn't exactly to your liking or perhaps it was too warm because you certainly did not do justice towards New Orleans. Anyone who read your article would think New Orleans is a hick town instead of being the largest city in the South. . . . *Fred Berthelson, vice president and general manager, WTIW New Orleans.*

EDITOR: You have handled a . . . difficult situation with delicacy and finesse seldom seen in national publications.—*Gilbert M. Dorland, president, Nashville Bridge Co., Nashville.*

[Reprints of the Mid-South market study are available at 35 cents each; 30 cents each in quantities of 100 to 500, and 25 cents each over 500.]



TAIWAN?

TAKE A SECOND LOOK

It's Chun-King! The Chun-King Corporation in Duluth, world's largest producer of American-oriental foods. Take a second look at the Duluth-Superior-PLUS market—it's bigger than you think! Bigger because KDAL-TV now delivers Duluth-Superior-plus coverage in three states and Canada—through 18 licensed translator stations!

It all adds up to a quarter of a million TV homes in the Duluth-Superior-PLUS area—second largest market in both Minnesota and Wisconsin—and only KDAL delivers it all!

KDAL
A WGN STATION



*Duluth-Superior-Plus
2nd largest market
in both Minnesota
and Wisconsin*

A new approach for informational TV shows

Just about everyone agrees that Newton Minow's "vast wasteland" speech was one of the most influential and provocative utterances in the annals of mass communications. Unfortunately it has also become one of the most over-worked and over-abused cliches of the past 15 years.

Perhaps the time has come—now that a new FCC reign is in its infancy—to bury the metaphor and revive the idea behind it. Or at least one facet of the idea: public service programming on network television.

As we see it, hypocrisy and segregation are two sides of the public service coin. Of segregation, a TV critic for a New York newspaper put it best when he wrote several weeks ago:

"Television apartheid . . . is the separation of broadcasting time into hours devoted to entertaining America—the best peak viewing time—and the marginal hours niggardly allotted to informing America."

When the networks schedule a public service program in fringe time, they are practicing apartheid. But they are also being honest with all concerned. In effect, they're saying that informative, nonentertainment programs have no business competing against Lucille Ball or the *Beverly Hillbillies*. We couldn't agree more.

Sop To The FCC ■ However, a sizable share of all public service programming does happen to be slotted in peak viewing hours. And it's precisely at this point where candor may be pre-empted by hypocrisy. When a network's motivation centers on expediency rather than high-mindedness (placating critics in high places), the scheduling of an informative public service vehicle against the opposition's blockbusters unfortunately nets down to nothing more than a sop to public opinion and the FCC, a sterile exercise in corporate imagery, at best.

In either case—segregation or hypocrisy—a problem has been created for the broadcasting industry. One doesn't need a crystal ball to predict with equanimity that government interference awaits the networks if a solution is not forthcoming. To avert onerous restrictions, we suggest a simple plan that would both satisfy the public's need to be informed, and the governmental guardian of the public's "interest, convenience and necessity."

The American public has been spoon-fed public service programming as if it were castor oil. And like the rebellious child, the public has, for the most part, rejected the stuff. This has been gen-

erally true whether the program is slotted in fringe or prime time periods. But since the ultimate battleground will be in the hours between 7:30 and 11 p.m., we'll localize our plan to prime evening time.

Proponents of the public service programming concept are quick to dismiss the uneven match-ups with a shrug. They will point to the respectable minority of so-many million viewers who forsake the entertainment for the documentary. This is either wishful thinking or the rankest kind of self-delusion.

By now it should be apparent that (1) a sizable percentage of the documentary viewers would not have tuned in to the entertainment programs under any circumstances. This leads to the obvious conclusion that (2) most of the documentary audience is but a small part of the public that should be reached by public service programs. The vast majority of the public will choose the *Andy Griffith Show* to Winston Churchill's memoirs every time.

On numerous occasions, network television has demonstrated that it plays a vital role in American life. Take the Kennedy-Nixon debates and the presidential election as two examples. Both events shared one common condition: three-network coverage. Possibly a portion of the public would have preferred entertainment to watching Kennedy defeat Nixon. But the fact remains that a viewer bent on singing along with Mitch while all network cameras were focused on a major news event would have had to settle for a phonograph record. And that's as it should be.

We're not suggesting an average public service program can be compared with a presidential election. We do submit that network unanimity may be the only way to expose the public service type program to the mass TV audience.

Pool Plan ■ I would call on the FCC

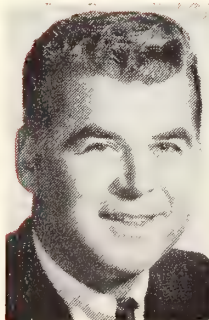
to serve as the catalyst in bringing together the three networks in a Public Service Programming Time Pool. One or more prime hours each week would be set aside by the networks for public service programs to be aired simultaneously. Each network would develop its own programming for the period.

Network competition would not be affected in the slightest, to reply in advance to anticipated criticism. If anything, it would be enhanced. But the kind of competition that pits Howard K. Smith against *What's My Line* would come to an end. The end-result would be beneficial in many ways.

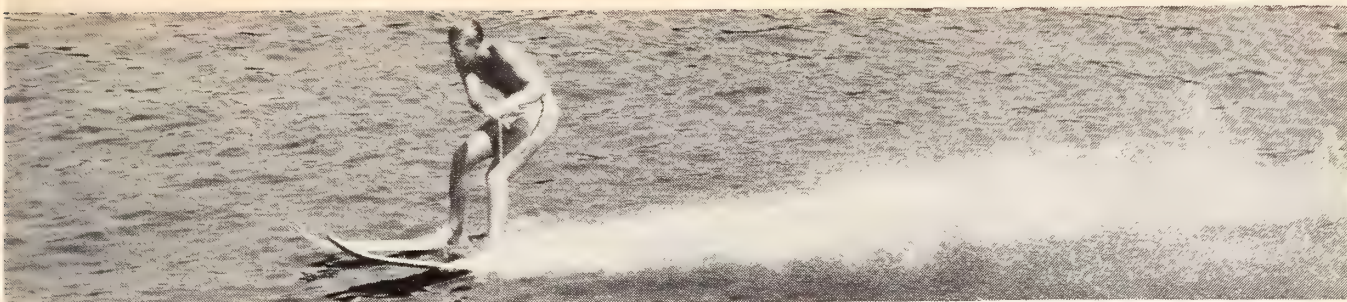
The Howard K. Smith program of highly personalized news analysis is a case in point. His sponsor obviously chose to back Smith's program because it seemed to meet the company's corporate image requirements, and was designed to reach a discriminating and specialized audience of "thinking" viewers. ABC's aim was high, if futile, in slotting the show in prime Sunday nighttime. Recently, however, Mr. Smith bid his audience adieu with a somewhat bitter observation that 4 million television viewers are considered far less significant than 4 million readers of the Soviet house organ, *Pravda*.

Bitter or not, Mr. Smith has every right to question a system that placed him opposite John Daly's troupe of well-trained quipsters on CBS, and the star-studded duPont entertainment on NBC.

I put it to the house for a vote of confidence. Isn't it prudent to avoid burdensome governmental restrictions and controls by offering to cooperate now with a sensible plan for public service programming? Call it a systematic program of pre-emption, if you like. Whatever it's called, Newton Minow will be remembered for more than a two-word catch phrase if the networks would unite on this single issue.



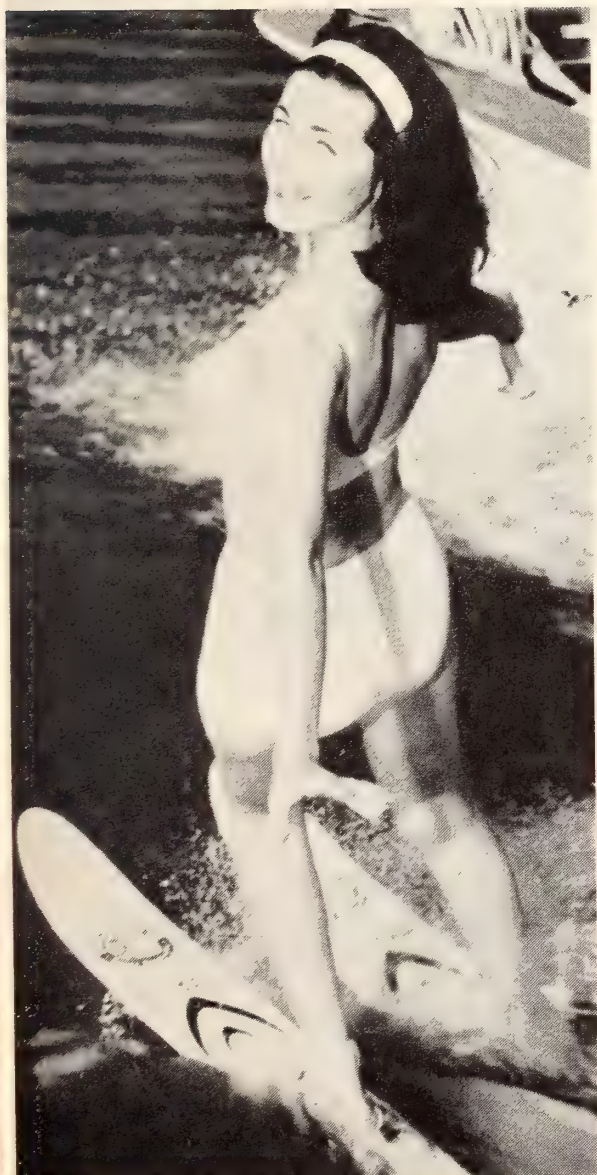
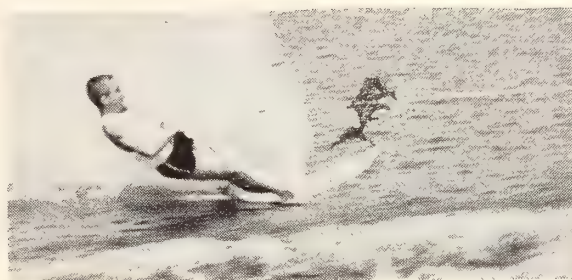
John A. (Jack) Waite is vice president for marketing and client services at Mogul Williams & Saylor agency in New York. In addition he serves as account group supervisor for Maradel Products, a TV-oriented cosmetics and toiletries account. Before joining MW&S earlier this year he was a vice president at Grey Advertising where he supervised accounts of P. Lorillard and Block Drug. A graduate of Niagara University, he has been in advertising since 1948.



IT TAKES RPM...

TO MOVE

THE GOODS!



It's a mobile market, and it takes power to move it! You get power-plus with WELI RPM radio ...

Ratings ...
Programming ...
Merchandising ...



... the three-way push that moves the goods! Depend on BIG-Buy WELI to deliver the rich, New Haven-centered market!

National Sales: H-R Representatives, Inc.; Boston: Eckels & Co.



WELI 5000 WATTS
THE SOUND OF NEW HAVEN
960 KC



Courtesy of The Detroit Institute of Arts

"RIDER"

A Wonderful and Unique Etruscan figure found on the Adriatic coast of Italy, dates from the 5th century B. C. Once mounted on a horse, now lost, it closely resembles figures on the Parthenon frieze in Athens. Sculptor unknown.

in a class by itself

Masterpiece — exceptional skill, far-reaching values. This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser on WWJ Radio and Television.

WWJ and WWJ-TV
THE NEWS STATIONS

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

RATINGS ARE STILL AGENCY BEACON

- Most programs will rise or fall by numbers again this year
- Some new shows may get longer chance to prove their worth
- Better research may result from Harris hearings on the Hill

The ratings ruckus that's swirled about the television industry this year is expected to have little material effect on decisions advertising agencies will make next winter in network program sponsorship.

Millions of dollars ride on the decisions agencies must make for their clients on the retention—or abandonment—of program sponsorships.

In practice, a program's ability to sustain or build an audience, as traced by the ratings for the first few weeks, weighs heavily in the decision-making process, which also takes in several other factors.

There's little doubt that the audience record of most shows early in the fall helps spell their fate for the remainder of the season as well as for future scheduling.

Little Change ■ Despite criticisms directed against ratings as a measurement of audience, the agencies, by and large, will continue to rely upon them to nearly the same extent in the coming season as they have in the past.

This is the predominant viewpoint found in a sampling last week of leading television agencies. Views representing a cross-section of media and programing executives were collected.

Only one out of every three executives polled felt that the ratings hullabaloo would have any effect on their buying decisions, come next mid-November or early December.

This particular segment of agency thinking, though in the minority, held open the possibility that a faltering TV program may now be given a greater chance—in terms of time—to demonstrate what it can do to attract audience over the long pull.

One executive went so far as to say that the ratings situation could eventually have a "vital effect" on his agency's program-buying procedure.

Should such a feeling spread among more agencies, buying decisions in network programing could be radically altered. But, a substantial majority of buying executives say: "Not a chance—what else have we got?"

Though there were gradations of opinion at the agencies concerning the role of ratings in future network program sponsorships, these were the main points made:

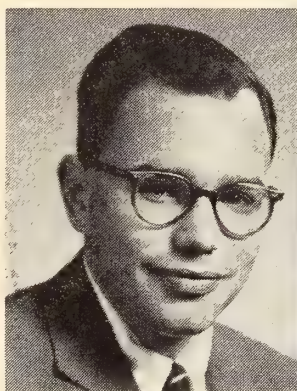
- The overwhelming majority of agencies feel the importance of ratings will continue. Not one agency indicated it would entirely discard ratings in evaluating a program's strength.

- There is a belief that the rating services will improve through better research techniques and data in areas not now collected.

- Agencies insist that ratings in the

Sam Vitt, vice president in charge of media and programing at the agency, examines the effect of the Harris committee hearings on the use of rating services in some detail. The memo says in part:

"All in all, while these hearings have created quite a stir stemming principally from the very nature of the investigation and the fact that several isolated situations received considerable notoriety, we feel that the rating services, on the whole, are doing a reasonably good job for the purpose to be served. If you envision a scale on which 100%



Peter Bardach

... will not use capriciously ...



Sam Frey

... the only track record ...



Sam Vitt

... ratings an important tool ...

future, as in the past, will be used merely as a guideline and will not be the sole factor in forming a decision to drop or continue a show. They cite such other considerations as the program's prestige value, its qualitative appeal and its writing and production caliber.

- A minority opinion is that some programs in the "iffy" area will be given an opportunity to build up before being dropped summarily as has happened to some programs in the past.

Internal Memo ■ The recent Harris committee hearings into the rating services have precipitated considerable discussion and analysis in agency circles. An internal memorandum prepared for Doherty Clifford, Steers & Shenfield by

equals the ideal, prior to the hearings, we pegged the rating services we utilize at about 80%; we still rate them there.

"Nothing of which we are aware has occurred in these hearings to change or revise our evaluation of ratings. They have never been perfect (nor have they ever claimed perfection) and they still aren't. But when used properly by competent, experienced personnel, they can serve as an important tool for effectively and efficiently investing clients' advertising dollars.

"As a result of these hearings, however, we feel that the industry can expect to see significant changes not only in the existing services but also the advent of new competition which will, hopefully, tend to raise our evaluation

of them above the 80% referred to.

Primary Tool ■ "Broadcast ratings, in our opinion, will remain with us as long as advertisers can select individual programs and/or spots both nationally and locally. These ratings will serve as a primary tool for discriminating among those individual broadcast elements. In the future, however, we anticipate that ratings will be sharpened through better research techniques and amplified through data collected in the areas of

TV-radio director of a major agency: "I think the ratings rumpus is going to have a very vital effect—perhaps not in the next buying period which comes up in November-December, but certainly in the long run. Agencies are going to be more inclined to let programs have a chance to build audiences. This is due to the increasing recognition of the fallibility of ratings. A lot of shows hover around a 25 share figure, often considered the cut-off point for a program.

Nielsen announces NTI changes

A. C. Nielsen Co. last week announced what it said was a number of substantial and important changes in the Nielsen Television Index (NTI) reports.

The changes will be effected before the start of the new TV season, the Nielsen company said, adding they will incorporate also suggested improvements from NTI users.

The company noted that some improvements will mean that "rating trends for new programs can be established more quickly."

To accomplish this, Nielsen has changed its nonreporting week that occurs in October—a month during which the fall TV season is well underway—to a week in August before the new season's start. (Nielsen has four nonreportable weeks in the year which permits a catching up in processing data. These weeks fall in December, June and April in addition to August.)

Other changes:

■ Demographic data in the full NTI service will be expanded by adding three new market "breaks," the breakdowns to include age of child,

children by income and occupation of head of house. All 11 NTI market "breaks" will be included in each complete report.

■ This data information on TV program audiences will be provided three weeks sooner than it was supplied in the past because of the establishment of a new and separate "fast market-section ratings report."

■ Daytime program ratings will be expanded to report audiences on a program, or maximum composite sponsored station lineup, as well as the current sponsor or individual sponsor lineup basis.

■ To better alert users of the reports when pre-emptions "have substantially reduced a program's lineup," ratings based upon these "typical" line-ups will be "flagged" on the grid pages.

Nielsen, it's reported, is also considering costs involved in adopting still further changes recommended by users, including a more rapid turnover in the national sample as well as the problem of maximum time zones.

perception, demography and brand usage."

The range of other advertising agency opinion, in the main, did not differ sharply from that offered by Mr. Vitt although certain officials touched on other aspects of the ratings situation. Some of the representative agency views:

A vice president and media director of a medium-sized agency: "I believe the net effect is going to be an improvement in rating service methods and a higher accuracy in reports. But I don't think the criteria for picking programs are going to change. We are still going to need something more concrete than conjecture and this will be, as always, supplied by rating services."

Longer Chance ■ Typical of the minority opinion was the analysis of a

I think more of these shows will be given a longer chance."

Sam Frey, vice president and media director of Ogilvy, Benson & Mather, did not anticipate any basic changes but added: "There will be some hedging and perhaps superficially some people will say programs may last longer with less emphasis on ratings. But speaking practically, it's the only track record the agencies have for the programs.

"The ratings hearings pointed out two things: some sloppiness on the part of the raters in the method of execution and some cases where agencies and advertisers were too literal in their interpretation of the ratings."

John Egan, vice president and radio-TV director of Doyle Dane Bernbach: "We are not materially changing our approach to ratings. We have always

been aware of their shortcomings and took their margin of error into consideration. If anything, we were a bit surprised at the number of people in the business who were surprised at the revelations of the hearings.

"We use other considerations in evaluating our program buys—program content, time of day, compatibility of program content with commercial message and still others. Research into sales reactions to a specific program is almost impossible because there are hardly any national advertisers which don't use many media—not just TV, and advertise on several TV shows, not just one."

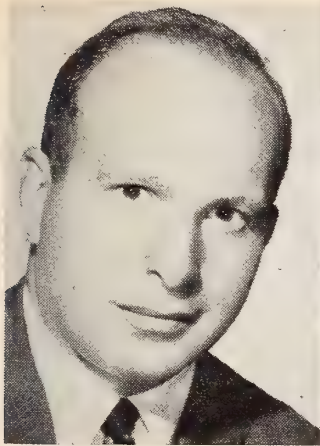
Peter Bardach, assistant radio-TV media director at Foote, Cone & Belding acknowledged that for the most part, audience size will be the primary consideration in weighing the merits of most TV shows. He expressed the hope, however, that as a result of events of the past few months that ratings will not be used as "capriciously" as in the past. He ventured there was a possibility that the borderline area will be expanded slightly so that several points will decide the fate of a given program, rather than a decimal point.

James E. Hanna, vice president for radio-TV of N. W. Ayer & Son, commented that the "hullabaloo over ratings won't make any difference." He said Ayer believes in the rating systems since they are "the best things we have right now," but added that they are only part of the agency's evaluation of programs. He said ratings will be used at Ayer as they have in the past.

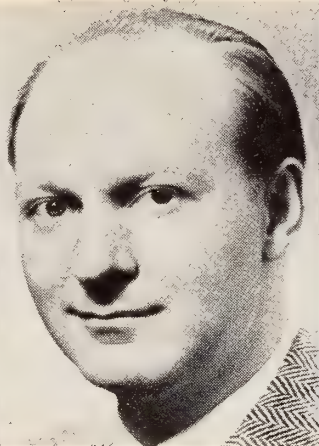
'Negligible' Effects ■ Leslie L. Dunier, vice president in charge of radio-TV for Mogul, Williams & Saylor, contended that the effect of the ratings investigation will be "negligible" insofar as programing decisions are concerned. His view is that agencies will continue to make their decisions primarily on the basis of audience as they have in the past.

John Ball, director of programs, broadcast department, J. Walter Thompson Co., reported that JWT's attitude toward the basic rating services has not changed. He indicated they will serve the same role they did in the past—no more, no less. Mr. Ball said ratings are only one factor of several considered by JWT in deciding whether or not to sponsor a particular TV program.

A similar view was voiced by Frank Kemp, senior vice president and media director of Compton Advertising. He said the future use of ratings has not been a subject of lengthy discussion at Compton. The agency, he said, has used audience ratings primarily to discern a trend—to ascertain whether a given program's audience seems to be declining or growing. The qualitative audience of a show, its production



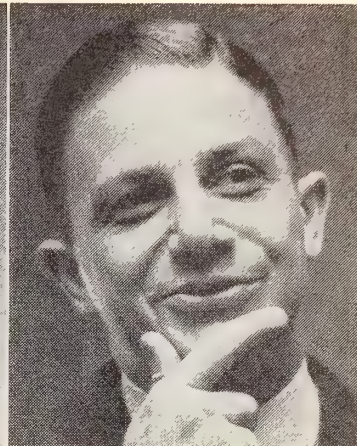
Leslie Dunier
... effect of hearings will be negligible ...



Frank Kemp
... ratings to discern trends ...



Bern Kanner
... programs will get chance ...



George Polk
... many important factors considered ...

value and its prestige appeal and its costs are other considerations weighed by Compton, Mr. Kemp said.

Other Factors ■ Bern Kanner, vice president and manager of media at Benton & Bowles, explained advertiser decisions on whether or not to continue short-term buys past January depend also on other factors besides ratings. He said most programs on the networks reach an audience level during the first five or six weeks and usually this level will not fluctuate during the remainder of the season.

But, he said, there's a good possibility that a program in the so-called "middle ground" of audience share may now survive for a longer period of time. Agencies, he predicted, may not be so quick in the future as in the past to discard an investment in a program that is neither a sure hit nor certain miss.

George Polk, vice president in charge of TV-radio programing and planning at BBDO, saw little change in agency evaluation of network program ratings but he said most major agencies are careful in the use of such data. Said Mr. Polk: "There's nothing better available. Abuses are not so great as people in Washington think."

Mr. Polk noted that the validity of national ratings had never been seriously questioned. He said most criticism voiced has been directed chiefly against local and radio measurements. He said there were many other factors, some more important than ratings, which must be considered.

Still another agency man said the ratings situation makes for "conversation at tea" in Washington.

In addition to the agencies identified, such network TV advertising majors as William Esty; Cunningham & Walsh; Geyer, Morey, Ballard; Sullivan, Stauffer, Colwell & Bayles; McCann-Erickson and Papert, Koenig, Louis were also sampled for their views.

One media director felt that agencies,

starting this fall, may consider other factors than ratings. He proposed that agencies conduct studies of their own to gauge sales reaction to a particular TV show, and added: "perhaps agencies and advertisers will be a little more tolerant toward their shows in terms of giving them more time. I would like to think this will come with the new season."

A radio-TV programing vice presi-

dent said his agency intended to use ratings as a guide as it has done in the past. He claimed networks have control of the programs and "it's up to them as to how long a show stays on the air."

Another program executive at another large agency claimed that criticism of ratings were on a local and not on a national level. He said his agency intended to use Nielsen as it has in the past.

JWT SHUFFLES DEPARTMENTS

Integration of network and spot radio-TV buying based on broadcasting's new economic patterns

Chief effect of a revamp in radio-TV functions at J. Walter Thompson Co. will be to discourage all-media buying by integrating network and spot purchasing under a new broadcast department.

Among the major broadcast agencies,

ARB signs six agencies

The American Research Bureau reported last week that six advertising agencies have signed as clients to ARB's expanded audience measurement service. New subscribers are Doherty, Clifford, Steers & Shenfield; Fletcher Richards, Calkins & Holden; Fuller & Smith & Ross; Ketchum, MacLeod & Grove; Morse International and J. Walter Thompson, Chicago.

ARB recently announced plans for a double sample size in all market reports, effective Sept. 1, 1963. The bureau claims it now has as subscribers 36 of the top 50 agencies in terms of 1962 TV billing and all 10 of the top 10 advertising agencies.

and JWT bills the most radio-TV for clients (estimated at more than \$130 million in 1962), the Thompson company has been noted for its mixed classification of buyers. The agency has continued to lean toward the broadcast specialist, its buying departments separated according to media but operating for account groups.

As formerly practiced, planning for all media had been accomplished at the associate media director and upward level, although some senior timebuyers often were consulted to assist in strategy.

Strategy and Execution ■ In the newly instituted broadcast department, for which top appointments were announced last week (WEEK'S HEADLINER, page 10), the media department will continue to formulate media strategy and planning. But the buying in broadcast or execution of the developed strategy will now be concentrated solely in the broadcast department.

In practical application, this is what's happening at JWT: Timebuyers no longer will be grouped within the media department under the supervision of associate media directors. They now will serve the broadcast department.

Broadcast buying, though making use of broadcast specialists as well as all-

Now a tight rein on ratings users

INSIDE REPORT: WHAT THE FTC'S PROBE MEANS TO BROADCASTERS

How tough does the Federal Trade Commission intend to be in policing the use of broadcast ratings? The answer, to judge by comments of an FTC official last week, is: tough enough to make broadcasters think twice before using any ratings for promotional purposes or before making any effort to influence a survey on which ratings are based.

An official description of the FTC's plans was obtained by BROADCASTING from Charles A. Sweeny, the trade commission's staff expert on broadcasting who is in charge of the investigation into ratings and their use. BROADCASTING put 10 questions to Mr. Sweeny and got 10 answers—which added up to a warning that broadcasters will be held accountable not only for the uses they make of ratings but also for the accuracy of any ratings they use.

As justification for the policy, the trade commission cites precedents in the pharmaceutical field. In several instances, Mr. Sweeny said, the FTC has held drug manufacturers responsible when their advertisements were based on independent laboratory findings that were found questionable by FTC investigators.

Right now two FTC investigators are in the field checking ratings data that has been used by broadcasters in their selling efforts.

The Penalties ■ If violations are found, it is FTC custom to issue a

cease and desist order. If the violation continues, contempt proceedings are begun.

For broadcasters, troubles may not stop with FTC proceedings. As announced last month (BROADCASTING, June 17), the trade commission and the FCC are exchanging information on the use of ratings. If cases come originally to the attention of the FCC, that agency will refer them to the FTC for investigation. An adverse finding by the trade commission will be taken into account by the FCC in determining whether the offending station is operating "in the public interest."

The FTC-FCC action on the use of ratings was precipitated by the investigation of audience measurement services by the House Investigations Subcommittee under the chairmanship of Representative Oren Harris (D-Ark.) earlier this year.

The questions submitted to the FTC's Mr. Sweeny by BROADCASTING were those that the publication's editors had heard most frequently raised by broadcasters since the announcement of the FTC's investigation.

The Policies ■ Here are the questions and Mr. Sweeny's answers:

Q. Since the Federal Trade Commission has already investigated the rating services, why is this investigation necessary?

A. Previous investigations were limited to the practices of the rating

services, examination of their methodology and the manner and form in which their surveys were actually conducted, for the purpose of determining whether they were being presented truthfully and without deception to purchasers and users. The investigations now in progress are intended to determine whether practices of broadcasters, as they relate to ratings, are unlawful.

Q. What practices are you looking for? What practices are unlawful?

A. The answers to these questions will have to be determined by all of the facts in each individual case. If a broadcaster is claiming that a survey proves he has a certain audience share and investigation discloses substantial errors or other reason to conclude that the survey was so faulty that the results are worthless, the claim lacks the foundation represented. We intend to study the use the broadcaster makes of a rating, carefully examine the survey on which it is based, and report all of the circumstances in the individual case, so that the [Federal Trade] Commission can determine whether there has been deception or other violation of the laws administered.

Q. Will there be further action against any of the rating services?

A. If evidence is developed to establish violations of law not now prohibited by the cease and desist orders, such facts in each case will be reported to the commission for appro-

media buyers, was concentrated for the most part on the account grouping system.

The buying of network time and national spot in radio-TV had been split between the media and radio-TV departments at JWT. The radio-TV department also was split up according to a grouping of accounts. As a result many purchases in broadcast were made by one department in consultation with another.

Under the reorganization, as announced by William H. Hylan, former CBS-TV sales chief and now vice president-director of broadcasting of the agency, Ruth Jones, a broadcast specialist, becomes responsible for all network and station relations including the supervision of the agency's spot and network buying. Miss Jones's title at JWT had been associate media director and broadcast-station relations supervisor.

But she had been a member of the media department.

The broadcast department will have as its associate director, William R. Wilgus, who is vice president and manager of JWT's Hollywood office. He will continue to base his office on the West Coast.

Robert E. Buchanan, who was a radio-TV group head in the radio-TV department, has been named manager of the new broadcasting department in New York. John F. Ball, who was a program executive in the radio-TV unit, becomes director of programs in the new department.

Economics Changed ■ The shift in buying emphasis at J. Walter Thompson is seen by agency authorities as having its roots embedded in a change in the economics of TV-radio themselves.

Sole program sponsorship has about disappeared and multisponsorship in

network programs has taken its place. Though network buying differs from national spot placement, the increase in multisponsorship in network has given rise to advertising strategy that is applicable to combination spot and network buying.

JWT's apparent embrace of the radio-TV specialist would appear to contravene to some extent a movement toward all-media as opposed to specialized media handling by timebuyers. The latter drift, over recent years, according to a check of major agencies last year (BROADCASTING, Aug. 13, 1962), had clearly established a foothold though it has been well short of dominance.

This BROADCASTING survey had indicated that specialized buying systems—separate buyers for broadcast and for print—outnumbered all-media systems by almost two to one. A number of agencies, it was found, employed a

prate further attention. (Note: Last year the major rating services signed FTC consent orders requiring them to state, in their reports, the nature and limitations of their surveys. It is these "cease and desist" orders to which Mr. Sweeney referred.)

Q. What assurances should a broadcaster get from a survey organization to protect himself?

A. The cease and desist orders issued by the commission, and the well-publicized hearings by Congressman Harris, pointed up many of the deficiencies and flaws in the surveys. A broadcaster would do well to make an honest effort to satisfy himself to the best of his ability on these points.

Q. Like many other radio stations in a community, a broadcaster peps up his promotional efforts and puts on his best programs during rating week. Since all do this, why is there any question about the validity of the ratings?

A. The purpose of a survey is to measure the normal listening and viewing audience. When programing is improved or promotional efforts increased or usual operations changed in any way, the results of the survey are suspect. If one station is audited, hypoing—to the degree that it is successful—distorts the station's share of the total. If all stations in the market engage simultaneously in untypically stimulating their audiences, the result may simply be to rate the effectiveness of the several hypoing efforts. Furthermore, we could expect that under these circumstances there would be not only a distortion of the relative audience shares, but of the total audience size.

Q. On an overall basis, one station is undoubtedly number-one station in a city, although not the top station for every segment of the rating day (some services report in 15-minute segments). May it still take credit for being number one, if it makes sure the promotion states that this is on an overall basis?

A. This question substantially answers itself. If there is a disclosure of all pertinent information so as to avoid deception or misleading implications, I do not anticipate any basis for objection to the representation.

Q. Can a station report in advertising and promotion the standing of all stations in its market with no editorial comment (although, naturally, its station ranks number one)? The rating service is bona fide, legitimate and upright. Is there anything wrong in this?

A. Any reference to a survey or the results is no more valid than the survey itself, whether confined to data from the survey report or editorializing thereon.

Q. May a station use rating figures to show overall audience in terms of homes, including the spread possible due to the margin of error? Is this all right?

A. This practice may or may not be unlawful. If the rating figures are derived in such a way as to lead to a false premise, or are falsely or misleadingly stated, the practice would hardly be "all right."

Q. In this investigation, are you concerned with trade paper advertising?

A. Yes. But our interest is not limited to that or any other specific



FTC's Sweeney
The ratings watchdog

medium. The trail may lead to other written or even oral representations to timebuyers.

Q. Aren't you placing an impossible burden on a broadcaster?

A. The obvious answer is that we are simply enforcing the law. The more realistic one is that the broadcaster is employing an organization to perform a service for him. As in any other ordinary business transaction it is up to the broadcaster to be sure he is getting what he pays for, and that the results are sound enough to serve their intended purpose.

combination of the two systems—and it was in this category generally that JWT placed.

Agency appointments...

- Lincoln Mercury Dealers Association of Houston, Tex. has appointed Kenyon & Eckhardt.

- Water-Quip Corp., Chicago sailboat distributor, Golden Horse Ranch, a Westfall, Wis., dude ranch, and Butler Development Co., an Oak Brook, Ill., realtor, have named George Ray Hudson Advertising Co., Chicago, as advertising agency.

- Chemical Corporation of America, Tallahassee, Fla., has appointed Bishop-Green-Fielden Inc., Miami, as agency for Freewax (insecticide floor wax). Plans call for a \$500,000 campaign.

- Sanitary Paper Mills, East Hartford, Conn., has appointed Ingalls Associates, Boston.

- Health Insurance Institute, which provides regular public information programs to serve groups interested in health insurance, has appointed Foote, Cone & Belding, New York. Billing is estimated at \$500,000 for an inaugural advertising program by the institute, which is supported by some 300 health insurance companies.

Business briefly...

Lehn & Fink Products Corp., New York, has purchased sponsorship in nine nighttime programs on NBC-TV for the 1963-1964 season. The programs are *Espionage*, *The Richard Boone Show*, *The Robert Taylor Show*, *Sing Along With Mitch*, *Saturday Night*

at the Movies, *The Lieutenant*, *Eleventh Hour*, *Mr. Novak* and *International Showtime*. Advertising agency: Geyer, Morey, Ballard, New York.

P. Lorillard Co., Joseph Schlitz Brewing Co., and Texaco Inc. have purchased complete sponsorship of the 1964 Summer Olympic Games in Tokyo on NBC-TV.

Wynn Oil Co. became the third advertiser to buy one-quarter sponsorship in ABC Radio's coverage of the Sonny Liston-Floyd Patterson heavyweight championship fight from Las Vegas July 22 (10:05 p.m. EDT). The Mennen Co. and Pontiac Motor Division of General Motors have other quarters, leaving one-quarter of the show still available. General Cigar Co. will sponsor the pre-fight and post-fight shows. Wynn Oil's agency is Erwin Wasey, Ruthrauff & Ryan Inc.



'... maybe grey with orange stripes.'

COMMERCIAL PREVIEW: Boysen paints

Animals are a familiar part of the world of TV commercials. Dogs and cats are daily commercial performers, usually in ads for pet foods. Horses also appear regularly, for some strange reason most often in cigarette commercials. But only rarely does one see an elephant working in a television commercial.

One of those rare occasions is coming up in August, when an elephant joins two human performers in a 20-second spot for Boysen paints. The scene is a paint store, with a counter card reading "Boysen Paint 34th Annual 1c Sale" prominently displayed. The dealer explains that "you buy one quart of Boysen Rubberglo Flat Wall Paint for \$1.98 and you get another quart

for just a penny more" and the customer says, "Fine, I'll take 10 gallons."

"Ten gallons?," stammers the dealer. "Yeah," says the customer, "I got stuck with a real white elephant. I want to fix it up to sell."

When the dealer says, "I see. And what colors?," the camera pulls back to reveal a live white elephant standing beside the customer as he thoughtfully responds, "I thought maybe dudley grey with bittersweet orange stripes."

The spot was produced by Animation Inc. of Hollywood for Walter N. Boysen Co., through Resor-Anderson Etc. Inc., Oakland, Calif., for use in the Pacific Coast states where Boysen paints are distributed.

WTOP to again carry 'Music Til Dawn'

American Airlines returns its *Music Til Dawn* radio program to WTOP-AM-FM Washington tonight (July 15) after a three-year stay on WWDC-AM-FM in that city.

WTOP was one of the original stations carrying the program when it went on the air in 1953. At the termination of the station's contract in February 1960, the show was moved to WWDC, where it remained until June 30 of this year.

The new contract with WTOP will run for two years, with Terry Hourigan as announcer for the Monday-Saturday, 11:30 p.m.-6 a.m. broadcast.

Nine stations currently carry *Music*

Til Dawn, including five CBS-owned stations (WCBS-AM-FM New York, WBBM-AM-FM Chicago, KCBS-AM-FM San Francisco, KNX-AM-FM Los Angeles and WEEI-AM-FM Boston), two CBS affiliates (WTOP and KRLD-AM-FM Dallas) and two NBC affiliates (WWJ-AM-FM Detroit and WLW Cincinnati).

Rep appointments . . .

■ KNOX-TV Grand Forks, KCND-TV Pembina, KXGO-TV Fargo, all North Dakota; KFRM Salina, Kan., WMNB North Adams and WHMP Northampton, both Massachusetts; Vic Piano Associates, New York, as national sales representative.

■ WJAR-FM Norfolk, Va.: Good Music

Broadcasters, New York, as national representative.

■ WQXR-AM-FM New York: Ohland/Robeck, New York, as national representative.

■ WHNB-TV New Britain, Conn., and KCRG-TV Cedar Rapids, Iowa: Adam Young Inc., New York, as national representative.

■ KSJB Jamestown, N. D.: Roger O'Connor, New York, as exclusive national representative.

■ WTVD(TV) Raleigh-Durham, N. C.: Blair Television, New York, as national representative.

■ KTTV(TV) and KLAC-AM-FM, both Los Angeles: Metro TV Sales and Metro Radio Sales respectively, as national representatives.

ARB survey shows big choice of channels

American TV viewers are not lacking for channel choices, according to a national survey conducted by the American Research Bureau. An analysis of diary information culled from sample homes in the ARB study shows the average TV-owning family in the U.S. is able to receive more than four stations with clarity.

Only 3% of U.S. TV families are limited to one-station service, according to ARB. The study accounts for TV signals from all sources; direct pick-up, community antenna, and translator.

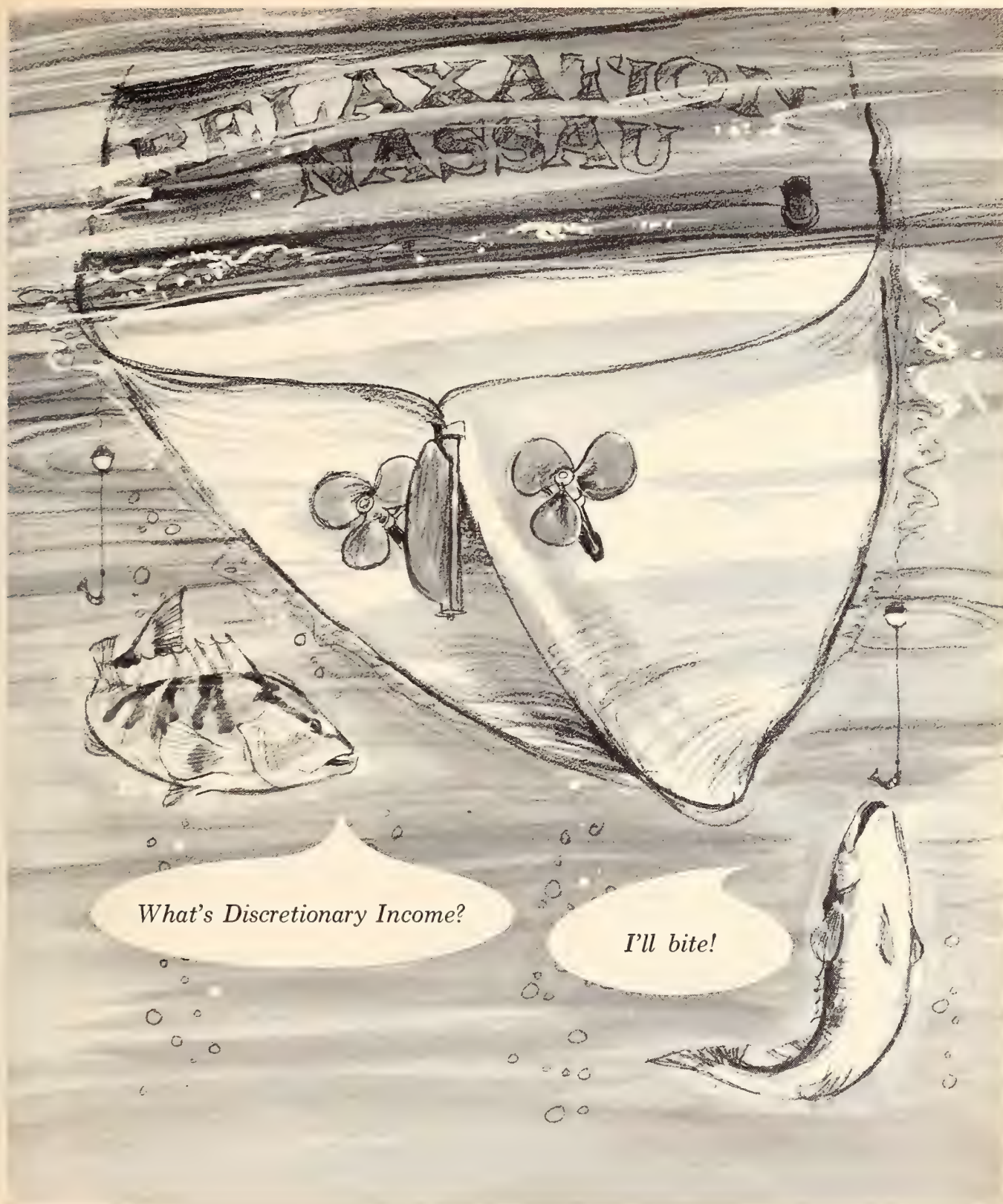
A breakdown of the ARB figures:

Number of stations able to be received	Estimated percent of U.S. TV families
1	3%
2	8
3	26
4	20
5	15
6	9
7	15
8	2
9	1
10-12	1

Also in advertising . . .

P. R. statistics ■ Deti Productions, Rio Piedras, P. R., reports it has compiled the first radio monitoring statistics available for the area. Deti plans to complete a similar service for the stations in the interior of Puerto Rico soon.

FC&B moves ■ Foote, Cone & Belding has moved its New York corporate headquarters from 247 Park Avenue, which has been the agency's Manhattan home for 33 years, to 200 Park Avenue, the new Pan Am building. The agency will occupy the 35th, 36th and most of the 37th floor in accommodating a staff of over 300 people. Phone: 973-2651.



Discretionary Income is spending money, and there's 27% (on the national average) more of it in Ohio's affluent Third Market—where more people see, hear, and heed WHIO-TV, AM, FM than any other medium. Ask George P. Hollingbery.

Additional morsel for thought:

Dayton has been Ohio's fastest growing major metropolitan area during the past 20 years. Source: U. S. Census of Population, 1960.

*Associated with WSB, WSB-TV, Atlanta, Georgia,
WSOC, WSOC-TV, Charlotte, North Carolina
and WIOD, Miami, Florida*



DAYTON, OHIO • WHIO • AM • FM • TV



That Fine, Fine Line

We're talking about the slender, shadowy line that separates illusion from reality.

Nowhere on television is it drawn finer than on NBC-TV's "Du Pont Show of the Week."

For here is a weekly series that does both the fictional play ("The Forgery") and the drama-documentary ("Comedian Backstage"); and such is the artistry applied in both categories that the

program's make-believe has the complete conviction of reality...and its slice-of-life documentaries the impact of exciting fiction.

Half of Du Pont's 14 color dramas next season will be coming from the Directors Company, the Franklin Schaffner-Fielder Cook partnership which contributed such successes to this year's series as "Big Deal in Laredo" and "The Outpost." Already completed for the Fall is "The Takers" (see photo), a tale-of-intrigue in which Walter Matthau and Shirley Knight try to relieve Claude

DU PONT SHOW OF THE WEEK



Rains of nearly \$2,000,000 in jewels.

Another seven plays in color will be the responsibility of David Susskind's Talent Associates-Paramount, Ltd. As long-time producer of the earlier, "Du Pont Show of the Month," Susskind served up such first-rate attractions as "The Bridge of San Luis Rey" and "Ethan Frome."

As for the half-dozen drama-documentaries, they'll again be guided by Irving Gitlin, executive producer of NBC News' Creative Projects. Among the unit's most provocative works this season were

"Fire Rescue" and "Police Emergency." On next season's agenda: Studies of such diverse quarry-chasers as a big-game hunter in Africa and an aspirant for the "Miss America" crown.

Thus shuttling between fact and fiction, next season's "Du Pont Show of the Week" will offer a total of 30 broadcasts (including ten repeats). Once again, meeting its own high standards will be its biggest challenge; for its record is one of the most enviable in all television. Now, *that's* a reality.



Look to NBC for the best combination of news, information and entertainment.

AAAA's demographic 'white paper'

MOVE TOWARD AGENCY AGREEMENT SEEN IN MEDIA BREAKDOWN

A beachhead has been established in the prolonged effort toward general agency agreement on the kinds of audience data needed for media buying decisions.

This was the belief expressed by several top researchers as word circulated last week that the American Association of Advertising Agencies was issuing a detailed recommendation for demographic breakdowns to be used in consumer media research.

The report, prepared by the AAAA's media research subcommittee, was released today (July 15) and entitled, "Recommended Breakdowns for Consumer Media."

Reaction was widespread that the AAAA report constitutes a "white paper" in this particular field of research. Since it is to be applied for all measurable media, including radio and television as well as magazines and newspapers, observers saw the report's issuance as a giant stride toward agency agreement on data they both want and will use.

It was stressed, however, that the standards set forth for demographic material are not to be considered as

the "final word" but to be used—in the words of the AAAA committee—"for the guidance of media and other data suppliers in their collecting and tabulating of demographic information."

Data Detailed ■ The AAAA research committee, which released the report, included a detailed table of recommended data that clarifies breakdowns for households, individuals within households, household heads, and housewives.

In addition, the tabular material (see table this page) includes notations which define county size, geographic areas and geographic regions.

Some agency researchers pointed out last week that the latter definitions may prove fundamental for TV and radio as well as other media in future studies of the report.

That careful study will be made was borne out last week as some agency and radio-TV executives, who from time to time have consulted with the subcommittee, expressed their interest in seeing the final form of the recommendations before rendering a judgment.

Optimism Expressed ■ But on the

basis of initial drafts prepared by the subcommittee in recent weeks, the consensus of those close to the report's preparation was of general optimism that it will ultimately prove beneficial.

Norman E. Cash, president of the Television Bureau of Advertising, felt the report has managed to get the question of audience data standardization "off the ground." He considered the report "well-structured and thought out."

Edmund C. Bunker, president of the Radio Advertising Bureau, said if the report "truly represents what the agencies want," the recommendations may well be helpful in guiding RAB's current radio research project. He thought the report was a "leg up" on the problem of providing comparable demographic data for advertising media.

The A. C. Nielsen Co., familiar with the AAAA's work, said the committee should be "congratulated," noting that "steps to systematize demographic data greatly increase the cumulative power of research by putting its findings in a common language. From a selfish point of view, we also face the problem of getting agreements from different cli-

Here's how AAAA would break down data on consumers

Following are the recommended standard breakdowns for demographic characteristics in surveys of consumer media audiences.

I. DATA FOR HOUSEHOLDS:

A. County Size: (see note 1) Minimum basic data—A County size, B County size, C County size, D County size.

B. Geographic Area: (see notes 2 and 3) Minimum basic data—Metropolitan area; Non-Metropolitan area; Farm, Non farm. Additional data highly desired—Urban: Urbanized areas, Central cities, Urban fringe; Other urban, Places of 10,000 or more, Places of 2,500 to 10,000. Rural places of 1,000 to 2,500, Other rural. Metropolitan Area: 1,000,000 and over, 500,000-999,999, 250,000-499,999, 100,000-249,999, 50,000-99,999.

C. Geographic Region: (see notes 4 and 5) Minimum basic data—New England, Metro New York, Mid Atlantic, East Central, Metro Chicago,

West Central, South East, South West, Pacific. Additional data highly desired—North East, North Central, South, West.

D. Ages of Children: Minimum basic data—No child under 18, youngest child 6-17, youngest child under 6. Additional data highly desired—Youngest child 12-17, youngest child 6-11, youngest child 2-5, youngest child under 2.

E. Family Size: Minimum basic data—1 or 2 members, 3 or 4 members, 5 or more members.

F. Family Income: Minimum basic data—Under \$5,000, \$5,000-\$7,999, \$8,000-\$9,999, over \$10,000. Additional data highly desired—Under \$3,000, \$3,000-\$4,999, \$10,000-\$14,999, \$15,000-\$24,999, \$25,000 and over.

G. Home Ownership: Minimum basic data—Own home, rent home. Additional data highly desired—Residence five years prior to survey data; Lived in same house, lived in different house, in same county, in different

county.

H. Home Characteristic: Minimum basic data—Single family dwelling unit, multiple family dwelling unit.

I. Race: Additional data highly desired—White, non-white.

J. Household Possessions: Additional data highly desired—Data on household possessions or purchases will presumably be governed by the medium's particular selling needs.

II. DATA FOR INDIVIDUALS:

A. Age: Minimum basic data—Under 6, 6-11, 12-17, 18-34, 35-49, 50-64, 65 and over. Additional data highly desired—18-24, 25-34.

B. Sex: Minimum basic data—Male, female.

C. Education: Minimum basic data—Grade school or less (grades 1-8), some high school, graduated high school (grades 9-12), some college, graduated college.

D. Marital Status: Minimum basic data—Married, single, widowed, divorced.

ents—all of whom have different problems—on how to report various data.” The standards, said Nielsen, should be a great help in this problem area.

There was no question that the need for an attempt to set up a guide or standards for data on audience types has been hastened by the computer age. Several major agencies are now equipped with electronic data processing or otherwise have access to such machines.

The AAAA in its report recognized the anticipated increased use of computers in media planning and in an “appendix” emphasized specific steps “by which the recommended standards can be used to advantage in the gathering and processing of media data.”

It was pointed up that the research committee had been working on the problem of obtaining a reconciliation of viewpoints among the agencies for about a year.

It's also known that a group of major agencies had initiated a similar or related consensus-gathering project through the facilities of the media directors council (BROADCASTING, March 4, 1963).

The council's suggestions, as well as those of other consumer media and research groups, were meshed with those of the AAAA group.

How To Satisfy ■ As a quick check last week of agency media planners indicated—and as reported by the AAAA

research subcommittee—“no single list of media demographic descriptions can completely satisfy everyone concerned.” This is particularly so, said the report, because different brands—even in the same product category—may require different marketing objectives.

But the research subcommittee found what it called “a fairly tight consensus among agency people” as to what's wanted in the area of audience types. To wit: “a scheme of demographic classifications which would have as broad applications as possible.”

This, the report emphasized, was what the group attempted to represent —“a reasonable compromise, recognizing that complete unanimity of opinion simply cannot be expected.”

An alternative to an achievement of standardization, said the AAAA report, would be “chaos.”

But, at the same time, the group warned that “standardization” was not to be construed as inhibiting an individual medium “from putting its best foot forward,” by drawing attention to and emphasizing special audience characteristics.

Implicit in the foreward to the report was an assertion that it would be in the “best interest” of audience research groups “to follow recommended standards, rather than to pursue divergent courses.”

More Reports? ■ The AAAA research unit hinted that still further reports may

be issued, particularly as to the reliability of the research processes used to obtain the data and as to the “relevance of these demographic characteristics to marketing decisions.”

Among the organizations cited as contributing to the committee's work: the Advertising Research Foundation, the Media Directors Council, the RAB, TvB and the Station Representatives Association. Several other organizations representing newspapers, magazines, outdoor and transit advertising also were named.

In an appendix the committee concerned itself with how the recommended standards can be used to advantage by suppliers of information:

■ Follow recommended breakdowns as “basic guide lines” and then produce more detail within the framework. But, the group admitted, the more detail supplied, the greater the cost to the medium in preparing larger samples and in extra tabulations.

■ Build in a maximum flexibility to permit an ease in retabulating should an agency require certain data that would appear somewhat different than the basic minimums. This can be done with considerable pre-planning in mind.

■ Another alternative is to encourage advertisers and/or agencies to make their own estimates for data desired using the basic data supplied according to the recommended standards. In short: Estimates can be made from the

E. Occupation: Minimum basic data—Professional, semi-professional; proprietor, manager, official; clerical, sales; craftsman, foreman, service worker; operative, nonfarm laborer; farmer, farm laborer; retired; student; unemployed.

F. Individual Possessions: Additional data highly desired—Data on individual possessions or purchases will presumably be governed by the medium's particular selling needs.

III. DATA FOR HOUSEHOLD HEADS:

A. Sex: Minimum basic data—Male, female.

B. Age: Minimum basic data—34 and younger, 35-49, 50-64, 65 and older. Additional data highly desired—18-24, 25-34.

C. Education: Minimum basic data—Grade school or less (grades 1-8), some high school, graduated high school (grades 9-12), some college, graduated college.

D. Occupation: Minimum basic data—Professional, semi-professional; proprietor, manager, official; clerical, sales; craftsman, foreman, service

worker; operative, nonfarm laborer; farmer, farm laborer; retired; student; unemployed.

IV. DATA FOR HOUSEWIVES:

A. Age: Minimum basic data—34 and younger, 35-49, 50-64, 65 and over. Additional data highly desired—18-24, 25-34.

B. Education: Minimum basic data—Grade school or less (grades 1-8), some high school, graduated high school (grades 9-12), some college, graduated college.

C. Employment: Minimum basic data—Not employed outside home, employed outside home: employed full time (30 hours or more per week), employed part time (less than 30 hours per week).

The definitions of county size, geographic areas and geographic regions follow:

Note 1: *County Size A*—All counties belonging to the twenty-five largest metropolitan areas. *County Size B*—Counties over 120,000 population that are not in Class A plus counties that are a part of the metropolitan area of cities in such B counties. *County Size C*—Counties not included in Class A or Class B having over 32,000 population plus counties that are a part of the metropolitan area of

cities in such C counties. *County Size D*—All counties not included in Class A, Class B or Class C.

Note 2: As defined by the Bureau of the Census, U. S. Department of Commerce.

Note 3: As defined by the Bureau of the Census, U. S. Department of Commerce.

Note 4: *New England* includes Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island. *Metro New York* includes New York, Kings, Queens, Richmond, Bronx, Westchester, Rockland, Nassau and Suffolk counties in New York State, and Bergen, Essex, Hudson, Middlesex, Passaic, Union, Somerset and Morris counties in New Jersey. *Metro Chicago* includes Cook, Du Page, Lake, Kane, McHenry and Will counties in Illinois and Lake and Porter counties in Indiana. *East Central* includes Michigan, Ohio, Kentucky, West Virginia, the balance of Indiana, and Alleghany, Armstrong, Beaver, Butler, Clarion, Crawford, Erie, Fayette, Forest, Green, Indiana, Jefferson, Lawrence, Mercer, Venango, Warren, Washington and Westmoreland counties in Pennsylvania. *Middle Atlantic* includes the balance of New York, New Jersey and Pennsylvania counties, all of Delaware, Maryland, The District of Columbia, and Fairfax county (including Falls Church) and Arlington County (including Alexandria City) in Virginia. *West Central* includes the balance of Illinois, and Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas, Montana, Wyoming, and Colorado. *South-east* includes the balance of Virginia, and North Carolina, South Carolina, Georgia, Florida, Tennessee, Mississippi and Alabama. *Southwest* includes Arkansas, Louisiana, Oklahoma, Texas and New Mexico. *Pacific* includes Washington, Idaho, Utah, Arizona, Nevada, Oregon, and California.

Note 5: As defined by the Bureau of the Census, U. S. Department of Commerce.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager. Approximate cost is listed, where given by producer.

Pantomime Pictures Inc., 8961 Sunset Boulevard, Hollywood 69.

Household Finance Corp. (loans), two 60's for TV, live and animation on film. Fred Cridden and John Marshall, production managers. Agency: Needham, Louis & Brorby. Vinton Hall, account executive. Hal Kaufman, agency producer. Approximate cost: \$12,000.

Western Federal Savings & Loan Association (savings), one 60 for TV, live on film. John Marshall, production manager. Agency: Robinson & Haynes Inc. E. J. Robinson, account executive. Jerry Mathai, agency producer. Approximate cost: \$8,000.

Filmways of California, 4001 Overland Avenue, Culver City, Calif.

Continental Baking (Profile bread), two 60's for TV, live on film. Les Guthrie, production manager. Agency: Ted Bates. Ed Carroll, agency producer.

Bic Waterman (Bic pens), one 60 for TV, live on film. Les Guthrie, production manager. Agency: Ted Bates. Ed Carroll, agency producer.

Alcoa Aluminum (aluminum siding), one 60 for TV. Agency: Fuller & Smith & Ross. George Wyland, agency producer.

Colgate Palmolive (Lustre shampoo), two 60's for TV. Agency: Lennen & Newell. Jim Harelson, agency producer.

Philip Morris (Marlboro cigarettes), one 60 for TV. Agency: Leo Burnett. Russ Mayberry, agency producer.

Colgate Palmolive (Rapid Shave), one 60 for TV. Agency: Ted Bates. Bob Harris, agency producer.

Brown & Williamson (Viceroy cigarettes), five 60's, two 30's, two 20's and four 8's for TV, live on film. Les Guthrie, production manager. Agency: Ted Bates. Ray Dietrich, agency producer.

Brown & Williamson (Kool cigarettes), five 60's for TV, live on film. Les Guthrie, production manager. Agency: Ted Bates. Henry Hull, agency producer.

Schlitz Brewing Co. (Schlitz beer), four 60's, four 50's and four 20's for TV, live on film. Les Guthrie, production manager. Agency: Leo Burnett. Gordon Minter, agency producer.

Wander Co. (Ovaltine), two 60's for TV, live on film. Agency: Foote, Cone & Belding. Len Lev, agency producer.

known data for second breakdown, which although prone to some degree of inaccuracy, nevertheless could provide a "reasonable alternative" for the users of the data who feel they need something different. (This alternate, however, was not favored.)

■ Another—and still more costly—alternative method was suggested: the inclusion of a maximum flexibility by pre-planning of the basic data to permit a "variety of retabulations." Such a product, it was admitted, would probably require individually negotiated compensation.

The AAAA research subcommittee that prepared the report is headed by William M. Weilbacher of C. J. La Roche & Co. He also is a vice chairman of the full committee on research which is headed by Donald K. Kanter of Tatham-Laird. Other subcommittee members include William T. Moran of Young & Rubicam, and Clark L. Wilson of BBDO.

Some industry leaders expressed curiosity as to the implementation of the standards beyond the point of sheer acceptance.

Noted was the absence of any mention in the report on the expected frequency of data supply. This could well open the door to several other questions, particularly as to costs. Sentiment was expressed as well that the report, though apparently attempting to obtain an "order" in the design of demographic "breaks," neatly avoids mention of how

major agencies intend to use the data. Will they all use the data similarly, or quite differently? Are agencies—by these standards—perhaps asking for too much data?

At least one top agency media executive thought this was quite possible. He noted that some of his agency colleagues were far from enthusiastic, and that a very large proportion of the advertising agencies in the country were ill-equipped to handle the preponderance of information. Most do not have computers, and would prefer the "luxury of custom-designed information," he said.

His viewpoint, though perhaps in the minority among the large agencies, was further expressed in this way:

Margarine & Autos ■ If an agency was preparing a campaign for a margarine account, he said, it would not be interested in people who make over \$10,000 a year. On the other hand, the agency would be interested in information from media on where to advertise a high-priced car in seeking out people who make over that amount a year, yet in both instances the campaign may be for a so-called "mass product."

He also felt the demands of data suggested by the AAAA unit as burdening media and as a consequence they would "shoot all the research money into this type of information while prohibiting them from doing custom research that we—or they—think necessary."

A counter argument by another me-

dia expert: Agencies receive "breaks" often on age and income which are not comparable so that a valid comparison between, say two or more stations or newspapers is not possible. Standardization, he said, would be basic and though all data cannot be used for individual campaigns, an agency could extract only what it needed.

From a top computer-equipped agency came this assessment: The AAAA's data "breaks" are quite satisfactory and would appear to fulfill his agency's data "in-put" requirements. The spokesman saw the report as a "mandate" from leading agencies for the types of demographic information they desire.

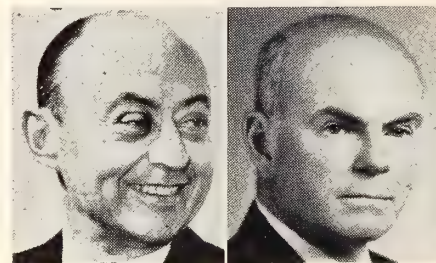
He said, however, that in the context of buying broadcast, it would be desirable if within the framework of households additional breaks on individuals are worked out in the future.

'Branch office' service formed in New York

An advertising service designed to serve as a New York "branch office" for foreign and out-of-town agencies has been established by two former agency executives—Ralph S. Butler Jr. and Robert Weenolsen—it was announced last week.

The firm, New York Services for Advertising Inc., 475 Fifth Avenue, will supply assistance and supervisory services in TV, radio and other media, marketing, research and other phases of advertising on a fee basis.

Mr. Weenolsen was formerly with



Mr. Weenolsen

Mr. Butler

Foote, Cone & Belding as broadcast supervisor on the Rheingold account for 10 years and also had experience at Young & Rubicam. Mr. Butler served as manager of the Toronto office of Benton & Bowles, and had broadcast experience at both B&B and Y&R.

Japanese TV men visit U.S.

A group of Japanese television broadcasters last week was briefed on the sales, research, promotion and market development activities of Avery-Knodel Inc., New York station representatives. The group's visit to this country to learn about American rep practices, was arranged by Francis Yoshimura, New York representative of Fuji Telecasting Ltd., Tokyo.

RETURN OF THE FLY



STARRING **VINCENT PRICE**

VOL. 7—"FILMS OF THE 50's"—NOW FOR TV

FIFTY OF THE FINEST FEATURE
MOTION PICTURES FROM SEVEN ARTS

Seven Arts "Films of the 50's"—Money makers of the 60's

SEVEN ARTS VOLUME SEVEN



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue 972-7777
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

For list of TV stations programming Seven Arts "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

Some changes in cigarette ads likely

TOBACCO INSTITUTE SAYS THEY SHOULD NOT APPEAL TO YOUTH

Changes in the commercial content of some cigarette television advertising appeared likely last week following a statement of principles by the Tobacco Institute, but the cigarette manufacturers refused to regard the move as a chink in their armor.

George V. Allen, president of the Tobacco Institute, "reaffirmed" the industry's position that "it is not the intent of the industry to promote or encourage smoking among youths" last Tuesday (July 9) following a meeting of the institute's executive committee in Washington. Because there has been misunderstanding and criticism of the industry on this point, Mr. Allen said the institute is making the following suggestions applicable to cigarette advertising in all media:

- "Cigarette advertisements should be characterized by good judgment and good taste.

- "In keeping with the position of the industry that smoking is a custom for adults, cigarette advertisements should not give a contrary impression. Persons featured in advertising should be, and should appear to be adults.

- "Television or radio programs and other media whose content is directed particularly to youthful audiences should not be sponsored or used. Thus, good judgment in program content, rather than arbitrary restriction of sponsorship to certain hours of the listening or viewing day, should be the determining factor."

Adverse Reaction ■ The institute's statement had barely been released before there were two negative reactions in Congress. Senator Maurine Neuberger (D-Ore.) took the floor of the Senate to denounce the cigarette position as an "exercise in futility." And, in the House, Representative Bernard Grabowski (D-Conn.), introduced a bill (HR 7476) to require that cigarette packages be imprinted with a warning that the contents may be dangerous to health.

At least two of the industry's "big 6" companies—R. J. Reynolds Tobacco and P. Lorillard—acknowledged that the institute recommendations would have a direct effect on all their advertising practices, particularly in the removal of athletes from commercial endorsement of smoking products. Lorillard went a step further by stating that it would review all its current commercials in light of the institute's suggestions, with the possibility that certain of the commercials may be withdrawn.

But each of the companies maintained

that the moves were in line with previously stated efforts to divorce cigarette advertising from appeal to youth, and had nothing to do with other pressures from governmental and medical groups seeking to link cigarette smoking to lung cancer.

The other four major tobacco companies—Liggett & Myers Tobacco, American Tobacco, Brown & Williamson Tobacco and Philip Morris—maintained that institute suggestions did not conflict with their current advertising practices, and that they anticipated no changes as a result. All six companies were represented at last Tuesday's institute meeting and are members of the executive committee.

Lorillard President Morgan J. Cramer said he was "in full agreement" with the statement and that the company would not try to glamorize smoking for youngsters. (Lorillard produces Kent, Newport, Old Gold, Spring and York cigarettes). His company would, he said, "review all of our current commercials and may withdraw some in keeping with the institute suggestions." To this end, he said Lorillard would not use athletes endorsing cigarettes, and would avoid "suggestive romantic" settings in its commercials.

The Reynolds Co., which produces Camel, Salem, Winston and Cavalier cigarettes, said that it was using "a few athletes" in advertising but that it "did not plan to continue in the future." Reynolds Board Chairman Bowman

Gray said that he was "in hearty agreement" with institute proposals and said, "we intend to follow its suggestions."

A Reynolds spokesman said, however, that a current advertising campaign on behalf of Winstons, in which no people are used, should not be construed as a policy on the part of the company away from the use of people in its commercials. He said the company would continue trying to make its commercials as attractive as possible "and in good taste."

Other Comments ■ American Tobacco, Philip Morris, L&M and B&W discussed the institute recommendations in brief official statements.

Joseph F. Cullman, president of Philip Morris (Marlboro, Philip Morris, Alpine, Parliament, Paxton), said his company's advertising policy "has for some time conformed to the principles suggested by the Tobacco Institute."

Robert Walker, president of American Tobacco (Lucky Strike, Pall Mall, Dual Filter Tareyton, Herbert Tareyton and Montclair), said "the advertising policies being followed by the American Tobacco Co. are completely in accord with the suggestions" of the institute.

Edwin P. Finch, executive vice president of B&W, said that all of the company's advertising already is in accord with the principles of the Tobacco Institute statement. "We think it is a fair statement," he said in predicting that B&W will not have to change any of its commercials. The Louisville company, which manufactures Viceroy, Kool, Raleigh, Belair, Life, Wings and duMaurier cigarettes, does not presently use athletes.

Zack Toms, president of Liggett & Myers (Chesterfield, L&M, Oasis) called the recommendations "good ones and ones to which we will continue to give thoughtful attention."

In some circles, the recommendations were seen primarily as clarifications, rather than stimulants to cause any reform in cigarette advertising practices. One industry official, Robert K. Heilmann, assistant to the president of American Tobacco, said he couldn't recall an instance where a cigarette company had advertised on a show "directed particularly to youthful audiences," nor was he aware of the use of minors as models in cigarette commercials.

Agencies Quiet ■ Meanwhile, agencies with major tobacco accounts remained close-mouthed about any possible changes in cigarette advertising practices.

A top executive at one such agency

Steadfast sponsors

An analysis compiled by Mutual on the occasion of Fulton Lewis Jr.'s 25th anniversary as a news commentator on the network reveals that 25 advertisers have been sponsoring the Lewis broadcasts uninterruptedly for five years or more. The news commentary show is offered for local co-op sale.

The most consistent advertiser has been W. F. Palmer Jewelry over WRHI Rock Hill, S. C., which has been sponsoring the Lewis program since March 1946. Companies which have been sponsoring the news show for 15 years include Culbertson Chevrolet over KPBN Pampas, Tex.; S. M. Purcell Pharmacy over WSTP Salisbury, N. C. and Timken Roller Bearing Co. over WHBC Canton, Ohio.



the big family is Kansas

You're right! Everybody in Kansas does **not** have 13 kids. So, this is artistic license. The point is — there are more people in Kansas than you might have imagined. And more of them depend on WIBW RADIO for news, entertainment and buying information than on any other single medium, bar none!

WIBW RADIO covers 69 counties, dominates in 45 of them. It reaches 330,840 homes. That's more than you will find in many cities recognized as major markets—like Cleveland, Kansas City or Houston.

Sometimes in market planning and advertising you have to ignore the IBM machines and just look at people. But we have some figures and charts, too. When you're ready for them ask Avery-Knodel to show you the BIG PICTURE of WIBW.



RADIO

Topeka, Kansas

A division of Stauffer Publications
Represented nationally by Avery-Knodel.

said he didn't consider the proposals unusual, and that there "is no problem." He said it was just "good marketing sense" to place tobacco commercials during periods when there is a large percentage of adult viewing.

Another, an account executive on a Philip Morris brand, said he had received no instructions to change commercial schedules, and a third called the recommendations "a problem for the cigarette industry, and not for agencies."

An earlier institute recommendation had suggested removal of cigarette advertising from campus publications and broadcast outlets (BROADCASTING, June 24) and all members of the "big 6" except Philip Morris agreed at the time to comply with the recommendations. At that time, speculation centered around other possible advertising curbs by the tobacco companies such as restricting cigarette advertising on television until late hours, as is the practice in Canada.

This idea was flatly rejected by the tobacco men. Mr. Allen cited the time differences across the country and maintained that it would not be meaningful to limit the hours of cigarette advertising rather than placing the emphasis on the content of programing. He said the details of implementing the policies

enunciated are up to individual cigarette companies. "The institute itself does not monitor or regulate the advertising of its members," Mr. Allen stressed.

Robert D. Swezey, director of the National Association of Broadcasters' code authority, has met several times with Mr. Allen and leading cigarette manufacturers on the industry's TV advertising. Last week's statement had been anticipated by the NAB as a result of these talks.

Madam Senator ■ "The tobacco industry lion has labored and brought forth a mouse," Senator Neuberger said of the Allen statement. She charged the industry's position was only "mildly disapproving" of cigarette advertising directed toward youth.

The statement, she charged, was an "ostrich-like action . . . motivated by a desire to head off government regulation. . . . Instead, it was a vivid demonstration of the paralysis of industry responsibility." Senator Neuberger said that it is apparent to all but nonindustry observers that radical changes must be made in the marketing of cigarettes if their sales are to be permitted to continue.

"We do not expect an industry to preside at its own dissolution," she said, "but we expect realistic answers to fun-

damental challenges."

Representative Grabowski introduced his labeling bill in the House the day after the Tobacco Institute statement. The measure would require that the outside wrapper of a cigarette package be imprinted in clear, legible and plainly visible words with the following: "Warning—contents may be dangerous to health."

Chicago gets share of agency mergers

Three agency mergers have been announced in the past week in Chicago.

Griswold-Eshleman Co., Cleveland, and Aubrey, Finlay, Marley & Hodgson, Chicago, have merged through a stock transaction. The agency will go by the name of Griswold-Eshleman Co., and will have combined billing of an estimated \$25 million.

Olian & Bronner and Robert Haas Advertising have also merged. The new agency, which will be known as Bronner & Haas Inc., will have an estimated billing of \$6 million.

Two smaller Chicago based agencies—Dordick-Markese Inc., and Presba-Muench—are announcing their merger today (July 15). To be known as Presba-Muench Inc., the new agency will have an estimated billing of \$2.5 million.

KLAC Radio

They're in the fold

The broadcasting facts of life

STATE ASSOCIATIONS BEGINNING MASS LOBBY ON TIME STANDARDS

Members of Congress who are not now acquainted with the phrase "commercial time standards" will find it hard to remain nonconversant with the subject in the next few weeks.

Individual state associations, independently and with the National Association of Broadcasters, have launched an all-out campaign to inform the nation's lawmakers of the threat to free enterprise posed by the FCC's proposed rulemaking to set a rigid maximum on a station's commercial time.

Leading the public portion of the crusade to date has been the Georgia Association of Broadcasters, which last Tuesday (July 9) descended 15-strong on the Georgia congressional delegation to protest "a constant flow of regulations, proposals and trial-balloons" emanating from the FCC—with emphasis on the time standards rulemaking. In other developments:

■ The NAB sent a fact sheet to all radio and TV stations in the U. S. outlining reasons the FCC proposal must

be stopped and urging them to seek the support of their delegations in Congress (see page 40).

■ The Washington State Association of Broadcasters has launched a campaign to enlist the support of powerful Senator Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, against the FCC.

■ The North Carolina Association of Broadcasters plans a march on Washington similar to that of Georgia and already has secured the promises of several North Carolina congressmen that they would oppose the FCC plan.

■ The West Virginia Broadcasters Association has received a more than "satisfactory" response from members of that state's congressional delegation.

■ Numerous other individual broadcasters and NAB board members have been actively and, they believe, effectively campaigning with members of Congress.

■ Promised this week in the House is a bill which would prohibit the FCC

from specifying a maximum on the number of commercials a station could carry. In addition, a senator said last week that if the FCC follows through with its threat, legislation may be required to maintain broadcasting in the free enterprise system.

FCC Motives Questioned ■ The GAB asked Congress to conduct a "sweeping investigation of the FCC and determine its motives for proposing . . . to limit radio-TV commercials. We urge Congress to pass legislation specifically stating that the FCC is forbidden from delving into the commercial or programming policies of any radio or TV station."

GAB representatives discussed four specific FCC "trial balloons" with nine of the 12-man Georgia delegation. They proposed a Federal Radio-TV Agency (FRTVA), divorced from the FCC, to regulate commercial broadcasting with the FCC left with non-broadcast communications regulations.

Discussing the general broadcast regulatory climate, GAB President Ray-

Metro Radio Sales

...and we couldn't be happier. KLAC has a solid reputation among radio stations in Los Angeles; it's the newest member of the Metropolitan Broadcasting Radio group and its future is very bright indeed. Now Metro Radio Sales is selling

for six (WNEW, New York; KLAC, Los Angeles; WIP, Philadelphia; WHK, Cleveland; WCBM, Baltimore, and KMBC, Kansas City). There will be more, but we do have a limit: 12 select properties in major markets. You see, we maintain a highly skilled

organization designed to sell a select list effectively rather than a random list haphazardly. Our offices: New York, Chicago, Philadelphia, St. Louis, Detroit, Los Angeles and San Francisco. Our Man at the Top: V.P. & Dir., H.D. "Bud" Neuwirth.

A DIVISION OF METROMEDIA, INC.

mond Carow of WALB-TV Albany, charged that FCC activities over the past three years have done nothing "but reduce the effectiveness of American broadcasting." Also, he said, the commission has acted to "produce fear among all broadcasters and create the impression that the FCC intends to dictate programing tastes to the American people as well as force broadcasting into the realm of a public utility."

He said Congress should immediately question the wisdom of "progressive and ever-widening attempts to control radio-TV programing, the latest and most flagrant incursion being the proposed limitations on radio-TV commercials." Mr. Carow recommended that Congress pass legislation setting up a code of conduct which the FCC would be required to adhere to in its investigative, monitoring and regulatory procedures.

Randolph Holder, WGAU - Athens, made the principal GAB presentation against the FCC's time standard proposal. He won the nearly unanimous support of the Georgia delegation in explaining how the proposed government dicta would hurt commercial broadcasting. Representative Charles Weltner (D-Ga.) said Thursday that he planned to introduce a bill to stop the FCC. "Until Congress decides broadcasting is a public utility, a limitation

on the number of commercials is not under FCC jurisdiction," he said.

The NAB, however, feels that for it to propose legislation would be "premature" at this time and that the case can be won at the FCC by enlisting the support of the Hill. An NAB official stressed, however, that the association certainly is not opposed to bills being introduced such as Congressman Weltner plans.

Mel Burka, WTIP Charleston and president of the West Virginia Broadcasters Association, and other broadcasters from that state have been successfully working with their delegation. In fact, Senator Jennings Randolph (D-W. Va.) said last week that he has a "keen desire" to see that the FCC does not do violence to the freedom of broadcasting with a rule such as it has proposed. Radio and TV must have leeway to program their commercials without restrictions and encroachment by the FCC, he said.

Senator Randolph said he has no immediate plans to sponsor legislation but that if the FCC follows through with its proposal he predicted that a bill will receive favorable consideration.

Back To Georgia ■ In the Georgia meeting, Charles Doss of WROM Rome urged Congress not to let the FCC "usurp the right of Congress to levy taxes" through its planned license fee,

effective next January. He urged the Georgia delegation to support a bill (HR 6697) introduced by Representative Walter Rogers (D-Tex.) which would rescind the new FCC rule.

On the next broadcasting problem, the same Representative Rogers was attacked by a Georgia broadcaster. Barry Sherman, WQXI Atlanta, called this week's hearing on broadcast editorials (called by the Texas congressman) "disturbing" (see page 68). He urged Congress not to restrict and hamper the freedom of radio-TV to advocate.

Broadcasting has "outgrown" the FCC, GAB said in asking Congress to establish a new agency independent of the FCC to regulate radio and television. The proposed FRTVA can "serve the true needs of today's broadcasters," the association said. "The requirements of radio and TV are too extensive and too important to be further served by the present FCC."

GAB asked that the proposed agency have a radio administrator and a TV administrator, each empowered to handle all but the "most controversial matters." A special broadcasting court should be established to handle such controversial items, GAB said, with a three-man advisory committee setting FRTVA policy and making long-range plans for broadcasting's future.

Such an agency "would end further government control of broadcasting, improve the relationship between broadcasters and the government, boost the calibre of broadcasting's service and provide a sound basis for growth and development of radio and TV," GAB said. Such an agency would leave the FCC free to deal with other communications matters "from a laundry's mobile transmitter to telephone calls from ships at sea," the association told its congressmen.

In addition to those mentioned above, other Georgia broadcasters attending the Washington meeting included Ridley Bell, WRBL-TV Columbus; Don Dougald, WWSN Statesboro; W. C. Woodall Jr., WBWD Dawson; James Wilder, WBIE Marietta; Kenneth Bagwell, WAGA-TV Atlanta; James Murphy, WBMK West Point; Ralph Edwards, WWGS Tifton; Ben Porter, WBML Macon; Roy Gaines, WNEG Toccoa, and GAB Executive Secretary Jack Williams.

WOR to move transmitter

WOR-AM-FM New York will move its transmitter from Cartaret to Lyndhurst, both New Jersey. The move from Cartaret, where the transmitter has been located since 1935, is part of a plan to improve reception of the station in northern New Jersey, according to Robert J. Leder, vice president and general manager of WOR.

NAB's aid to all assured by Collins

"We are confronted with a grave threat."

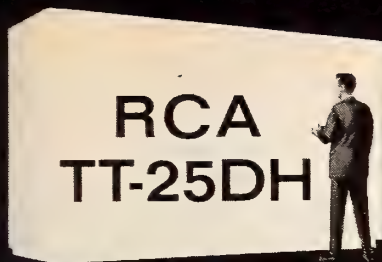
LeRoy Collins, president of the National Association of Broadcasters, so informed every radio and television station in the U.S. last week in the NAB's opening fusillade against an FCC rulemaking to limit the number of commercials an individual station may broadcast. The NAB board of directors pledged an all-out fight against the FCC plan to adopt the industry's own voluntary time standards as government order (BROADCASTING, July 1).

Governor Collins told member and nonmember stations that the NAB has a program underway to protect broadcasters from the FCC. "This is the fight of everyone concerned with broadcasting's freedom," he said in pledging the NAB's good offices to stations which are not members of the association. His comments were given in a covering letter to an NAB position paper on "reasons why the FCC should not adopt a rule limiting commercials." (Governor Collins currently is in England and his letter was dictated last Wednesday by trans-Atlantic telephone.)

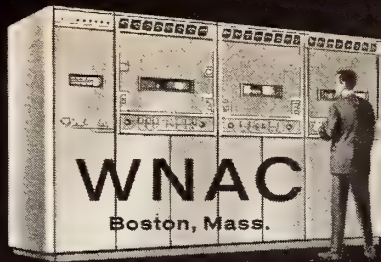
In his letter, the NAB president urged stations to discuss the issue with their delegations in Congress, an action many individual state associations already were taking last week (see page 39). He urged broadcasters to contact the NAB's government affairs office, under Vice President Paul Comstock, for further help and suggestions.

Governor Collins noted that comments on the FCC rulemaking are due Sept. 16 and asked stations to keep the NAB informed of progress made with members of Congress. "We are confident that [the FCC] can be shown the wisdom and necessity of rejecting the proposal," he said.

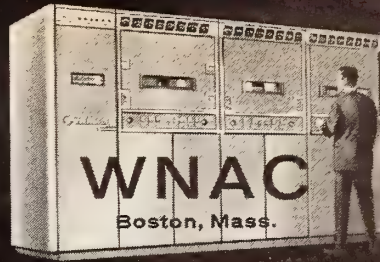
The NAB staff listed these six reasons why the FCC should not place a limit on commercial time: (1) It would be contrary to the intent of Congress; (2) the rule would be unequal and unfair; (3) the rule would destroy free enterprise in broadcasting; (4) the industry's codes would be undermined; (5) other factors in advertising are as important as quantity, and (6) it would give the commission arbitrary powers over business judgment.



RCA
TT-25DH



WNAC
Boston, Mass.

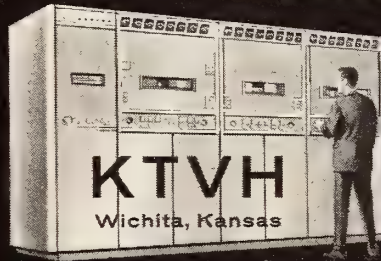


WNAC
Boston, Mass.

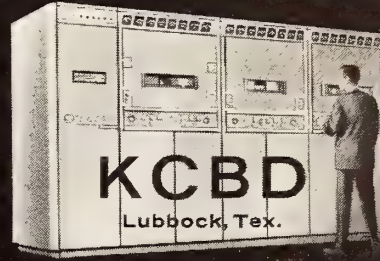
PREFERRED BY THE NATION'S



KCMT
Alexandria, Minn.

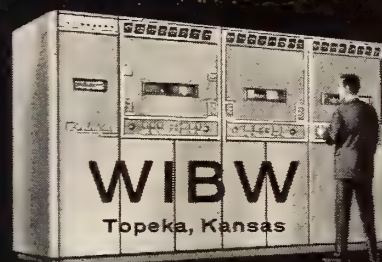


KTVH
Wichita, Kansas

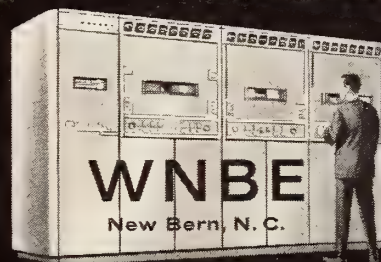


KCBD
Lubbock, Tex.

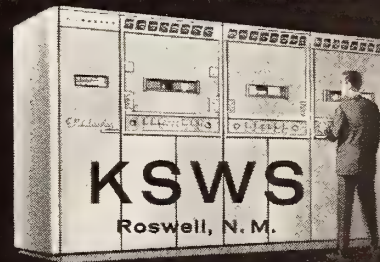
FINEST TELEVISION STATIONS



WIBW
Topeka, Kansas

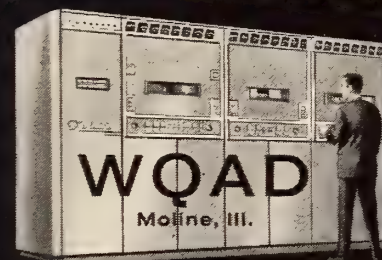


WNBE
New Bern, N. C.

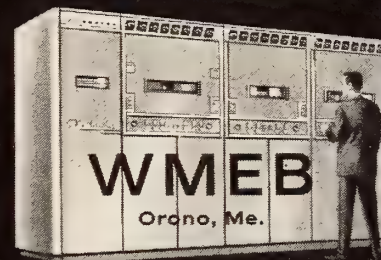


KSWS
Roswell, N. M.

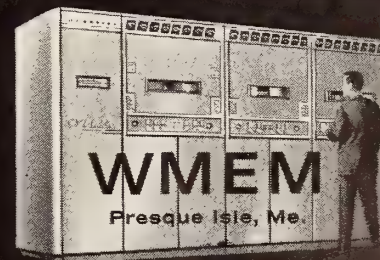
FOR HIGH-BAND OPERATION



WQAD
Moline, Ill.



WMEB
Orono, Me.



WMEM
Presque Isle, Me.

It's the new RCA 25-kw TV Transmitter (Ch. 7-13) offering new excellence of performance, reliability and low operating cost

The popularity of this modern 25-kw transmitter stems from its fine performance for high-band VHF service. That's why so many TT-25DH's have been ordered since first shown at the 1962 NAB Convention.

This transmitter is capable of full 316-kw ERP when coupled with a modern high-gain antenna such as the RCA "Traveling Wave."

WNAC will be using two of these operating in parallel to produce 50-kw for its new transmitter installation.

The TT-25DH transmitter is completely modern, using silicon rectifiers, and a minimum number of operating tubes. It is designed for remote control operation. Small space requirements, low power cost, and high reliability are among its many other modern features. It is an ideal transmitter for the high-quality, maximum-power VHF station. It will add prestige to yours.

For more facts about this new transmitter, see your RCA Broadcast Representative, or write RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J.



The Most Trusted Name in Television

NAB says profits make comeback

BOTH RADIO AND TV STATIONS SHOW GAIN AFTER DROP IN 1961

Profits of both radio and television stations in 1962 showed a healthy increase over 1961, the annual financial survey of the National Association of Broadcasters discloses. The industry made a healthy comeback from the previous year, when revenues were up over 1960 while profits went down.

The survey, released Saturday (July 13), covers all U. S. and Puerto Rican stations, including nonmembers of NAB. Results were compiled from questionnaires sent out by the NAB's department of broadcast management under James Hulbert, manager.

With 1962's profits before federal taxes reversing the down trend of the previous year, revenues and expenses of radio and television stations continued to rise. In 1962:

- The typical radio station earned a

profit of 7.7% on total revenue of \$111,200, compared to a 4.8% profit in 1961 on revenue of \$106,200. Average radio station expenses totaled \$102,600.

- The typical television station's profit was 16.9% on total revenue of \$1,016,700, the first year average TV revenue has surpassed \$1 million. In 1961, the profit was 12.6% on total revenue of \$941,400. Expenses for the past year averaged \$844,900 per station.

Both radio and TV stations showed profit declines of 2.8% in 1961 compared with 1960.

New Feature ▪ The 1962 survey shows for the first time how stations allocate their total salary budget. The largest percentage for both radio (37%) and TV (40%) is assigned to

programming. The typical radio station allocated 28% of its salary budget to general and administrative, 25% for sales and 10% to technical people. The median station allocated over half of its total expense budget (\$57,500 of \$102,600 for salaries).

In TV, 23% of the salary budget was for technical services, 17% for sales and 18% for general and administrative. The TV salary budget averaged \$361,200 per station, 42.8% (an increase of 8.6%) of \$844,900 in expenses.

The typical radio station received 84% of its 1962 revenue from local sales, 16% from national and regional, with less than 1% from networks, the same breakdown as for 1961. The television station's national and regional spot business accounted for 38% of its sales, network 33% and local 29%. In 1961, 45% of the TV station's sales came from national and regional spot sales, 28% from local and 27% from networks.

With radio station profit at 7.7% for 1962, the figures for the previous six years showed a profit of 4.8% in 1961; 7.6% in 1960; 7.7% in 1959; 7.2% in 1958, and 8.3% in 1957. Profit figures for the typical TV station were 16.9% in 1962; 12.6% in 1961; 15.4% in 1960; 14.3% in 1959; 11.4% in 1958, and 11.5% in 1957.

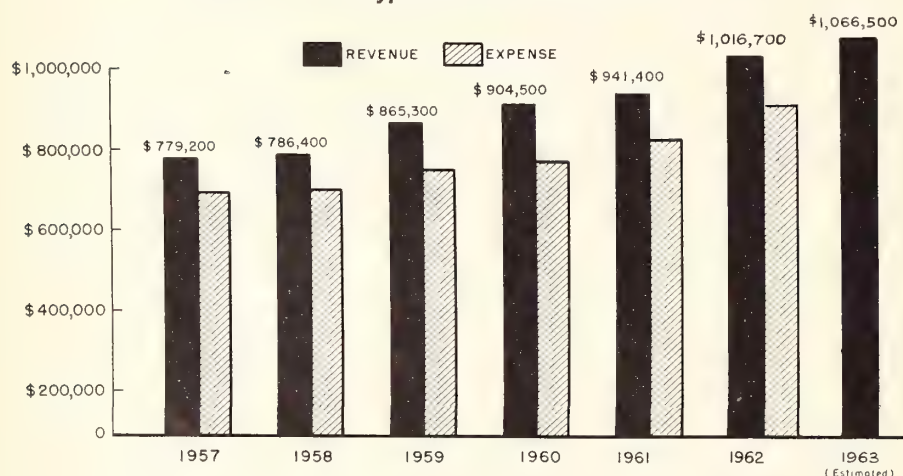
Both radio and TV divided their expense dollars in 1962 in approximately the same proportion as in previous years. Radio spent 40 cents of each dollar on general and administrative expenses, 32 cents for programming, 18 cents for sales and 10 cents for technical costs. For television, the 1962 figures were 35 cents for programming expenses compared to 36 cents in 1961; 36 cents for general and administrative, an increase of 1 cent over 1961; technical and sales costs remained the same at 16 cents and 13 cents, respectively.

The typical TV station spent \$58,000 (7%) of its total budget on films in 1962, a drop from the previous year.

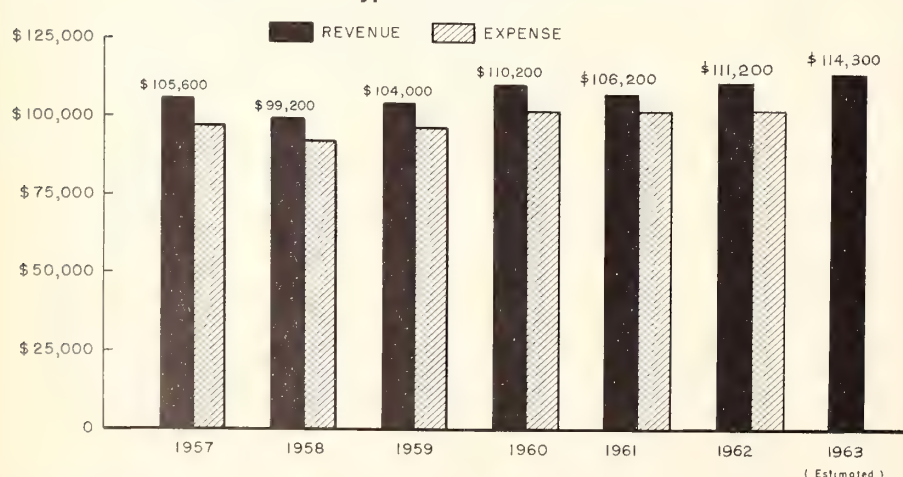
NAB asked stations to estimate their 1963 revenue, with radio coming up with an average of \$114,000, an expected increase of 2.8%. TV expects average revenue of \$1,066,500 this year, an increase of 4.9% over 1962.

The NAB figures are computed on a median basis, whereas the annual FCC financial compilation of station revenues and expenses uses averages. The official government figures for 1962 are due late this summer for television and

Seven-year trends in revenues and expenses for a typical TV station



Seven-year trends in revenues and expenses for a typical radio station





Look what we did.

In the space of a few seconds, the pictures and sounds that a broadcaster airs can evoke smiles, tears, frowns, gasps, guffaws, or any number of other responses in thousands of living rooms. Such awesome power naturally carries a great deal of responsibility with it. It's necessary for the broadcaster to follow a set of standards that will insure that news, entertainment, and information aired is kept within the limits of good taste. At WFGA-TV, we accept this responsibility and do our best to provide the kind of entertainment our audience prefers. The comments from viewers and advertisers alike indicate that our efforts are highly successful!



Jacksonville's *FULL COLOR* Station

WFGA-TV

IN FLORIDA

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.



WFTJ
WFTS-TV

WFTS-TV
WFGA-TV
(Affiliate)

REVENUE AND EXPENSE FOR THE TYPICAL RADIO STATION, NATIONWIDE, 1962

Revenue and expense items	Typical dollar figures	Typical percent figures
TOTAL BROADCAST REVENUE ^a	\$111,200	
TOTAL TIME SALES	109,400	100.0%
From:		
Networks	0	0.0
National & regional	17,100	15.6
Local	92,300	84.4
TOTAL BROADCAST EXPENSE	\$102,600	100.0%
From:		
Technical	10,500	10.2
Program	32,900	32.1
Selling ^b	18,300	17.8
General & administrative	40,900	39.9
SELECTED EXPENSE ITEMS		
TOTAL SALARIES ^c	\$ 57,500	100.0%
From:		
Technical	5,900	10.2
Program	21,300	37.1
Selling	14,200	24.7
General & administrative	16,100	28.0
DEPRECIATION & AMORTIZATION	5,900	
PROFIT (before federal income tax)	\$ 8,600	

^a Time sales plus incidental broadcast revenue minus agency and rep. commissions and payments to networks for sale of time.

^b Includes all promotion; excludes agency and rep. commissions.

^c Includes salaries, wages, and bonuses of officers and employees.

REVENUE AND EXPENSE FOR THE TYPICAL TELEVISION STATION, NATIONWIDE, 1962

Revenue and expense items	Typical dollar figures	Typical percent figures
TOTAL BROADCAST REVENUE ^a	\$1,016,700	
TOTAL TIME SALES	1,064,500	100.0%
From:		
Networks	349,200	32.8
National & regional	409,800	38.5
Local	305,500	28.7
TOTAL BROADCAST EXPENSE	\$ 844,900	100.0%
From:		
Technical	133,500	15.8
Program	295,700	35.0
Selling ^b	109,800	13.0
General & administrative	305,900	36.2
SELECTED EXPENSE ITEMS		
TOTAL SALARIES ^c	\$ 361,200	100.0%
From:		
Technical	84,500	23.4
Program	150,200	41.6
Selling	60,000	16.6
General & administrative	66,500	18.4
DEPRECIATION & AMORTIZATION	78,600	
FILM EXPENSE	58,900	
PROFIT (before federal income tax)	\$ 171,800	

^a Time sales plus incidental broadcast revenue minus agency and rep. commissions and payments to networks for sale of time.

^b Includes all promotion; excludes agency and rep. commissions.

^c Includes salaries, wages, and bonuses of officers and employees.

in December for radio.

Above are "balance sheets" for the typical radio and TV stations under the NAB figures.

Autry group gets inn

Acquisition of the \$7-million Sahara Inn, just south of Chicago's O'Hare

Field airport, by Gene Autry Hotel Co. has been announced. The inn, which has been in receivership for the last several months, was acquired from the Marshall Savings & Loan Association, the mortgage holder.

The Gene Autry Hotel Co., which also operates the Hotel Continental, Hollywood, and the Ocotillo Lodge, Palm Springs, both California, is owned by Mr. Autry, Robert O. Reynolds and Paul A. O'Bryan. Mr. Reynolds is co-owner with Mr. Autry of Golden West Broadcasters (KMPC Los Angeles, KSFO San Francisco, KEX-AM-FM Portland [Ore.] and KVI Seattle). Mr. O'Bryan is a senior partner in the Washington law firm of Dow, Lohnes & Albertson. All three have major interests in the Los Angeles Angels baseball team and the Los Angeles Rams football team.

Mr. Autry also holds controlling interest in KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona.

Changing hands

ANNOUNCED ■ The following sales of station interests were reported last week subject to FCC approval:

■ WMAV Springfield, Ill.: Sold by Gordon Sherman and associates to Stuart Broadcasting group for \$700,000 plus \$92,500 for agreement not to compete. Stuart Stations are KFOR Lincoln, KODY North Platte, and KRGJ Grand Island, all Nebraska; KMNS Sioux City and KOEL Oelwein, both Iowa, and KSAL Salina, Kan. James Stuart, 89% owner, is president of Stuart stations. WMAV, founded in 1950, operates fulltime on

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MIDWEST TV

\$1,900,000

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MID-ATLANTIC AM

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■ **WAUX-AM-FM** Waukesha, Wis.: Sold by Mig Figi, Charles E. Williams and associates to Midwest Broadcasting Co. for \$425,000. Midwest is headed by C. Wayne Wright and owns WALM Albion, Mich., and WFRL Freeport, Ill. WAUX is a 10-kw daytimer on 1510 kc. Broker was Blackburn & Co.

■ **KCLN** Clinton, Iowa: Sold by Russell G. Salter and group to Valley Broadcasting Co. for \$140,000 including assumption of obligations. Valley Broadcasting is composed of William H. Moore, Robert Z. Morrison and Cecil Hamilton. Mr. Moore is a local businessman; Mr. Morrison formerly was commercial manager of WKBT(TV) La-Crosse, Wis.; Mr. Hamilton is sales manager of KCLN. KCLN, founded in 1956, operates with 1 kw daytime only on 1390 kc.

APPROVED ■ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 70).*

■ **WPOR** Hartford, Conn.: Sold by Tele-Broadcasters Inc. to Wire Broadcasting Co. for \$465,000 plus \$200,000 for consulting services and agreement not to compete. Wire Broadcasting is the licensee of WIRE Indianapolis, and is owned by Joseph C. Amaturio, Walter B. Dunn and others. Messrs. Amaturio and Dunn are associated in the ownership of WFTL-AM-FM Fort Lauderdale, Fla. Other stockholders have interests in WESO Southbridge, Mass., and WBFM(FM) New York. Tele-Broadcasters' other stations are KALI San Gabriel and KOFY San Mateo, both California, and KUDL Kansas City, Mo. Tele-Broadcasters has pending FCC approval the \$1 million purchase of KKTU(TV) and KFMH(FM), both Colorado Springs, and KGHF Pueblo, all Colorado. WPOR operates on 1410 kc with 5 kw fulltime. Commissioners Robert T. Bartley and Lee Loevinger abstained from voting.

NCTA sets Wisconsin management institute

The National Community TV Association announced last week that the second annual NCTA management institute will be held Aug. 12-15 at the University of Wisconsin, Madison. The institute, jointly sponsored by NCTA and the university, is designed to help management solve specific problems that face community antenna TV systems.

"A college-accredited course, the management institute offers both seasoned operating executives and less ex-

perienced system managers extensive involvement and participation in tested management principles, methods and techniques," according to William Dalton, NCTA president. Professor Norman C. Allhiser is director of the institute and also will serve as lecturer on management controls.

Metromedia gives \$250,000 to L.A. ETV

Educational Television in Los Angeles took a long step nearer to reality last week when Metromedia, new owner of KTTV(TV) and KLAC-AM-FM Los Angeles made a gift of \$250,000 to Community Television of Southern California. CTSC is a non-profit corporation working to bring an educational TV station to Los Angeles, only major city in the U. S. without such a facility.

Accepting the \$250,000 check from John W. Kluge, Metromedia board chairman and president, Dr. Lee A. DuBridge, CTSC's board chairman, expressed gratitude and pleasure "at the support that CTSC is getting under your leadership and, following your lead, from all the TV stations in the Los Angeles area. We expect and are assured they will match your contribu-

tion and this will enable us to proceed immediately with our plans for building an educational station in this area and having it in operation, we hope, within a few months."

In May, CTSC announced the filing with the FCC of a notice of intent to apply for UHF channel 28. At the same time the educational TV group also stated: "It continues to be the intention of the corporation to acquire and operate a VHF television facility for education in the Los Angeles area and it has not diminished its efforts in this direction. Filing of the letter of intent should not be deemed an indication of any lessening of interest or diminution of effort on the part of the corporation to acquire a VHF facility. It is the strong feeling of the board of directors that, as experience elsewhere has shown, the growing metropolitan Los Angeles community will require not less than two television stations devoted to programing of an educational cultural nature."

In presenting Metromedia's contribution Mr. Kluge said: "Metromedia is proud to help pioneer the drive to provide Southern California with an educational television outlet. . . . We are vitally interested in the public welfare, the cultural developments of the cities in which we operate and in the educa-

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tion of all to provide a better informed citizenry."

Elden Smith, CTSC president, adding his thanks to those of Dr. DuBridge, welcomed Mr. Kluge to "our community as a good, useful citizen" and told him, "You can't realize how important this is, to have a first contribution of this amount."

Denver station to survey audience

One of the largest audience preference surveys ever conducted by a radio station, involving 500,000 individual questionnaires, gets under way this morning (July 15) when KBTR Denver starts a three-month campaign to find out just what kind of programming Denver listeners really want. At the end of the 90-day period, KBTR will revise its program format in accordance with listener desires, Larry Buskett, general manager, said last week on the eve of the "Operation: Public Opinion" campaign.

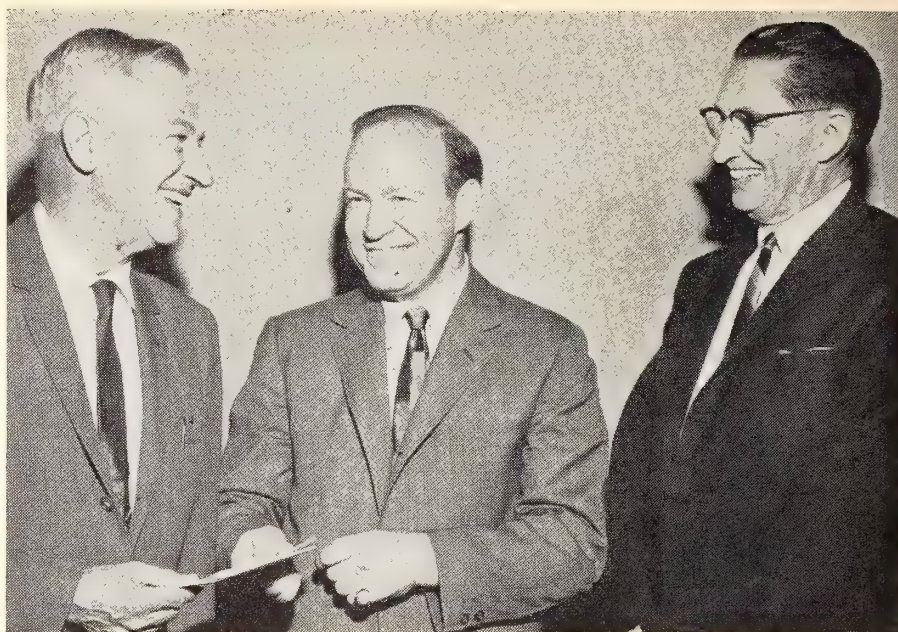
The poll will include 300,000 program preference questionnaires mailed to individual homes, another 100,000 distributed by service stations of the Frontier Oil Co. of Denver and a final 100,000 enclosed in Royal Crown Cola cartons. Coincidentally with the survey, KBTR is also starting a promotion campaign with prizes ranging from \$5 in cash to a jackpot prize of "His" and "Hers" automobiles to be given to respondents of questionnaires chosen at random. Survey and contest will be advertised with heavy on-air promotion, cards on Royal Crown trucks, newspaper and outdoor ads and personal appearances of KBTR executives at meetings of service clubs and other organizations.

The entire campaign, Mr. Buskett said, is in keeping with the directive of the FCC that radio stations should seek out the program needs of their communities and serve them to the best of their ability.

Jahncke installed at Pioneers' meeting

New officers of the Broadcast Pioneers were installed at the annual membership meeting in New York last Wednesday (July 10). Ernest Lee Jahncke Jr., NBC, is president of the organization.

Other officers who will serve until July 1, 1964 are Robert L. Burton, Broadcast Music Inc., first vice president; Joseph Baudino, Westinghouse Broadcasting Co. and Ben Grauer, NBC, vice presidents; Raymond Guy, consultant, secretary and Robert J. Higgins, BMI, treasurer. New directors are Robert Coe, ABC; Walter M. Erickson, Gray and Rogers; Arthur Hull Hayes, CBS; Paul Mowrey, consultant,



John W. Kluge (c), Metromedia board chairman and president, presents the \$250,000 check to Dr. Lee A. DuBridge (l), president of California Institute

of Technology, and Elden Smith (r), president of Community Television of Southern California, at a brief ceremony last week.

and Ward L. Quaak, WGN Chicago.

Two amendments were made to the Broadcast Pioneers constitution. One provides that persons who are officers of the organization may also be members of the board of directors. The second amendment makes eligible for membership in the Pioneers those persons who have had 20 years of association with the radio industry or have had an association with the TV industry prior to Aug. 1, 1953.

Chicago Tribune pays \$18 million for papers

Purchase of two Florida newspapers by the *Chicago Tribune* has been announced.

The Tribune Co. has bought the *Fort Lauderdale News* and the *Pompano Beach Sun-Sentinel* for a reported \$18 million. The *News* has a daily paid circulation of 76,108; the *Sun-Sentinel*, 23,114.

The *Chicago Tribune* (which owns WGN-AM-TV Chicago and KDAL-AM-TV Duluth, Minn.) also has cross-ownership interests with the *New York Daily News* (WPIX-TV New York). It also owns a community antenna system in Houghton, Mich.

FCC commercial limit plan in school subject

Sixty-seven broadcasting executives were scheduled to gather in Boston yesterday (July 14) for the fourth annual executive development seminar at the Harvard Business School, sponsored

by the National Association of Broadcasters.

During the two-week "school," the broadcasters will be asked to solve the case of "Mr. Harley's Letter," dealing with the FCC's proposal to limit the commercial time on radio and TV stations. This case was developed especially for this year's seminar because of the current controversy centering around the commission rulemaking (see page 40).

The key radio-TV executives will attempt to solve actual cases developed from broadcasting and nonbroadcasting business situations. Broadcasting cases will include "KAKO Radio," dealing with competitive radio programming; "KIXI-TV," a case involving sales problems and budgeting; "Staff Development at WPAR," involving the management of personnel, and "Jabe Radio," an analysis of a station manager's performance.

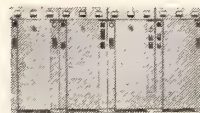
John Daly, veteran radio-TV newsmen and quizmaster, will deliver the "commencement" address. Dr. J. Sterling Livingston is academic director of the seminar and Dean Richard Chapin is administrative director. Jim Hulbert, manager of the NAB department of broadcast management, will supervise the sessions for the NAB.

Media reports...

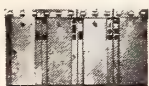
Back to ABC ■ WHOO Orlando, Fla., has been reunited with the ABC Radio Network after being independent for the past four years. WHOO is fulltime on 990 kc, 10 kw day and 5 kw night.

WDOB becomes WMGO ■ WMGO Can-

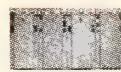
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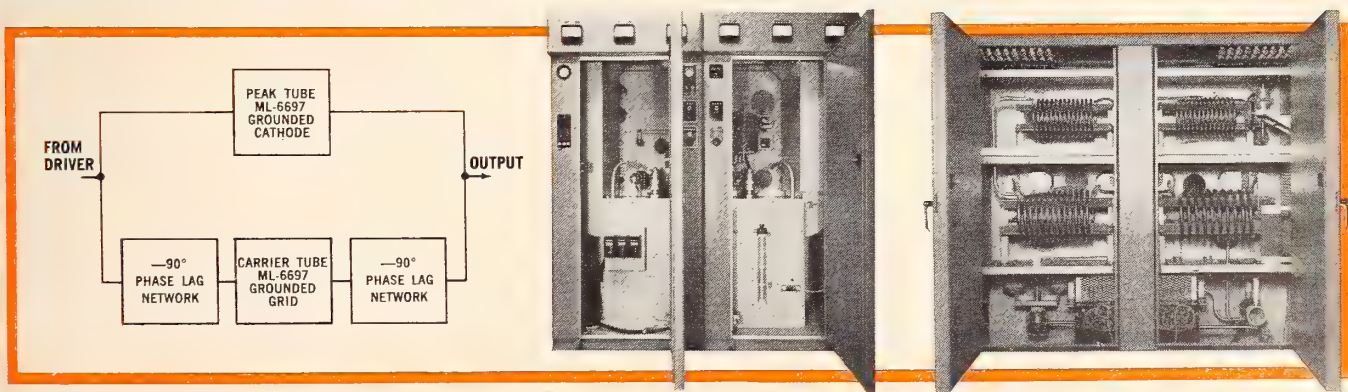
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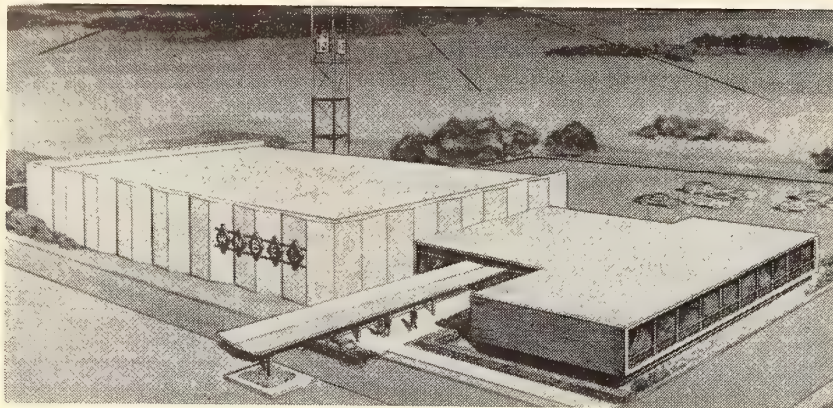
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WNBE-TV completes its studio building

The \$200,000 transmitter and studio building of WNBE-TV New Bern, N.C. has been completed and the station will go on the air Sept. 1, according to Nathan Frank, president of Piedmont Television Corp., permittee.

Total cost of the building and equipment will be \$790,000. The building has 15,000 square feet of working area with a 55 by 40 foot studio. WNBE-TV (ch. 12) will be an ABC-TV primary affiliate, with all equipment by RCA.

ton, Miss., last week went on the air, replacing WDOB. WMGO, on 1370 kc, has opened new studios in downtown Canton. It is a Hook Radio Network station.

KXOA remodels ■ KXOA-AM-FM Sacramento, Calif., is in the midst of a remodeling program which will eventually cost over \$20,000, it is estimated. New recording equipment, floors,

sound-proof ceilings and carpets are being installed, along with a new announcers' booth to be enclosed by a 30-foot pane of sound-proof glass.

Agency named ■ Recht and Company Inc., Beverly Hills, Calif., will handle advertising for KTLA(TV) Los Angeles. Trade publications, newspapers and other consumer media will be used.

GBB named ■ KGO-AM-FM San Francisco, an ABC-owned outlet, has appointed Guild, Bascom and Bonfigli, that city, as its agency to handle all consumer and trade advertising. Richard Ferber will supervise the account for GBB.

Format change ■ WHBI(FM) New York has undergone a change in its Monday-Friday nighttime "all Spanish" programming to a live and remote "music-of-all-nations" schedule. The change in format, which will be interspersed with interviews of famous personalities in politics and the arts, started June 10.

Extended coverage ■ WFBC-TV Greenville, S. C., an NBC affiliate, has installed a translator transmission tower for the viewers in the Tryon, N. C., area.

GOVERNMENT

Editorials are now a House topic

CONGRESSMEN SLOW TO ACCEPT INVITATIONS TO TESTIFY AT HEARING

The past, present and future of statements of opinion by radio and television stations will be the focal point of discussion this week as a House subcommittee begins a hearing to explore broadcast editorials.

Representative Walter Rogers (D-Tex.), chairman of the Communications Subcommittee of the House Commerce Committee, denied last week that the hearing is in any way an attack upon a cherished freedom of the electronic media (BROADCASTING, July 1). "Broadcasters who editorialize must have clearer guidelines for their own protection," he said.

The hearing opens today (Monday) in Room 1334 of the New House Office Building with testimony from members of Congress. Only three congressmen had indicated definitely that they would testify at week's end despite a letter to all senators and representatives from Mr. Rogers soliciting their views. The subcommittee had hoped that several members who feel that they have been personally wronged by a station would testify but apparently this will not be the case.

However, Representative Rogers said

that several members may seek an opportunity to testify at the last minute.

Congressmen who plan to appear this morning include Representatives Robert Hemphill (D-S.C.), Durward G. Hall (R-Mo.) and Lionel Van Deerlin (D-Calif.). Sherwood Gordon, president of KSDO San Diego, will follow Representative Van Deerlin to the stand.

Representative John Moss (D-Calif.), a member of the subcommittee who introduced a bill (HR 7072) putting editorials under the equal time requirements of Section 315 of the Communications Act (BROADCASTING, June 24), has not notified Representative Rogers if he will testify on behalf of the bill. The Moss measure is expected to play a prominent role in the testimony regardless of whether the author himself testifies.

FCC Tuesday ■ FCC Chairman E. William Henry will lead a commission delegation to the witness stand tomorrow (Tuesday). Daniel Kops, WAVZ New Haven, Conn., and chairman of the NAB editorializing committee, will testify Wednesday, along with Robert Hurleigh, president of the Mutual

Broadcasting System.

Thursday witnesses include Dr. Frank Stanton, president of CBS Inc., who on occasion has delivered network editorials, and Donald McGannon, president of Westinghouse Broadcasting Co. Theodore Shaker and Harold Neal, presidents of ABC-owned TV and radio stations, respectively, will testify Friday.

NBC, which does not editorialize as a network or on its owned radio and TV stations, does not plan to testify but is expected to submit a statement for the record.

The hearing will adjourn after this week until some time in August because of the July 25-27 National Broadcast Editorial Conference in Athens, Ga. This conference will be sponsored by the Georgia Association of Broadcasters which was in Washington last week attacking the Rogers hearing.

Representative Rogers had been invited to speak at the conference but said last week that he would not be able to accept. Representative Oren Harris (D-Ark.), chairman of the parent House Commerce Committee, will make a major speech at the GAB meeting and Kurt Borchardt, com-

WTVD 11

RALEIGH-DURHAM

appoints **BLAIR TELEVISION**



Television Station WTVD, Raleigh-Durham, North Carolina, appoints Blair-TV Division as its national sales representative, effective July 1. WTVD joins the other stations of the Capital Cities Broadcasting Corp. already represented by **BLAIR TELEVISION**, 717 Fifth Ave., N. Y. 22, N. Y.



A flying squadron of Georgia broadcasters met July 8 with the state's congressional delegation (all Democrats) to discuss regulatory problems. Seated (l to r): Senator Herman E. Talmadge; Raymond E. Carow, WALB-TV Albany, president of Georgia Association of Broadcasters; Representative Charles L. Weltner; Barry Sherman, WQXI Atlanta; Representative G.

Elliott Hagan. Standing: Representative J. Russell Tuten; Representative John W. Davis; Charles Doss, WROM Rome, GAB radio vice president; Ridley Bell, WRBL-TV Columbus, GAB TV vice president; Representative Phil M. Landrum; Representative Robert E. Stephens. Absent from photo: Senator Richard B. Russell and Representative John J. Flynt Jr.

munications specialist on the committee staff, will be a member of a panel on government-industry relations.

Most individual broadcasters and several organizations, such as the American Civil Liberties Union, are expected to testify when the hearing resumes in August. In addition, Representative Rogers said that some witnesses may be added to the list already scheduled to testify before the subcommittee this week.

Georgia Views ■ Fifteen members of the GAB were in Washington last week to make a protest against several government encroachments on the "freedoms" of broadcasting to the Georgia congressional delegation (see page 39). GAB said the Rogers hearing is "disturbing" to broadcasters. The association urged Georgia members of Congress to support broadcasters' rights to editorialize free from any federal restrictions.

WPSD-TV seeks Justice investigation of NFL

Fighting to get the St. Louis Cardinals pro football games to its viewers, WPSD-TV Paducah, Ky., last week filed a complaint with the Department of Justice asking that the National Football League be investigated for antitrust violation (BROADCASTING, July 8).

In the complaint, the NBC-affiliated TV station claims that both the NFL and CBS have unjustifiably kept NFL games from being broadcast in the Paducah area. Although acknowledging that the NFL 75-mile home territory rule is valid (the teams have agreed to black out TV coverage within 75 miles of the home stadium when the home team is playing at home), WPSD-TV claims this applies only to TV stations within this radius. The Paducah station says this is applied correctly to

the CBS affiliate in Cape Girardeau, Mo. (KFVS-TV), but incorrectly to WPSD-TV which is 135 miles from St. Louis.

WPSD-TV unsuccessfully has sought, to carry the St. Louis team's home games by accepting the program which the CBS affiliate in Cape Girardeau is prevented from carrying.

Two weeks ago WPSD-TV asked the FCC to investigate the CBS refusal to permit it to carry the Cardinals games. In Congress Representative Frank A. Stubblefield (D-Ky.), who represents the district in which Paducah is located, introduced a bill (HR 7365) which would make the 75-mile rule now applicable to collegiate games mandatory for professional contests. This bill was referred to the House Judiciary Committee.

FCC turns down AMST on more time

The FCC has rejected the request of the Association of Maximum Service Telecasters for an extension until Aug. 9 in which to oppose petitions for reconsideration filed in the drop-in case (BROADCASTING, July 8).

The commission, however, granted AMST's pleading to the extent of setting a single deadline for replies to the numerous petitions seeking reconsideration of the decision to reject short-spaced VHF drop-ins for seven two-station markets.

The deadline set by the commission is July 18.

Ordinarily, oppositions to petitions for reconsideration must be filed within 10 days. AMST argued this would present an undue hardship, since the petitions were filed over a period of several weeks. The last was filed on July 5.

Commission officials cautioned that rejection of the AMST request for an extension to Aug. 9 shouldn't be taken as an indication that a decision is imminent on the requests for reconsideration. One official said the chance of action before the August recess is "nil."

ABC Opposed ■ ABC and a number of would-be applicants for the proposed drop-ins who had requested reconsideration opposed AMST's petition for an extension. They argued that the drop-in case has been under consideration since January 1960 and that further delays are not justified.

Meanwhile, Commissioner Kenneth A. Cox's dissenting opinion has been seized on by three potential applicants for drop-ins as an additional argument for the commission to reconsider its decision.

Community First Corp., Buckeye Broadcasting Corp. and Charlotte Telecasters Inc., in virtually identical com-

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ments, said the dissent, filed two weeks ago (BROADCASTING, July 8), "provides a new and meaningful development in this matter." They also urged the commission to seek industry reaction to Commissioner Cox's views. They said the commission needs such comments if it is to have "the broadest possible framework within which to reconsider its decision."

Community is interested in the drop-in proposed for Jacksonville; Buckeye, in that proposed for Dayton, Ohio; and Charlotte, in that proposed for Charlotte, N. C. The other markets involved are Johnstown, Pa.; Baton Rouge, La.; Birmingham, Ala., and Knoxville, Tenn.

In the commissioner's statement, they said "we have for the first time a concise and well-reasoned summation" of the arguments against rejection of the drop-in proposal. They added that although many of the arguments have been made before, they "take on new and substantial weight" in the commissioner's dissent.

Cox Views ■ Commissioner Cox argued that the drop-ins are needed as an immediate remedy of the lack of adequate television service in the affected markets. He also disputed the commission's conclusion that the drop-ins would impede the nationwide development of UHF television.

He said, in addition, that Congress did not, as the commission majority

indicated, adopt an anti-drop-in policy in passing the all-channel receiver legislation. That measure, on which the commission is counting to promote UHF growth, isn't likely to make an impact for six to eight years, he said.

Community said it "particularly" supports the commissioner's proposed alternative to denial of the drop-ins. This provided for approving the drop-ins for a seven-year period, with the requirement that the grantee operate a parallel UHF station, programed independently at least one-third of the time, and then to shift to all-UHF at the end of seven years.

Community said although similar proposals had been advanced, they weren't defined with the same precision. "Consequently," Community added, "there was no expression of support for or opposition to the specific proposal."

Dismissal sought of ch. 5 applicant

Boston Broadcasters Inc. is anxious to see the comparative hearing for channel 5 in Boston get underway.

Boston Broadcasters, one of four applicants, requested last week the dismissal of the application of Greater Boston TV Co. and that the remaining applications of WHDH-TV (which presently operates channel 5), Charles River Civic Television and its own be designated for hearing.

Dismissal of Greater Boston was requested because, according to Boston Broadcasters, the company has filed "repetitious applications." Boston Broadcasters said that 26 stockholders of Greater Boston (65%) are also 73.68% owners of a corporation of the same name which was denied in a former hearing for channel 5. Following a denial of its petition for reconsideration the older Greater Boston took its case to the court of appeals and a decision is still pending, Boston Broadcasters pointed out.

Boston Broadcasters said this constitutes two applications by the same principals that are in active competition for channel 5, and is in violation of the rules. It was noted that Greater Boston had requested a waiver of the rules, but has not given any grounds for the waiver, Boston Broadcasters maintained, and is not entitled to a hearing on the matter.

The FCC had set March 26 as the deadline for sure acceptance of new applications to compete with WHDH-TV's renewal bid, since there have been no further applications filed, Boston Broadcasters noted, the comparative hearing could be begun.

The history surrounding the present renewal efforts of WHDH-TV is long and complex (BROADCASTING, April 1). WHDH-TV was given the grant in April 1957, and after court appeals and further action by the commission had its

THE FCC AND FREE SPEECH

Robinson charges commission with overstepping its duties; cites Section 326 in his defense

A slashing attack on the FCC's right to look at programing to any degree has been leveled against the commission before a federal court in Washington.

The challenge is contained in a brief submitted July 5 to the U. S. Court of Appeals for the District of Columbia by E. L. Robinson Jr. whose license for WDKD Kingstree, S. C., was denied renewal last year. The 49-page brief was written by McKenna & Wilkinson, Washington communications attorneys, lawyers for Mr. Robinson in the appeal.

The FCC denied the renewal of Mr. Robinson's license after a full-scale trial in Kingstree which attracted national attention. It ruled that Mr. Robinson had permitted disc jockey Charlie Walker to broadcast programs that were "coarse, vulgar [and] suggestive of indecent double meanings" and that Mr. Robinson was guilty of making misrep-

resentations to the FCC in the matter (BROADCASTING, July 30, 1962). Mr. Robinson has appealed this decision.

In addition to the Robinson brief, a second attack on the FCC's ruling in the WDKD case is expected in a few weeks from the American Civil Liberties Union (BROADCASTING, June 3).

The Robinson defense charges that the FCC decision violates the free speech provisions of the First Amendment, and the no-censorship stricture of Section 326 of the Communications Act.

New Court ■ Even the U. S. Supreme Court in the last 10 years has come out more strongly for unfettered freedom of speech, the Robinson brief stresses. It cites a dozen cases involving books, magazines and motion pictures.

"Although 'obscenity' is not protected by the First Amendment," the brief says, "matters short of obscenity are, and the dividing line between the two

must be drawn under the 'most rigorous procedural safeguards.'"

It even urges the court to re-examine its decisions sustaining two earlier FCC revocation proceedings involving program content "in the light of intervening Supreme Court pronouncements." These are the famous 1931 Brinkley case, where a license was revoked because alleged quack medical advice was being broadcast; and the 1932 Trinity Methodist Church, South, case involving speeches by the owner, the Rev. Bob Shuler, already judged to be in contempt of court.

The validity of the tape recordings, submitted to the FCC by a neighboring radio station is questioned. The tapes purport to record Mr. Walker's broadcasts, the Robinson brief says, but there was no way of determining whether they were bona fide recordings of the broadcast or recordings made of Mr. Walker's talks at local "smokers."

Examiner Reversed ■ The brief makes much of the point that Hearing Examiner Thomas H. Donahue recommended penalties against Mr. Robinson short of denial.

Just because a radio station must be licensed to take into account electronic

grant reaffirmed in September 1962. However, the station was given a four-month license only. March 26 was then set as the assured acceptance date for competitors, which gave rise to the present proceeding.

FCC structure is FCBA's main task

The special committee of the Federal Communications Bar Association established to consider revisions of the Communications Act and the structure of the FCC has been told to forget the first and concentrate on the latter.

The committee in a report to the FCBA executive committee last Thursday (July 11) said it didn't think it could handle both issues in the short time of its life. The committee runs until the end of this year.

This being so, the executive committee of the bar association at its meeting Thursday recommended that the group concern itself with FCC organization and procedures.

The special committee was established to follow a similar task force last year which resulted in monographs by leading communications lawyers on several aspects of the Communications Act and the FCC.

A dissertation on the FCC organization was written by Leonard H. Marks.

interference considerations, or multiple demands for the same facilities, does not mean it loses the protection of the First Amendment, the Robinson argument declares.

"To so argue," it reads, "would mean that lawyers, doctors, engineers and accountants could not claim the safeguards embodied in the First and Fourteenth Amendments, because they too must be 'licensed' in order to practice their professions."

Even though the "public interest" criterion of the Communications Act is broad, the brief continues, it cannot negate Section 326 which expressly forbids the FCC from censoring programs. Actually, the Robinson brief says, the fact that it is so broad inhibits the FCC from adopting rules or policies remotely touching on such content as too many commercials, lack of public service programming, too many westerns, not enough religion, etc.

In developing this argument, the Robinson lawyers say the FCC already has under consideration such interference with program content as the overcommercialization rulemaking and the proposed new program form for renewal applications.



Mrs. Minow gets her own farewell party

Jo Minow, wife of former FCC chairman Newton N. Minow, was the guest of honor at a going-away party held at the National Lawyers' Club in Washington last Thursday (July 11). (L-r): Mrs. Minow; Mrs. Lyndon Johnson, wife of the

Vice President; Mrs. Florence Lowe, coordinator of special projects for WTTG(TV) Washington and hostess of the luncheon, and Mrs. E. William Henry, wife of the current FCC chairman. Also at the party were the wives of other government figures.

and recommended the trisection of the commission—into an administrator, a communications court and a five-man

policy-making commission (BROADCASTING, Jan. 28).

Since then, a further recommenda-

All of this, the brief says, adds up to "the shocking situation of an agency claiming authority not only to proceed under a broad 'public interest' standard, in a field which can have a particularly inhibiting effect on free speech, but also the right to deny license applications on the basis of broad policy statements which lay down no specific or ascertainable norms, in a proceeding in which it was the investigator, prosecutor, judge and jury."

Devious Practice ■ The Robinson document also attacks the FCC for waiting until the WDKD license was up for renewal before bringing the charges against the station. The commission learned of the Walker broadcasts in April 1960, the brief says, but did not institute renewal hearings until March 1961. By delaying proceedings for almost a year, it argues, the FCC forced the burden of proof on the licensee. If it had brought charges immediately in a revocation proceeding, the commission would have had to bear the burden of proof.

The finding of misrepresentation, the brief contends, smacks of "entrapment." Mr. Robinson denied any knowledge of the purported vulgarisms

used by Mr. Walker when he was first advised of the charges, yet the commission delayed bringing the action for a year and then found that the licensee had made misrepresentations in his testimony. The injection of the misrepresentation issue, the lawyers maintain, was wholly unjustified and unwarranted.

The FCC could have used some sanction less drastic than denial, the brief argues. WDKD is worth about \$250,000, the lawyers estimate, but without a license the worth of its assets, including "used" equipment, would be about \$50,000. This "fine" of \$200,000, the brief declares, appears out of proportion to the dereliction.

"With Mr. Walker discharged more than three years ago, with not even a hint that there has been any off-color remarks since, with substantially every organization in Kingstree and Williamsburg county, including some 65 ministers, school officials, civic leaders, and governmental officials urging renewal . . . we submit that the commission's refusal to use some less drastic sanction than the death sentence under the facts here disclosed was highly arbitrary and capricious. . . ."

Get your own news or face a lawsuit

Broadcasters who think they can pick up the local newspaper and read local stories over the air without permission are setting themselves up for a lawsuit.

The latest pronouncement on the property right of newspapers in the stories developed and written by their own reporters was made two weeks ago by the Pennsylvania Supreme Court (BROADCASTING, July 8.)

This is the fourth such court decision in the last 18 years. The first was the AP vs. INS landmark case in 1935; a second was the AP vs. KVOS Bellingham, Wash., in 1953; and the third was the *Toledo Blade* vs. WONO Toledo, Ohio, in 1956.

In all cases the courts held that the use of news stories by competing media without authority is unfair competition.

In the Pennsylvania case, WPAZ Pottstown, was sued in a state court by the *Pottstown Mercury*. The newspaper claims the radio station read mercury stories over the air without permission. WPAZ, denying the allegation, claimed the action involved copyrights and should have been brought in federal court. The state supreme court said that "If the news company can establish by proof that the broadcasting company has, without authority, used the local news gathered through specialized methods and by the trained personnel of the news company, such unauthorized use constitutes a violation of a property right" and belongs in the state court.

One point is made in previous cases; that the property right covers only "fresh" news.

meager on the ultimate, issuable facts, that mere speculation would be allowed to do duty for probative facts, even though allowing the most reasonable possible inferences to be drawn for the plaintiff from its evidence."

WNDR had charged that Mr. Newhouse's newspapers conspired to restrain trade through the use of unit advertising rates for morning and afternoon newspapers, by discriminating against WNDR in news radio stories, and in advertising rates, and by publishing stories defaming the station.

Circuit Judge Leonard P. Moore, writing for himself and Judges Henry J. Friendly and Paul R. Hays, concluded his decision by pointing to the length of time the case has been in litigation:

"After close to 12 years of time and effort spent by attorneys for both parties, two judges in the district court, and four panels of this court, the case as tried was merely a shell of the claims made when it originally appeared." He also upheld Judge Foley's conclusion that there were no disputed factual issues crucial to the legal merits requiring the deliberations of a jury in this case.

The Newhouse stations in Syracuse are WSYR-AM-FM-TV; the newspapers are the *Post-Standard* and *Herald-Journal*.

tion—that the FCC be reorganized into a single administrator and an appeals court (BROADCASTING, June 10)—was submitted to President Kennedy by former FCC Chairman Newton N. Minow.

One of the reasons expressed by

those disfavoring the committee probing into "substantive" legislative matters was, it's understood, the feeling that members of FCBA have "diverse" interests. This was explained to mean that the attorneys might be swayed by what changes in the Communications Act may mean to their clients.

The executive committee appointed Harold Mott as the FCBA representative to the House of Delegates of the American Bar Association. Mr. Mott, the immediate past president of the organization, succeeds Mr. Marks in this post.

Newhouse victorious in federal court

A federal circuit court has upheld the dismissal of a 12-year-old antitrust suit against S. I. Newhouse and his Syracuse newspaper-broadcasting properties.

In a unanimous, three-judge decision, the U. S. Court of Appeals in New York affirmed the dismissal last year by U. S. District Judge James T. Foley of the antitrust suit filed in 1952 by WNDR Syracuse against Mr. Newhouse. WNDR charged that Mr. Newhouse engaged in a conspiracy to drive it out of business.

Three times the suit has been dismissed in district court as being without foundation. Three times the appeals court has remanded it, the last time in 1961. The suit went to trial before Judge Foley, who granted a directed verdict in favor of the defendants after testimony before a jury, but before the jury considered the case. Judge Foley held, and the appellate judges agreed, that the evidence submitted was "so

FOREVER IS TOO LONG

Request for clarification kills sale of WVIP

An FCC policy that looks askance at combination advertising rates where the same owner publishes a newspaper and owns a broadcast station—and which has never been tested—has been spotlighted in a station sale transaction.

The practice is unwritten and as far as can be learned has never been promulgated as a rule or formally adopted by the commission. The undeclared tenet holds that anyone connected with a newspaper must promise never to indulge in selling advertising in radio or the publication in combination.

The issue has been a common one in comparative hearings, although no applicant has ever bucked the FCC on this point and no applicant has ever been denied because he refused to accede to this policy. Even in newspaper applications where no hearing is involved, the commission staff has asked for a declaration on combination rates—and has never been told nay. During the last 12 months the practice has been introduced in cases where a newspaper principal buys a radio or TV station.

The latest example came in the sale of WVIP Mt. Kisco, N.Y., to the *Patent*

"we work thru lunch"!



RADIO and TELEVISION

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Trader, a Westchester county, N.Y., semiweekly.

In announcing last week that the \$350,000 contract to buy the station has been allowed to lapse, Carl Tucker Jr., *Patent Trader* publisher, said that the FCC required a firm commitment from him that there would be no combination advertising rates. He said he refused to agree to this demand because it would mean agreeing "to forego forever the right to sell combination advertising at reduced rates."

Hell With It ■ It's understood the FCC's Broadcast Bureau first contacted the Washington attorney handling the transaction to ask about combination rates. In response to this, Mr. Turner submitted a statement to the FCC as an amendment to the sale application. He said he had "no present intention" of using combination rates. This brought a request from the FCC staff for clarification. At this point, Mr. Turner decided to let the sales contract run out.

Mr. Turner agreed to buy WVIP last year from VIP Radio Inc., the *New York Herald Tribune* group (BROADCASTING, Dec. 3, 1962).

In the last few months the FCC has begun the practice of asking licensees who are newspaper associated whether they engage in joint rates (BROADCASTING, June 17). These letters, sent by the FCC staff, are going to broadcasters as licenses come up for renewal. The commission's current interest in combination advertising rates stems from the hearing on concentration of ownership of news media held last March by the House Antitrust subcommittee under the chairmanship of Representative Emanuel Celler (D-N.Y.) (BROADCASTING, March 18 et seq.).

Last February, the FCC warned licensees that joint rates among radio stations not commonly owned but serving "substantially the same areas" raised antitrust questions. It warned broadcasters to be careful (BROADCASTING, Feb. 4).

Harris introduces FCC-requested bills

Two Communications Act amendments designed to give the FCC greater power over the sale of radio and television stations were introduced in the House last week by Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee. Both bills were proposed to the Congress two weeks ago (BROADCASTING, July 8), one by the commission and the other by Commissioner Robert T. Bartley.

The FCC's proposed amendment would allow the agency, when processing sale and transfer applications, to rule that the "public interest" would be better served by the sale of the station

to an applicant other than the one named by the assignor.

The second bill, proposed by Commissioner Bartley, demands that licensees prove that a station's sale will result in "an improved broadcast structure."

Keating bill would protect news sources

A bill which would forbid federal courts and Congress from demanding that newsmen reveal their confidential sources was introduced in the Senate last week by Senator Kenneth B. Keating (R-N. Y.).

Noting that the First Amendment of the Constitution provides for freedom of the press, Senator Keating said his bill was "not for the benefit of the news reporters, or the television and radio commentators who play a similar role, but for the benefit of the public and the nation."

If newsmen must reveal their sources, the senator argued, their problems in digging out "corruption and worse" would be multiplied and "it is for that reason that I have long favored legal recognition of the confidential relation-

ship involved between bona fide newsmen and their sources."

Senator Keating granted that there is "another side to this coin." Freedom of the press, he said, should not "exempt any reporter from the libel and slander laws." He also noted a "general reluctance among legal experts" to allow more witnesses not to testify. Furthermore, he said, many newsmen themselves want no special privileges.

If, however, newsmen deserve the privilege of not revealing their sources, he said, "certainly no reporter should be forced to go to jail because of his efforts to serve the public interest."

Senator Keating admitted that his bill is not a "final answer," but he expressed hope that it "will serve as a vehicle for centering attention on the issue and exploring the possibilities of a fair and reasonable solution."

The New York Republican pointed out that legislation similar to his bill has been enacted in several states. He cited Alabama, Arizona, Arkansas, California, Indiana, Kentucky, Maryland, Michigan, Montana, New Jersey, Ohio and Pennsylvania. "To the best of my knowledge," he said, "these statutes have worked well in practice and other states now have similar proposals under consideration."

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Thanks to The National Brewing Co. and its president Jerold C. Hoffberger, the nearby "Chesapeake Bay, Land of Pleasant Living" is all the nearer and dearer to the hearts of Washingtonians. The Bay Country's gracious traditions, rich history, fine foods and good fun have all been extolled in the distinctive rhythm and rhyme radio jingles of National Beer. These saturation spots have made for pleasant listening, and they've gone on to do their job by making pretty music on local cash registers. Our thanks to National Beer and its agency, W. B. Doner & Co., for the privilege of playing a key part in this sales success over many years. National Beer sells to *people*—and WWDC is "the station that keeps *people* in mind."

Represented nationally
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FCC grants KWK's request for a stay

BUREAU MAINTAINS OPPOSITION TO LESSER PENALTY

The FCC last week granted KWK St. Louis a 30-day stay of the July 29 effective date of its license revocation. The commission's Broadcast Bureau, however, continued its adamant opposition to anything less than revocation of KWK's license.

The commission said the stay would become effective after its decision on the station's petition for reconsideration, or after any subsequent court appeals. KWK had requested that it be given a 90-day stay, but the FCC concluded that the station had not offered evidence justifying a greater period. The bureau had urged the shorter stay.

In opposing KWK's petition for reconsideration of the revocation decision, the bureau last week told the commission that if it chose one of the four alternative sanctions KWK suggested, it would be making "a mockery of the commission's processes." The bureau warned the commission that it would be inviting "other parties to trifle with the commission" if the agency should reconsider in favor of one of the four lesser punishments proposed by the station.

The St. Louis station has urged the commission to lessen the death penalty to a short-term renewal, a fine, a cease and desist order or a combination of two or more of these (BROADCASTING, July 1). Pleas for reconsideration have been received from numerous KWK listeners, the Missouri House of Representatives and the Wisconsin Broadcasters Association (the owners of KWK also own WEMP Milwaukee).

The KWK revocation was decided on the grounds that the station had conducted "willful and repeated" fraudulent contests, and that the absentee licensee was to be held responsible for the actions of former KWK vice president and general manager William Jones Jr., who handled the promotional contests (BROADCASTING, June 3).

A Matter Of Jurisdiction ■ The bureau backed the commission's decision that the forfeiture provisions of the Communications Act were not available for use since they were enacted Sept. 13, 1960, and the fraudulent contests occurred during June, July and August of that year. Nor would a waiver by KWK give the commission jurisdiction to fine the station, the bureau said. "The commission obtains its jurisdiction from Congress, not KWK," it added. The bureau further dismissed KWK's contentions that Congress, in enacting forfeiture provisions, intended this sanction to be used rather than revocation by citing from the same legislative history which states that if

the Communications Act is "flagrantly" violated revocation should be invoked.

The bureau termed KWK's suggestion of a cease and desist order "absolutely preposterous" in that it seemed the commission should merely order the station "not to defraud the listening public."

The commission decided correctly in reaffirming its policy of holding absentee licensees responsible for the actions of their station managers, such as it did in denying renewal of the license of KRLA Pasadena, Calif., the bureau said (see story page 58). The bureau concluded that this is the only way of protecting the public from similar promotional schemes.

A Matter Of Intent ■ KWK had accused the commission of violating the Administrative Procedure Act by not giving the station notice prior to issuance of the show cause order. The bureau said this is not necessary when violations have been willful. For a definition of "willfulness," the bureau quoted Judge Learned Hand, who described it as meaning "no more than the person charged with the duty knows what he is doing. It does not mean that in addition, he must suppose that he is breaking the law."

The bureau contended that the fraudulent character of the KWK contests was intentional and can be considered "willful" contrary to the station's argument that this was never established.

KWK had pleaded that because its licensee had lost more than \$900,000 resulting from adverse publicity the case has aroused and as a result had lost any chance to recoup its investments in the station, that this should be considered as punishment enough. The bureau said, however, that "it is a basic principle of law that the acts of a corporate officer [such as Mr. Jones] are imputed to the corporation" and indicated that the financial reversal of revocation is the burden of the licensee.

Los Angeles seeking municipal channel

Los Angeles has petitioned the FCC for the allocation of another TV channel to serve the city's municipal needs.

In a petition signed by Mayor Samuel Yorty, the city asked that either a new channel be added to Los Angeles—which it said could be done without conflicting with the 10 existing allocations—or channel 40 be reallocated from Riverside. That channel is not in operation, although two applications for it are pending.

The petition noted that all channels

Lake Charles precedent not valid here

A charge that a TV broadcast of an interview with two convicted murderers prevented a fair trial was refused consideration last week by the U. S. Court of Appeals for the Tenth Circuit.

In affirming the conviction and death sentences of James Douglas Latham and George Donald York for killing seven persons in a cross-country rampage in 1961, the appeals court upheld a Kansas trial and sentencing.

In the argument before the appeals court in Denver, the attorney for the two men argued that a television interview broadcast by KCKT (TV) Great Bend, Kan., prejudiced the jurors and made a fair trial impossible. The defendants' lawyer argued that a U. S. Supreme Court ruling required a new trial in a different city. This was in reference to the U. S. Supreme Court remand for

change of venue of a robbery and murder conviction in a Louisiana court where a Lake Charles, La., TV station recorded and broadcast an interrogation of the prisoner accused of the crimes by the sheriff of the county (BROADCASTING, June 10).

In turning down the plea for a remand because of the TV coverage, the Denver court held that no motion had been made in the trial court for a change in the trial site because of the TV broadcast and therefore it could not consider this viewpoint. It pointed out, also, that the trial had been moved from one Kansas county to another at the request of the defendants.

The two men were apprehended in Utah and were interviewed by newsmen of KUTV(TV) Salt Lake City. It was this recording which was used by KCKT when the men were brought back to Kansas for trial.

assigned to Los Angeles are being operated except channel 28, which is reserved for educational purposes.

Justice pulls reins on FCC proposal

The Justice Department told the FCC last Thursday (July 11) that it didn't have to go as far as it proposed to keep horse racing information from gamblers.

In a comment filed by the Criminal Division, the department endorsed the aim of the FCC's proposal, but said there is a need to balance the interests between law enforcement and free broadcasting.

It suggested that the commission could accomplish its purpose by permitting the broadcasting of racing features plus some information—but that broadcasts of details on races (full card scratches, track records, weights of jockeys and etc.) be banned. It is this information, broadcast by the same station on a regular basis, which aids gamblers, it said. In this way the department said races could be broadcast without helping gambling.

The commission's rulemaking would prohibit broadcasts of races and racing news other than every two weeks. Twice a year a station also would be permitted to broadcast a full day's racing card, provided that the track is located within 100 miles of the station. A blanket exemption from the rules was extended to all races with a purse of \$25,000 or more.

Scharfeld, Bechhoefer, Baron and Stambler, a Washington communica-

tions law firm, last week requested that the commission hold a hearing on the proposal, charging that the usual procedures of a rulemaking in this case are not sufficient to arrive at a meaningful conclusion.

The firm suggested that the hearing be held to collect testimony of law enforcement officers, state officials and other qualified persons. Broadcasters are not the best source of information in this case, it said.

The Thoroughbred Racing Association has requested an extension of the July 23 deadline for reply comments to Aug. 23, in order to make a more detailed study of the many comments.

FTC says retailer solicited ad allowances

The Federal Trade Commission has charged a large Western grocery chain with "knowingly inducing and receiving discriminatory promotional allowances from suppliers" for advertising campaigns which used radio and TV spots.

Furr's Inc., which owns 63 retail stores in Texas, New Mexico and Colorado allegedly solicited from \$500 to \$5,000 for promotions from certain suppliers but failed to make the same offer to suppliers of competing products carried by the chain. Furr's was paid \$113,120 by selected suppliers, the FTC said.

Discrimination among suppliers in such promotions is in violation of the FTC Act, the agency said, and is injurious to competitors and the public.

Furr's was given 30 days in which to reply to the FTC's charges.

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*the show with
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Ruth Lyons sponsors are among the happiest people in the world. And they stay happy for years. Prime proof of the pudding! Nu-Maid Margarine has been on the show for 21 years; Fels soap products and Folgers Coffee for 11 years; Frigidaire for 5 years. And the list goes on and on.

A big part of Ruth's 1,726,000 pieces of mail last year was her fabulously successful Telephone Exchanges for various sponsors with valuable prizes. Even though audience was not required to send in sponsors' labels, an overwhelming 98% did!

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New logging rules go into effect Thursday

COMMISSION DOESN'T BUDGE FROM DAILY INSPECTION

The FCC is standing by its decision to require five-day-a-week inspections of the transmitting equipment of AM and most FM stations by first-class radiotelephone operators.

But the commission also announced it is relaxing its rules concerning the fulltime employment of such help by some AM and FM stations.

In an order adopted last week, the commission said the rule requiring five-day-a-week inspections will become effective Thursday (July 18), as announced last month.

It also said rules permitting the use by AM, FM and TV stations of automatic equipment for keeping operating logs and requiring broadcasters to record technical information in a separate maintenance log will become effective the same day.

The rules were adopted Feb. 20 (BROADCASTING, Feb. 25), but their effective date has been delayed because of petitions for reconsideration. The chief objection of those filing was the transmitter-inspection rule. Many in the industry said this requirement would be burdensome, particularly on smaller stations.

The commission's order rejected these

arguments and stressed the necessity of the inspections as a means of improving technical compliance with the rules. However, the commission amended the requirement to the extent of exempting noncommercial FM stations operating on 10 watts or less.

Rules Relaxed ■ And, in a separate order, the commission amended its rule requiring the employment on a full-time basis of supervisory engineers holding first-class radiotelephone operator licenses.

The new rule permits AM stations operating on no more than 10 kw of power and using a nondirectional antenna to hire such supervisory personnel on a contract basis. FM stations operating on 25 kw or less will also be permitted to use contract help. The effective date of this change is Aug. 19.

The order pointed out, however, that no change was made in the rule requiring the presence of first-class operators during operation with a directional antenna. Commission officials also noted that stations contracting out their supervisory work will not be exempt from the transmitter-inspection rule.

The order, in addition, tightens up other operator rules for these stations.

They will no longer be permitted to use holders of restricted radiotelephone operator permits for the routine operation of their transmitters. After Feb. 19, 1964, this work will be restricted to employes holding at least a third-class license.

Original Proposal ■ Both orders have been under consideration for a year. In originally proposing the transmitter-inspection rule, the commission contemplated seven inspections a week. But it modified this proposal after the National Association of Broadcasters and individual stations protested.

In comments filed last week, the union representing the men who will do the work urged the commission to revert to its original seven-day-a-week proposal. The National Association of Broadcast Employees and Technicians, AFL-CIO, said daily inspection is needed to assure a high standard of technical operation by stations.

The rule permitting broadcasters to take advantage of technological developments in keeping their operating logs means that they will now be able to record automatically most of the information required by the FCC. They have been allowed to use automatic equipment in keeping program logs since October 1962.

The FCC said the new requirement that broadcasters keep a maintenance log does not mean new information is being requested. Its purpose, the commission said, is to provide a place for recording data on equipment upkeep that licenses are already required to provide.

KRLA's loss in court under study by lawyers

Lawyers for KRLA Pasadena, Calif., are studying the decision of the appeals court affirming the FCC's denial of its license.

The FCC's action was upheld by the U. S. Court of Appeals in Washington July 5.

The court, in an unsigned opinion, held that the commission's decision was warranted. The FCC last year refused to renew the license of KRLA because, it held, Donald Cooke, station owner, had not made program proposals in good faith when he bought the station in 1959, the station had engaged in fraudulent contests, and the program logs of the station had been altered to deceive the FCC.

A hearing examiner had recommended a one-year extension of the KRLA license.

In answer to the KRLA contention that the FCC should have considered its public service programming, the court said:

"The commission need not consider the public service rendered by a station

WAVE RADIO AND TV

ARE

VIN VARIABLY

EFFECTIVE

LOUISVILLE
BOTH NBC

BOTH REPRESENTED BY THE KATZ AGENCY

(Antique type from the
Robinson-Pforzheimer Collection.)

Clippings on TV's cutting-room floor interest FTC

The Federal Trade Commission is giving preliminary consideration to complaints about television stations cutting films they present.

An FTC official said last week the question that would interest the commission is whether the public is being misled into believing that films are shown in their entirety when, in fact, they have been cut to fit a time slot.

The official didn't identify the source of the complaints, but there are reports that motion picture directors, unhappy over the manner in which their products are edited by television stations, have protested to

both the FTC and the FCC. An official of the latter agency said "a few complaints" were received some time ago. He added that the FCC's position in such matters is that it has no jurisdiction over the manner in which licensees handle individual programs.

The FTC official said the matter was "casually" brought to that agency's attention and the FTC lawyers are "mulling it over" to decide whether to pursue it.

He noted, however, that reprints of books that have been abridged must be advertised as such. He also recalled that the FTC instituted proceedings against United Artists

in 1950 on the basis of complaints that the company failed to disclose that a movie it was distributing to theaters had been cut from 2½ hours to 1½ hours. This complaint, however, was dismissed when the company discontinued the advertising which had led to the complaints.

The FTC official said viewers "probably realize" that films shown on television have been edited. But the test, he said, is whether TV listings and advertising of motion picture presentations deceive the public, either by promoting the films as uncut, or by failing to disclose that they have been edited.

where the licensee is disqualified by its attempts to deceive the commission. . ."

The court made no findings as to the standing to intervene of Immaculate Conception Church of Los Angeles and the Lake Congregational Church of Pasadena. Both churches use KRLA for religious broadcasts.

Executive committee of UHF group to meet

FCC Commissioner Robert E. Lee has called a meeting of the executive committee of the Committee For The Full Development of All-channel Broadcasting (CAB). The session will be held July 25.

The purpose of the meeting will be to hear status reports from the chairmen of the three major committees of CAB and to arrive at parliamentary procedures for conducting meetings.

The committees are:

- Committee No. 1 is on technical developments and is headed by Ben Adler, president of Adler Electronics Inc., New Rochelle, N. Y.

- Committee No. 2 is led by Seymour Siegel, director of WYNC-AM-TV New York, and is responsible for studying the factors involved in station operation. The scope of this committee gave rise to much controversy at CAB's organizational meeting held in Washington late last April (BROADCASTING, May 6).

- Committee No. 3 headed by James D. Secrest of the Electronics Industries Association, is charged with informing "the public, distributors, dealers, service technicians and manufacturers concerning reception of UHF."

The July 25 meeting will convene at 10 a.m. in the FCC's meeting room (7134) in the New Post Office Building in Washington.

FTC announces new practices, procedures

New rules of general practices and procedures were announced last week by the Federal Trade Commission setting guides for both FTC activities and parties doing business with the agency. The new rules become effective Aug. 1.

"We have made some refinements,

spelled out matters in greater detail and in some instances have introduced innovations," Chairman Paul Rand Dixon said. "Our continuing objective is to minimize delays in obtaining compliance with the laws entrusted to us for enforcement, while at the same time giving all parties the fullest protection."

In a major procedural change, the FTC in the future will consider an ap-

11 of the Top 15 Shows in Sioux City are on KTIV

If you want to reach the big Sioux City market: Buy KTIV! ARB's March 1963 study reveals that 11 of Sioux City's top 15 shows will be carried by KTIV this Summer. This viewership, plus our proven sales ability, makes KTIV the best station for your Siouxland schedule.

And you can count on KTIV for continuing leadership in Siouxland. From Fall '58 through Spring '63, KTIV ranked first in 10 straight ARB studies!



National Representative:
George P. Hollingbery

Regional Representatives:
Harry S. Hyett Co.,
Minneapolis

Soderlund Co., Omaha
Eugene F. Gray Co.,
Kansas City, Mo.

peal from a hearing examiner's initial decision in every case requested by a party to the proceeding. The former rule provided that review would be granted only if substantial questions were involved and at least two of the five commissioners favored review.

A new procedure repeals the right of parties to comment on proposed FTC orders which differ substantially from an examiner's decision. However, the commission may ask for additional comments before issuing an order and any party to a case will have the right to petition for reconsideration.

The commission revised its practices

in attempting to obtain voluntary compliance prior to the issuance of a formal complaint and expanded its advisory functions. Full text of the new rules and procedures may be obtained from the Publications Section, FTC, Washington 25.

Austin CATV gets grant for microwave relay

The FCC has granted TV Cable of Austin Inc. permission to construct a microwave relay system to serve its community antenna television system in Austin, Tex. The grant is conditioned

on the CATV system's acceptance of some of the restrictions in the commission's proposed rulemaking on microwave grants in the business radio service. The conditions were challenged as unconstitutional by Wentronics Inc. (BROADCASTING, July 1).

The conditions, "voluntarily accepted by the applicant," require the Austin operator not to duplicate any program within a station's Grade A contour either simultaneously or 30 days before or after it is broadcast. Furthermore, the CATV system must, if requested by the station, carry the outlet's programs without degradation.

PROGRAMING

AFTRA DISCUSSES NEW CONTRACTS

Will keep demands secret until negotiations begin

Hammering out terms to be submitted to employers for new national contracts for performers on network television, network radio, electrical transcriptions, recorded commercials for TV and for staff announcers at radio and television stations owned and operated by the networks was the chief task confronting delegates to the national convention of the American Federation of Television and Radio Artists, held last Wednesday through Sunday (July 10-14) at the Ambassador hotel in Los Angeles. The present three-year contracts expire Nov. 15.

Donald F. Conaway, AFTRA's na-

tional executive secretary, however, told a news conference on the opening day of the five-day meeting, the union is not going to divulge its conclusions until they are presented to the 672 signatories to the various AFTRA codes late in August. "We don't want to telegraph our Sunday punch," he stated.

"If we reveal our demands now, when we meet with the networks, producers and advertising agencies next month and state them over again they'll say, 'We read that in July. What's new?' So we're going to try to keep them secret until then." Mr. Conaway admitted that it would not be easy to

persuade the more than 500 AFTRA members at the convention to keep mum for a month or more, but "we're going to try," he said.

Delegates from 32 locals and four chapters (groups smaller than locals) attended the convention, with five locals not represented. Two locals, from Nashville and Omaha-Council Bluffs, were making their first appearance at a national meeting, Mr. Conaway reported. Also present for the first time were representatives of the Canadian and Mexican broadcast performers unions, the Association of Canadian Television and Radio Artists and the Sindicato de Trabajadores de la Industria del Radio y Similares de la Republica Mexicana.

Equal Opportunity ■ AFTRA cur-

The beginning of 'Town Meetings of the World'



CBS newsman Walter Cronkite (foreground) and on monitors,, former President Dwight D. Eisen-

hower (l) and Jean Monnet, 'father' of the European Common Market during the Telstar programs.

Trans-Atlantic live telecasts, similar to the *Town Meeting of the World* telecast presented by CBS-TV on July 10 (12:20-1:25 p.m.) will be continued on a regular quarterly basis beginning next fall, it was announced last week by Richard S. Salant, CBS News president.

The experimental program last week, making use of Telstar II, brought together former President Dwight D. Eisenhower in the studios of KJZ-TV Denver, former British Prime Minister Anthony Eden in London, Jean Monnet, architect of the European Common Market in Brussels and Heinrich von Brentano, majority leader of the West German Bundestag in Bonn, in a single telecast.

However, the program, which marked the first anniversary of international telecasting via communications satellite also marked a major and first political setback for such international hookups. The *Town*

rently has about 16,250 members in good standing, Mr. Conaway said, up from 15,370 a year ago. Contributions to the pension and welfare fund for the first five months indicate that for the full year of 1963 the total earnings of all AFTRA members in various branches of broadcasting will come to approximately \$73 million, compared to \$69.5 million for 1962.

Addressing the opening session of the AFTRA convention Wednesday morning, California's attorney general, Stanley Mosk, urged the delegates, individually and collectively, "to improve the climate for equal opportunity within your industry."

AFTRA, Group W reach accord on Douglas show

Westinghouse Broadcasting Co. (Group W) announced last week it has entered into an agreement with the Cleveland local of the American Federation of Television and Radio Artists for the showing of *The Mike Douglas Show*, a 90-minute daily program originating on KYW-TV Cleveland, on Group W stations in Boston, Pittsburgh and Cleveland.

Several weeks ago the plan to present tapes of the Douglas show on other Group W outlets was abandoned because the union would not agree to a waiver of fees requested by management (BROADCASTING, June 3). Neither the union nor Group W officials would reveal the conditions of the agreement.

Meeting of the World had to settle for a more modest billing than its title suggested as the French government denied use of its ground station at Pleumeur Bodou thus preventing European reception of the telecast.

As planned, the British ground station at Goonhilly Downs was to transmit the signal from Europe to Telstar II and the signal from the U. S. was to be received at the French ground station. Through a complicated "hot switching" technique both European and American audiences would have seen a simulcast of the program and the statesmen participating would have seen each other on monitor screens. Only American viewers saw the live telecast. European networks were forced to wait a day for shipments of the taped program.

The French government reportedly felt that the program was potentially too controversial.

The show was rebroadcast the same evening over CBS-TV and CBS Radio.

Donald H. McGannon, president of Group W, said that making public the details of the new contract "would serve no purpose to those involved."

The live program spotlights Mike Douglas and has a celebrity guest as a week-long co-host.

Time-Life makes civil rights spots

Three religious-affiliated organizations have endorsed the civil rights announcements being prepared by the Time-Life Broadcast stations.

The United Church Women of the National Council of Churches, the Anti-Defamation League of B'nai B'rith and the National Council of Catholic Men will co-sponsor the series of 60-second public service spots for television and radio.

The bi-racial announcements on "What Can the Individual American Do About Civil Rights" have been made by 15 religious, educational, labor, sports, entertainment and government figures (BROADCASTING, June 24).

Time-Life, which is making the spots available to all stations, said arrangements for network transmission to affiliates over closed circuit are still in progress.

The announcements will be available by Thursday (July 18) and stations can get copies from Time-Life Broadcast stations, Time & Life Building, Rockefeller Center, New York 10020.

Negro subject of several L.A. meets

The campaign to gain employment and recognition for Negroes in the productions of motion pictures for theaters and television is gaining momentum as various anti-discrimination organizations focus their attention on the problem.

Last Friday (July 12) the arts division of the American Civil Liberties Union outlined a three-point program to members of the motion picture and television industries at a special evening meeting at the Beverly Hilton hotel in Beverly Hills, Calif. James Whitmore, chairman of the arts division, headed an emergency committee of Marlon Brando, Robert Wise, Nate Monaster and John Frankenheimer which invited leaders of the creative guilds and craft unions to discuss steps for solving the racial problem.

Tomorrow (July 16) the Hollywood Race Relations Bureau is holding a news conference at the Ambassador hotel in Los Angeles to present its views on the Hollywood integration situation. Phillip Waddell, spokesman for HRRB, said that this organization is not in

Sunny's

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Tampa - St. Petersburg

Natl. Rep: VENARD, TORBET & McCONNELL
S. E. Rep: JAMES S. AYERS

FOR SALE

Slightly used TV TOWER. Only 10 years old. One owner—a Code Board Member (used only 19 hours per day). 286 ft. tall; 70 ft. antenna thrown in. Priced for quick sale! As standing, come-and-get-it for \$7,777.77. Available August 1. Reason for selling: New Tower 962 ft. above average terrain (740 ft. above ground) delivers 529,300 TV Homes. Greater coverage in Wheeling/Steubenville Market also for sale. For used TV Tower or more TV Homes, contact Exec VP Bob Ferguson, WTRF-TV, Wheeling 7, West Virginia.

SPOTMASTER Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22½" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$94.50, with Tape Timer \$119.50.

Write or wire for complete details.

Spotmaster

BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

accord with the views of the National Association for the Advancement of Colored People, but believes that the place of the Negro in motion pictures and television has been steadily improving and that aggressive measures are not needed to accelerate the pace of the improvement.

And on Thursday (July 18) officials of the NAACP will meet with executives of the labor unions and guilds at the Hollywood offices of the Association of Motion Picture Producers.

Is anything new in summer schedule?

What's actually new in programing through the off-season? Concern about the networks' summer scheduling practices has been voiced by Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, who said he had received a number of complaints about summer repeats (CLOSED CIRCUIT, July 8).

A review of summer offerings of the three TV networks shows an estimated total of 33 hours a week of original programing based on a count of week-night prime hours and weekend schedules. The networks offer an approximate total of 108 hours of service over the periods taken into account.

Ten replacement shows have been set in prime viewing hours. A like number turned up in last summer's network schedules.

Of the 33 hours of actual "new material" presented by the networks, 16 are devoted to sports programing, the majority of these in baseball telecasts.

Summer replacements for regular season prime time series have turned principally to variety and news formats.

Original material in replacement shows offered through this summer in prime time:

ABC-TV ■ *ABC News Reports*, Sunday, 10:30-11 p.m. (50% new material, some reruns of *Closeup* series); *Your Funny Funny Films*, Monday 8:30-9 p.m. (homemade movies); *Focus on*

Lincoln Center TV shows

Annual telecasts commemorating the anniversary of the opening of New York's Lincoln Center for the Performing Arts are planned by CBS-TV for the next five years.

First anniversary programs, entitled *Lincoln Center Day*, will be presented Sept. 22 (8-9 p.m.).

Under the agreement with CBS-TV, Lincoln Center will appoint producers for the programs from different units of the performing arts complex as the center develops.



Plans are discussed by James T. Aubrey Jr., CBS-TV president (l) and Dr. Robert Schuman, Lincoln Center president.

America, Tuesday, 10:30-11 p.m. (documentaries produced by local stations).

CBS-TV ■ *Picture This*, Tuesday 9:30-10 p.m. (game show); *Keefe Braselle Show*, Tuesday, 10-11 p.m. (musical variety); *Talent Scouts*, Tuesday, 8:30-9:30 p.m.; *Vacation Playhouse*, Monday 8:30-9 p.m. (individual situation comedies, had been filmed as pilots for possible series).

NBC-TV ■ *The Lively Ones*, Thursday, 9:30-10 p.m. (musical variety); *Kraft Mystery Theater*, Wednesday, 9:30-10 p.m.; *Report From*, Tuesday 10:30-11 p.m. (documentary reports from world capitals).

FINANCIAL REPORTS

RCA 2D QUARTER PROFIT UP 27%

Gain accomplished on sales increase of only 3%

A record second-quarter financial statement released by RCA last week showed profits of \$12.1 million, a 27% increase over the 1962 second quarter figure. Profits for the quarter were accomplished on sales of \$441,300,000, a 3% sales gain over the same period of last year.

First half earnings for the corporation are up 23% over 1962.

A joint statement issued by RCA

Chairman David Sarnoff and President Elmer Engstrom called the bright financial picture "a result of both long-term and short-term developments."

During June RCA color TV set sales were reported to be up 48% over the previous high month, September 1962. And the home instruments division is said to have had its "best second quarter and first half in history."

The statement indicated that no single

product or service was specifically responsible for the accelerating financial picture.

NBC was said to have maintained its rate of progress in sales and profits for the second quarter and first half.

RCA and consolidated subsidiaries earnings statement six months ended June 30.

	(in millions, except profit per share)	1963	1962
Products and services sold		\$877.3	\$853.9
Cost of operations		816.4	805.3
Profit before federal taxes on income		60.9	48.6
Federal taxes on income		31.5	24.6
Net profit for six months		29.4	24.0
Net profit per share of common stock*		\$1.60	\$1.32

Three months ended June 30:

	1963	1962
Products and services sold	\$441.3	\$428.9
Cost of operations	415.7	409.2
Profit before federal taxes on income	25.6	19.7
Federal taxes on income	13.5	10.2
Net profit for quarter	12.1	9.5
Net profit per share of common stock*	\$0.65	\$0.51

*Average number of shares during six-month periods: 1963, 17,375,000 shares; 1962, 16,936,000 shares.

Net profits reported above are based in part on approximations and are subject to audit and year-end adjustments.

Stockholders told of new PKL clients

Papert, Koenig, Lois Inc., the only advertising agency to sell its stock to the public, has announced the signing of four new clients during the first six months of its fiscal year, ended May 30, in a report to stockholders last week.

The new clients are National Airlines, Breakstone Division of National Dairy, McGregor-Doniger Sportswear and Simplicity Patterns.

The agency also announced that it had opened temporary quarters in Miami to service the National Airlines and First National Bank of Miami accounts. As soon as permanent space is available, this office will become permanent, PKL said.

Other PKL clients, in addition to the five above: Burlington Industries Inc., Clark Oil & Refining Corp., Consolidated Cigar Corp. (Dutch Masters), Exquisite Form Industries Inc., Granada TV Network Ltd. (England), Magna Dolphin Motors Inc., Martin Marietta Corp., National Sugar Refining Co. (Jack Frost and Quaker sugars), New York Herald Tribune, Park & Hagna Inc., Harvey Probber Inc., Restaurant Associates Inc., Joseph E. Seagram & Sons Inc. (Frankfort Distillers, General Wine & Spirits, Pharmacraft Laboratories), Shulton Technique Division, U. S. Industries (National Mills) and Xerox Corp.

PKL first offered its stock publicly last year. Since then another major agency, Foote, Cone & Belding, has an-

nounced that it is considering offering 25% of its shares to the public.

Six months ended May 13:

	1963	1962
Earned per share	\$ 0.333	\$ 0.263
Gross billings	9,371,504.00	6,830,013.00
Commission & service fee income	1,432,608.00	1,095,914.00
Total operating expenses	1,081,817.00	810,655.00
Net income before federal income tax	351,359.00	285,259.00
Federal income tax	180,431.00	150,572.00
Net income	170,927.00	134,687.00

Wometco dividends come on record earnings

Wometco Enterprises Inc. has reported record earnings and income for the first 24 weeks of 1963. The Wometco board also declared a regular quarterly dividend on both Class A and Class B stock; 15 cents to Class A stockholders and 5½ cents to B shareholders. Dividends are payable Sept. 13 to stockholders of record Aug. 30.

Twenty-four weeks 1963:

	1963	1962
Earned per share*	\$ 0.72	\$ 0.64
Gross income	9,950,741.00	8,915,101.00
Federal income tax	979,000.00	836,200.00
Net income	1,043,459.00	916,197.00

* Based on 1,448,839 shares outstanding in 1963; 1,438,128 shares outstanding in 1962.

National billing rise reported by Rollins

A 40% increase in national advertising for Rollins Broadcasting Co.'s Continental Broadcasting group (four Rollins stations programming to the Negro audience) was reported by O. Wayne Rollins, president of the company in his yearend financial report.

The Continental stations are WNJR Newark-New York; KDAY Santa Monica-Los Angeles, WBEE Harvey-Chicago, WRAP Norfolk, Va. Other Rollins stations are WGEE Indianapolis, WCHS-AM-TV Charleston-Huntington, W. Va.; WAMS Wilmington, Del.; WEAR-TV Pensacola, Fla.-Mobile, Ala., and WPTZ-TV Plattsburgh, N. Y.-Burlington, Vt.

Annual stockholders meeting will be held Sept. 17 in Wilmington.

Fiscal year ended April 30:

	1963	1962
Earned per share*	\$ 0.61	\$ 0.46
Revenues	7,899,744.00	6,395,312.00
Operating profit before depreciation and amortization	2,627,336.00	2,012,468.00
Depreciation and amortization	1,278,900.00	1,087,655.00
Federal taxes	634,169.00	393,864.00
Net income	580,388.00	437,396.00

* Based on 957,244 average combined shares in 1963, and 955,475 in 1962.

memo from Fred Custer

6/24/63

Harvey:

Most advertisers need to buy several radio stations if they want to adequately cover the L.A. market - because they need to use different stations to reach the various types of audiences they're after.

Among "good music" stations KPOL is the leader with an audience at least 50% larger than the closest competitor. And KPOL's cost per-1000 is the lowest of any of the good music stations.
(From L.A. March/April '63 Radio Pulse)

Of course KPOL is the number one station in L.A. for reaching the white collar family group.
(see Radio Pulse, LQR-100 L.A. Metro 11/62)

So KPOL just has to be a "must buy!"

Fred

Make ad look different - people say they're seeing same ad over & over

KPOL

Distinguished Radio - Los Angeles

5700 SUNSET BLVD., LOS ANGELES 28, CALIF. • HOLLYWOOD 6-4123
REPRESENTED BY PAUL H. RAYMER CO.

Cassius to compete for 'word championship'

BOXER AND DJ TO SLUG IT OUT WITH 'POETRY'

Cassius Clay, Louisville's famed pugilistic poet who may meet Sonny Liston for the world's heavyweight boxing championship in September, goes after another title Tuesday (July 16), the "heavyweight championship of the word."

Bruce Brown, WYNR Chicago, who refers to himself as the "world's greatest disc jockey and rhymers," challenged the fighter to meet him behind the mike. The McLendon Stations (owners of WYNR) stepped into the picture and to make sure the challenge was met hired Mr. Clay to meet Mr. Brown and then do a series of on-the-spot commentaries from Las Vegas prior to the Sonny Liston-Floyd Patterson fight July 22.

WYNR said last Thursday (July 11) it was negotiating for a downtown theater to hold the crowds expected for the Brown-Clay verbal contest, which will occur during the disc jockey's 5:30-9 a.m. morning show.

Mr. Clay, 6-feet, 2½-inches, and 209 pounds, will be shorter and lighter than

his 6-foot, 5-inch, 265-pound opponent.

In his challenge, Mr. Brown rhymed in part:

Cassius Clay—you are a farce,
A loudmouth one to boot.
Maybe in the ring you're great,
Although the point is moot. . . .
My mike is yours—you talking fool
To talk to Windy town
I'll just sit back and listen close
And then I'll rhyme you down. . . .
If you're so great—here's your chance
Jump on a plane—we'll pay
But I'm afraid you're chicken, pal
With a tongue that's made of clay.

On Wednesday (July 17), the boxer will begin his reports from the Las Vegas training camps, with four to six scheduled daily. They will be heard on the McLendon stations: KLIF-AM-FM Dallas, KILT and KOST(FM) Houston, KTSA San Antonio, WSYL-AM-FM Buffalo and WYNR. They will not be broadcast on McLendon's KABL Oakland-San Francisco.

The Las Vegas reports also will be offered for syndication.

Mr. Clay was booked through the William Morris Agency.

NAB's speakers guide

The second edition of the National Association of Broadcasters' speakers bureau directory has been published. It lists 472 prominent broadcasters who are available to speak, without charge, before all types of local and state meetings. The directory, entitled "If You Want a Speaker," is available from NAB for distribution by professional, charitable, civic and similar national organizations to their local and regional groups.

Merchandising plans made

King Features Syndicate has concluded property merchandising arrangements with 20 manufacturers for three of its cartoon series—*Barney Google and Snuffy Smith*, *Beetle Bailey*, and *Krazy Kat*.

Ideal Toy and Kenner Products, two of the principal licensees, will have extensive spot schedules on local telecasts of the cartoon series.

Among the other licensees are Milton Bradley Co., Golden Records, Multiple Productions, Colorforms, Sawyer's, Barzini, Phoenix Candy, Four Star Candy, Ben Cooper, Collefeville, Western Printing and Louis Marx.

Products licensed by the companies include dolls, paint sets, jig saw puzzles, games and records.

Drumbeats . . .

Happy Unbirthday ■ WNEW New York, warming up for its 30th anniversary six months ahead of time, will hold a four-hour "Thank You" show in Madison Square Garden July 24. Billed as a "musical extravaganza," it will feature a number of name bands and TV and film performers. The station celebrates its 30th year of broadcasting Feb. 3, 1964.

Fun Day Fare ■ The International Radio and Television Society will hold its annual Fun Day Tuesday (July 16), at the Wykagyl Country Club in New Rochelle. Among the prizes donated are a radio-stereo console (NBC-TV), clock radio (Peters, Griffin, Woodward Inc.), golf bag (Metropolitan Broadcasting), jewel case (BROADCASTING Magazine), wrist watch (WINS New York) and a transistor radio (WHN New York). The golf winner will be awarded the IRTS silver golf trophy, the Storer Cup. Other cups will be donated by WCBS's Jack Sterling and by The Bolling Company.

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CHEVROLET IMPALA

Until now you practically had to be a big corporation to qualify for low commercial rent-a-car rates. But Airways has changed all that. You, as an individual, can enjoy the same fine services provided by the largest systems, yet at considerable savings. Choose from new Chevrolet Impalas and other fine cars. There are no hidden charges at Airways. Rates include gas, oil and insurance. No waiting in line at a rental counter . . . simply call Airways when you land and, by the time you pick up your luggage, the car is there. Take advantage of this special commercial rate—rent from Airways!



For free directory and commercial rate card write •
AIRWAYS RENT-A-CAR SYSTEM • 5410 W. Imperial
Highway, Los Angeles 45, California • Offices in over
90 cities • A few select franchises still available.

THE NATION'S FOURTH LARGEST AND FASTEST GROWING RENT-A-CAR SYSTEM

BROADCAST ADVERTISING



Mr. Smith

Sandford C. Smith, formerly vice president and director of Fletcher Richards, Calkins & Holden where his accounts included various divisions of U. S. Rubber Co. and American Machinery & Foundry, joins Kastor Hilton Chesley Clifford & Atherton, New York as VP and account executive.

John C. Arnold, former VP of Roche, Rickerd, Henri, Hurst Inc., Chicago, joins Post-Keyes-Gardner there as VP and account supervisor on Raleigh cigarette account. **John P. McElroy**, VP with Compton Adv., joins Post agency as account supervisor on Bel Air cigarettes. Both are Brown & Williamson brands.

James F. Schmidt and **Carl L. Yager** elected VP's of Kenyon & Eckhardt Inc. Mr. Schmidt is creative director at K&E Chicago. Mr. Yager is account executive in Detroit office of agency.

Henry Seiden and **Arthur H. Hawkins** elected VP's of McCann-Marschalk. Both are associate creative directors at agency.

Patt, Clay named

John F. Patt, WJR Detroit, and **Henry B. Clay**, KTHV(TV) Little Rock, Ark., named co-chairmen of National Association of Broadcasters' general fund finance committee. They also will serve as chairmen of radio and TV finance committees, respectively, of NAB with members of these two committees composing general fund finance committee.

In addition to Mr. Patt, radio finance committee members include **Harold Essex**, WSJS Winston-Salem, N. C.; **Rex G. Howell**, KREX Grand Junction, Colo.; **John H. Lemme**, KLTE Little Falls, Minn.; **Ben Sanders**, KICD Spencer, Iowa, and **Ben Strouse**, WWDC Washington.

Serving with Mr. Clay on the TV finance committee are **Payson Hall**, Meredith Broadcasting Co., Des Moines, Iowa; **William B. Quarton**, WMT-TV Cedar Rapids, Iowa; **James D. Russell**, KKTV(TV) Colorado Springs, Colo., and **Robert F. Wright**, WTOK-TV Meridian, Miss.

Arlene Raysson, formerly with BBDO and Coleman-Parr, appointed time and space buyer in media department of Nides*Cini*Advertising*Inc., Los Angeles. She will work under Mrs. Sharon Vedborg, agency media director.

Robert J. Heller, founder and president of Guide Publishing Co., West Newton, Mass., until its sale earlier this year, and previously with radio stations in Boston and Richmond, Va., establishes Robert J. Heller Adv. Agency, with headquarters at 25 Huntington Avenue, Boston 16.



Mr. Goodman

Charles G. Whitchurch, formerly product marketing manager for Baked Food Division of Pepperidge Farm Inc., joins Chicago office of Foote, Cone & Belding as a merchandising supervisor.

Morton A. Graham, formerly with Fuller & Smith & Ross, Chicago, joins Clinton E. Frank Inc., that city, as an art director.

Albert Brown retires as advertising VP, Best Foods Div., Corn Products Co. Mr. Brown joined Best Foods in 1924. He was named advertising VP in 1947. He will continue to serve company in advisory capacity.

Clive Fisher, previously with BBDO, joins Doyle Dane Bernbach, New York, as account executive.

Robert P. Greenlaw named treasurer of American Home Products Corp. Mr. Greenlaw's election coincides with retirement of **Paul H. Hannum**. Mr. Greenlaw was formerly assistant treasurer.

Albert Chance and **Shaun Murphy** named managers of Ohland/Robeck San Francisco and Chicago offices, respectively. Mr. Chance formerly headed his own West Coast representation firm. Mr. Murphy was sales manager of KTVI St. Louis. **William Gorman** joins O/R New York office as account executive. He was formerly sales manager of WOR-TV New York.

Colgan Schlank, who joined Young & Rubicam in New York in 1955, transferred to Los Angeles office to work on TV commercials.

Marianne Baers Chambers rejoins Needham, Louis and Brorby, Chicago,

Here's the Answer To Libel Suits:

One slip of the lip, however accidental, can bring about court action—with you as the defendant in a libel suit. It can be costly enough to be disastrous. Now you can hold your loss on any claim to an agreed amount you carry yourself, and let Employers Reinsurance handle the excess. This specially designed policy provides economical protection against losses due to libel, slander, invasion of privacy, piracy, violation of copyright. For details and rates, contact:

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CHICAGO, 175 W. Jackson • ATLANTA, 34 Peachtree, N. E.



Automation

Has it helped others? Can it help you? How many approaches to automation are available?

What can IGM offer you? Equipment, straight music, announced programming, custom programming, and over 4 years of experience in production and use of automation! Write for our brochure, "THE WHY AND HOW OF AUTOMATION."

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Main Office and Plant P.O. Box 943 Bellingham, Wash. 733-4567 (Area 206)
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as writer. She was with NL&B from 1957 to 1959 and since then on creative staffs of J. Walter Thompson and Ogilvy, Benson and Mather in New York.

THE MEDIA



Mr. Averill

Harry H. Averill, formerly VP of Radio Advertising Bureau, named VP and general manager of Thoms Radio-TV Enterprises. He will be resident general manager of WEAM Arlington, Va., and direct operations of WAYS Charlotte, WCOG Greensboro and WKLM Wilmington, all North Carolina. Mr. Averill had been national sales director for Bartell Family Radio Group, and assistant to president of CKLW Windsor-Detroit.

John F. Walsh named to newly created position as manager of NBC's Washington-based unit managers. Mr. Walsh has been a network unit manager in New York and was formerly a production executive with Sextant Inc., film series producers.

Robert L. Gibson appointed merchandising director of WTVJ(TV) Miami.

William Muldoon, commitment administrator, NBC-TV nighttime pro-

Werner succeeds Lewine

Mort Werner, VP, programs, NBC-TV, elected president of The National Academy of Television Arts and Sciences, succeeding **Robert F. Lewine**. Other officers elected: **Seymour Berns**, director of *Red Skelton Hour*, executive VP; **Betty Furness**, secretary, and **George Bagnall**, TV film distributor, treasurer.



Mr. Werner

grams since 1961, appointed commitment administrator, NBC-TV participating program sales.

Jeff Kinney, national sales service manager at WBBM-TV Chicago, promoted to account executive. **Joseph Sullivan**, formerly communications consultant for New York Telephone Co., joins WBBM-TV as national sales service manager.

David Kaigler appointed station manager of WHYV(TV) (noncommercial) effective today (July 15). Mr. Kaigler leaves WTUX (both Wilmington, Del.).

Alan F. Lewis, formerly with WUFT(TV) Gainesville ETV, joins WEDU(TV) Tampa ETV as a director (both Florida).

Pat Hall, photographer for *Omaha World Herald* and KMTV(TV) Omaha, named director of new special projects unit at KMTV. **Dale Hoaglan**, formerly photo director at the station joins special projects, and **Jay Johnson** becomes new photo director. Mr. Hall was named "Photographer of the Year" in 1960 and 1962 by National Press Photographers Assn.

Florence M. Monroe, WNYE(FM), elected president New York City chapter of American Women in Radio and Television.



Mr. Baker

Alan Baker, who joined NBC's press department in 1961 as staff writer, appointed director, program publicity. Mr. Baker has been manager, business and trade publicity for NBC.

Dick Woollen has resigned as program director of KTTV(TV) Los Angeles, but will stay in that post until successor is chosen. Mr. Woollen had been with station 11 years.

Everett Wren, Denver radio consult-

ant, named general manager of WOLF Syracuse, N. Y. He succeeds **Joel Fleming**, who resigned.

Tom Burkhart, local sales manager of WTVJ(TV) Miami, appointed general sales manager of WLOS-TV Asheville, N. C. Both are Wometco Enterprises stations.

Robert D. Vieno, formerly general manager of WTID Newport News, Va., named sales manager for FM operations of Northeast Radio Network, Ithaca, N. Y.

Shirley M. Bahns, formerly advertising director of Davenport, Iowa, shopping center, named director of promotion and publicity for WQAD-TV Moline, Ill.

Marvin M. Freeman named promotion manager of WTVO(TV) Rockford, Ill. He was formerly with CKX-AM-TV Brandon, Man.

Charlie Mastin joins WHAS-AM-TV Louisville, as sports editor, from sports director of WEKY Richmond, both Kentucky.

James M. Polston named account executive at WAVY Portsmouth, Va.

Bill Parker named assistant chief engineer of KMBC-AM-FM-TV Kansas City, Mo. Mr. Parker has been with stations since 1954.

Bill Powell, formerly associate producer of *Megalopolis At Night* and *Story Line* at KNX Los Angeles, appointed publicist of station.

Elizabeth B. Harris, former manager of radio research at ABC, joins WQXR New York as manager of research.

Thomas A. Dooley appointed to sales staff of WABC New York. He was for-

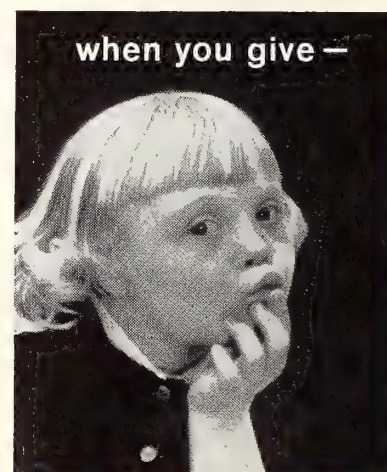
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merly eastern sales manager of Adam Young Inc., New York.

Peter R. Scott joins sales staff of WPAT New York as retail director. Mr. Scott was formerly timebuyer at Ted Bates & Co.

Richard P. McCauley appointed to WBZ Boston sales department. He was formerly sales manager of WBAL-FM Baltimore.

Jim Hawkins named sales manager of KXA Seattle. Mr. Hawkins, formerly on sales staff, replaces **John Croghan**, who joins Feltis/Dove/Cannon Inc., station representatives.

Jack-Warren Ostrode, formerly with Beckman, Koblitz Adv., Los Angeles, joins KBLA, that city, as head of program and promotion department.

Edythe Fern Melrose, WXYZ-TV, elected president of Detroit chapter of American Women in Radio and Television. She was national president 1956-58.

William Fisch, former catalogue copywriter with Montgomery Ward, joins WBBM-TV Chicago, as copywriter.

Don Marlowe, Hollywood entertainer, joins sales staff of KTOO Las Vegas. Mr. Marlowe portrayed "Porky" in old Our Gang comedies.

James Rayburne Lightfoot, formerly at KWK St. Louis, WSAI Cincinnati and WAKY Louisville, Ky., named director of operations at KLAC-AM-FM Los Angeles. **Roger Barkley** remains in present post of KLAC director of programs.

Jane Flanigan, Butler University major in radio and TV who was Miss Indiana 1962, joins WKJG-AM-TV Fort Wayne, Ind., on Aug. 12 as women's director.

John R. Heiskell, farm director of WSAZ-AM-TV Huntington, W. Va., also appointed public service director.

Don Brooks, formerly with KOBV San Francisco, joins KEX Portland, Ore., as weekend air personality.



William J. Fahey named manager, merchandising and sales coordinator for WNAC-AM-TV Boston and Yankee Network in New England. Mr. Fahey was formerly with the *Boston Herald-Traveler* handling food accounts.

William B. Peavey promoted to eastern sales manager of Adam Young Inc., New York representative firm. Replacing Mr. Peavey as manager of Young's TV division in San Francisco is **John M. Slocum**, who joined firm as TV account executive earlier in year. **Roger H. Sheldon**, transferred to New York

TV office, is replaced as manager of St. Louis office by **Thomas M. Dolan**. **Charles W. Conrad** has been named TV salesman in Young Chicago TV office. He was formerly with MacFarland, Aveyard Adv., Chicago, as a media account supervisor.



Mr. Peavey



Mr. Slocum

Murray Roberts, former chief announcer and morning personality of WCKY joins announcing staff of WKRC-TV, both Cincinnati.

Merle Harmon joins sports department KCMO from WDAF, both Kansas City, Mo. Mr. Harmon will broadcast Kansas City Chiefs professional football games, and work on radio-TV sports shows.

Dave Diamond, program director at WGN Knoxville, Tenn., joins WIL St. Louis as air personality.

Jess Spier, formerly at MBS, joins sales staff of WNEU-TV New York as account executive.

Jack Morton, of KMO Tacoma, Wash., joins KVI Seattle as air personality.

William J. Davis, formerly of KOMO Seattle, joins KOOL-AM-FM Phoenix, Ariz., as disc jockey.

John Pearson joins KMBC Kansas City, Mo., as air personality and account executive.

Skip Caray joins announcing staff of WSB-FM Atlanta.

Bruce B. Brewer Jr. named promotion director of KUDL Kansas City, Mo.

Mack Owens joins WKY Oklahoma City as host of station's *Nite Beat* program.

Tom Allison, formerly of WHAR Clarksburg, W. Va., joins WETZ New Martinsville, W. Va., as announcer-disc jockey.

Dick Biondi, formerly of WLS Chicago, joins KRLA Pasadena, Calif., as air personality.

Marty McNeeley and **Jim Evans** join WRCV-AM-FM Philadelphia as air personalities.

Alice C. Potter, formerly of KSOO-TV Sioux Falls, S. D., joins KAKE-TV Wichita, Kan., as air personality.

Gertrude B. Katzman, head music

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librarian for WPEN-AM-FM Philadelphia, joins WIP-AM-FM, that city, in similar capacity.

Mike Nardone, production director-air personality at WRIT Milwaukee, has been drafted into Armed Forces.

Jim Flood, member of KGO-TV San Francisco promotion staff, promoted to unit publicist on *The Jerry Lewis Show* for ABC-TV out of Hollywood. **Jack Sampson** named KGO-TV publicist-writer, and **Bill Davis**, film editor, appointed on-the-air promotion writer-publicist.

Mike Casey resigns as director of publicity and public relations for Paramount Television and KTLA(TV) Los Angeles.

Tom Fulton and **John Staley** join WFLA-AM-FM Tampa-St. Petersburg, Fla., as continuity director and account executive, respectively.

Ted Covert, air personality at WATH Athens, Ohio, for past 13 years, joins WBNO Bryan, Ohio, in similar capacity.

NEWS

Harry Van Slycke, newsman with KENS-TV San Antonio, named news director of KSYD-TV Wichita Falls, both Texas.

James Gregory Jackson joins KTVB-TV Boise, Idaho, as director of news department.

Dick Neville and **Roy Harnish** join WQAD-TV Moline, Ill., as chief news photographer and newsman, respectively. Mr. Neville was with WFTV(TV) Orlando, Fla., and Mr. Harnish with KSTT Davenport, Iowa.

Stan Carmack appointed news director of WKYT(TV) Lexington, from similar position at WINN Louisville, both Kentucky.

John Michaels to news staff of KDKA

CBS-TV shuffles N.Y. program department

New assignments in New York program department announced by CBS-TV for **Marc Merson**, **Tom Loeb** and **Robert Milford**, plus promotion and new titles for others on programing staff.

Mr. Merson, now general program executive, becomes director of live programing, supervising regular live shows and specials. Mr. Loeb, supervisor of live programing, named to new post of director of program sales, program department, New York. Mr. Milford, director of live programing, assumes newly created post of director of program services. **Robert Peyson**, assistant production manager, promoted to production manager. Title changes: **James Lavenstein**, from administrative manager,



Mr. Merson



Mr. Loeb



Mr. Milford

network program department, to manager, program liaison; **Lillian K. Curtis**, from administrator-program personnel, to manager, program personnel and services; **Maureen McGleave**, from supervisor, network films, New York, to program supervisor, network programs, New York. Continuing in present positions are **Fred Silverman**, director of daytime programs; **Alan Wagner**, director of film programing; **Larry White**, director of program development.

Pittsburgh from WBVP Beaver Falls, Pa., where he was news director. Mr. Michaels succeeds **Dave Kosick** who moves to KDKA-TV news department.

PROGRAMING



Mr. Lewis

original producer of Ed Sullivan series and executive producer of the *Jackie Gleason Show*. He has won two

Marlo Lewis, with CBS for past 25 years, named producer of the seven *Perry Como's Kraft Music Hall* shows on NBC-TV next season. Mr. Lewis was executive producer of comedy and variety shows at CBS, original producer of Ed Sullivan series and executive producer of the *Jackie Gleason Show*. He has won two

Emmys, one Christopher, one Peabody, three Look and three Sylvania awards. **Dwight Hemion**, director; **Mitchell Ayres**, music director, and **Ray Charles**, choral director have been re-signed for the *Como* show.

Bill Watkins joins Don Fedderson Commercial Productions, Hollywood, as producer-director. He was formerly assistant manager in charge of west coast production for Dancer-Fitzgerald-Sample, Hollywood.

Paul Monash, executive producer of dramatic shows for 20th Century-Fox Television, has had his option extended for another year by studio. He is now developing *Peyton Place* series for co-production with ABC-TV.

Bruce Anderson, head of Gothic Productions, and **Milton Kahn**, Hollywood publicist, will co-produce original screen play by Mr. Anderson, "Tales of a Black Cat," as theatrical picture which will also serve as pilot for mystery-drama TV series. Mr. Anderson produced and directed *Lowell Thomas High Adventure* series for television.

Donald Lee Lawrence and **Rudy R. Wright** join Fred A. Niles Communications Centers Inc., Chicago, as TV-film directors. Mr. Lawrence formerly was TV producer-writer with Hill, Rogers, Mason & Scott, Chicago, and Mr. Wright was VP in charge of production at Ray-Eye Productions, Evanston, Ill.

Albert Johnston, with Columbia Pictures for 10 years as New York story editor and for past three years

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free lance writing in Florida, appointed eastern story editor for Walt Disney Productions. He will be in New York office of Buena Vista Distributing Co., Disney subsidiary.

Laurence M. Bub, administrator, literary rights and contract negotiations, NBC West Coast, appointed manager, talent and program administration.

Joseph Cotton named as host-narrator of *Hollywood and the Stars*, which starts on NBC-TV Sept. 30 (Mondays, 9:30-10 p.m.).

Cy Chermak, writer-producer, signed by producer Frank Price as story editor on *The Virginian* TV series for Revue Studios.

EQUIPMENT & ENGINEERING

H. Ronald Levine appointed VP of Hammarlund Manufacturing Co., New York, makers of communications equipment for commercial and government use. Mr. Levine was founder and chief executive of Polytronics Laboratories Inc.

Robert V. Jordan, product manager, Microwave Device Division, appointed manager-market planning for Electronic Tube and Microwave Device Divisions of Sylvania Electric Products, Seneca Falls, N. Y.

Edward S. Clammer joins Visual Electronics Corp. as government sales manager. Mr. Clammer joins Visual after serving for 20 years in various sales and engineering capacities with RCA.

ALLIED FIELDS

The Rev. Charles Brackbill appointed executive director of United Presbyterian radio-TV division, succeeding **The Rev. Lawrence W. McMaster Jr.**, division's executive director for past six years, who has been named executive secretary in office of general secretary of Board of National Missions, United Presbyterian Church, U. S. A. Mr. Brackbill had been associate executive director of division.

Donald F. Bowdren, formerly senior project director of W. R. Simmons and Associates Research Inc., New York, elected VP.

Martin Codel, consultant in TV-radio-telecommunications fields, has returned to Washington after five-month study of TV developments in Far East.

Bert T. Casey and **Marie T. Whelan** join Harshe-Rotman Druck, Los Angeles, as account executives. Mr. Casey was formerly in the public relations department of the Fluor Corp., Los Angeles. Miss Whelan has been division advertising manager of Bullock's down-

town department store in Los Angeles. H-R&D, a public relations organization, has offices in Chicago and New York as well as Los Angeles.

INTERNATIONAL



Mr. Colledge

Charles H. Colledge, division VP and general manager, RCA Broadcast and Communications Products Div., Camden, N. J., elected member of board of directors, RCA Victor Co. Ltd., Montreal. Mr. Colledge joined RCA division in 1958 from NBC where he served as VP, facilities operations.

Peter A. Webb and **John A. Venner**, account supervisors at MacLaren Advertising Co. Ltd., Toronto, elected VP's.

Frank Taubes, VP and creative director with Frankfurt, Germany, office of BBDO International, returned to BBDO New York servicing international accounts.

Sergio Ramirez named manager of new branch of McCann-Erickson S. A. in Concepcion, Chile. Parent company now has 23 offices in Latin America including branches in Buenos Aires and Rio de Janeiro. Senior Ramirez has been with Chilean affiliate for two years.

Ian Trethowan, political editor of Independent Television News, the unit which supplies newscasts to the commercial network, joins BBC-TV on a three-year contract beginning next September. He will work on news and public affairs programs.

Louis Legall named manager of French services for BBDO, Canada. Mr. Legall was formerly with Vickers & Benson Adv., Montreal.

Bruce Parsons, disc jockey at various U. S. stations, joins Voice of Ger-

many in Cologne, West Germany, as announcer-writer in North American department. Voice of Germany, international station, beams three programs daily to North America.

DEATHS

Lewis H. Happ, 52, VP and associate media director of Geyer, Morey, Ballard Inc., New York, died July 6 at Westbury, L. I., home. Prior to joining GMB in 1954, Mr. Happ was with Lynn Baker Inc., BBDO, Pedlar & Ryan, Federal Advertising Agency and H. C. Bohack Co. Survivors include his widow, the former Edith Conover; son, David Richard, and daughter, Edith Lou.



Mr. Kiesewetter

Helmuth von M. Kiesewetter, 73, founder of former H. M. Kiesewetter Advertising Co., New York, in 1930, died July 6 at his South Orange, N. J., home. Firm, later changed to Kiesewetter, Baker, Hagedorn and Smith Advertising Co., was liquidated in 1955 when Mr. Kiesewetter retired.

Charles E. Trotta, 56, in recent years program director of wzok Jacksonville, Fla., died July 4 after brief illness. Mr. Trotta at one time was a partner with bandleader Tony Pastor and subsequently managed singer Rosemary Clooney.

George Thyssen, 42, Hollywood producer and this year winner of a Cannes Film Festival prize for TV commercials, killed in crash of plane he was piloting on takeoff at Mulege Airport in Baja California, Mexico.

Virginia G. Peters, 16, killed in automobile accident in Greenwich, Conn., on July 6. She was daughter of H. Preston and Virginia C. Peters. Mr. Peters is president of Peters, Griffin, Woodward Inc., New York station representatives.

1

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 3 through July 10 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity. Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw.—kilowatts. w.—watts. mc.—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc.—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

APPLICATIONS

*University Center, Mich.—Delta College. UHF channel 19 (500-506 mc); ERP 216 kw vis., 114.2 kw aur. Ant. height above average terrain 465 feet, above ground 493 feet. P. O. address University Center. Estimated construction cost \$289,000; first year operating cost \$60,975. Studio and trans. locations both University Center. Geographic coordinates 43° 33' 42.7" North latitude, 83° 58' 53.7" West longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-24DL. Legal counsel Cohn & Marks, Washington; consulting engineer Lappas & Lindberg Co., Chicago. Principals: board of trustees. Ann. July 10.

Buffalo—WEBR Inc. UHF channel 29 (560-566 mc); ERP 532 kw vis., 266 kw aur. Ant. height above average terrain 1,000 feet, above ground 766.5 feet. P. O. address c/o Peter C. Andrews, 23 North Street, Buffalo 2. Estimated construction cost \$826,759; first year operating cost \$395,000; revenue \$86,000. Studio location Buffalo, trans. location Boston, N. Y. Geographic coordinates 42° 38' 13" North latitude, 78° 46' 05" West longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-46K. Legal counsel Kirkland Ellis, Hodson, Chaffetz & Masters, consulting engineer Keer & Kennedy, both Washington. Applicant is licensee of WEBR-AM-FM Buffalo. Ann. July 3.

New AM stations

ACTIONS BY FCC

Shakopee, Minn.—Progress Valley Broadcasters Co. Granted CP for new AM on 1530 kc, 500 w-D. P. O. address Box 185, Benson, Minn. Estimated construction cost \$24,505; first year operating cost \$42,000; revenue \$48,000. Principals: George J. McCarthy (50%) and Robert J. Chevalier and Robert D. Zellmer (each 25%). Mr. McCarthy owns KBMO Benson; Mr.

Chevalier owns insurance agency; Mr. Zellmer is employee of KBMO. Action June 27.

Xenia, Ohio—Greene County Radio. Granted CP for new AM on 1500 kc, 500 w-D. P. O. address c/o R. Roy Stoneburner, Box 2368, Spring Valley, Ohio. Estimated construction cost \$15,700; first year operating cost \$60,000; revenue \$75,000. Principals: Vernon H. Baker (50%), R. Roy Stoneburner (40%) and Paul W. Stoneburner (10%). Mr. Baker is 60% owner of WESR Tasley, 40% owner of application for new AM at Smithfield and 100% owner of application for new AM at Chester, all Virginia; Mr. R. R. Stoneburner is farmer; Mr. P. W. Stoneburner is metal engineer. Sept. 17, 1962, initial decision looked toward grant. Action July 3.

APPLICATION

Vidor, Tex.—Woodland Broadcasting Co. 1510 kc, 1 kw-D. P.O. address Box 727, Vidor. Estimated construction cost \$23,889; first year operating cost \$50,000; revenue \$50,000. Principals: Gerald R. Proctor (50%) and Jerry, Jerrilyn, Sydney Lou, Ann D. and Amy L. Johnson (each 10%). Mr. Proctor is 50% owner of KHGM(FM) Beaumont, Tex.; Dr. Jerry Johnson is physician; rest of Johnson family are students. Ann. July 10.

Existing AM stations

APPLICATIONS

WMOG Brunswick, Ga.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 5.

KAKE Wichita, Kan.—CP to change frequency from 1240 kc to 1210 kc, increase power from 250 w, 1 kw LS, to 50 kw, install DA system (DA-2), install new trans. and change site. Ann. July 5.

WUST Bethesda, Md.—CP to change ant.-trans. and studio location and change station location to Washington. Ann. July 5.

KEED Springfield-Eugene, Ore.—CP to change frequency from 1050 kc to 1120 kc, change hours of operation from D to unl. using power of 50 kw, install DA system (DA-1) and change ant.-trans. location. Ann. July 5.

WLSB Copperhill, Tenn.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 5.

KSSS Sulphur Springs, Tex.—CP to increase daytime power from 250 w to 1 kw, install new trans., change site and studio location. Ann. July 5.

New FM station

ACTION BY FCC

Hot Springs, S. D.—Fall River Broadcasting Corp. Granted CP for new FM on 96.7 mc, channel 244, 1 kw. Ant. height above average terrain 298 feet. P. O. address Box 292, Hot Springs. Estimated construction cost \$5,955; first year operating cost \$5,000; revenue \$6,000. Principals: Frederick M. Walgren and Russell M. Stewart (each 50%). Applicant owns KOBH Hot Springs. Mr. Stewart is also part owner of KNEB-AM-FM Scottsbluff, Neb. Action July 3.

Existing FM stations

ACTION BY FCC

KELE(FM) Phoenix, Ariz.—Granted increase in ERP from 18 kw to 100 kw and ant. height from 115 feet to 1,550 feet, continued operation on 95.5 mc and change trans. site and type trans.; remote control permitted. Action July 3.

APPLICATION

WXRA(FM) Woodbridge, Va.—CP to change ant.-trans. and studio locations and change station location to Alexandria, Va. Ann. July 10.

Ownership changes

ACTIONS BY BROADCAST BUREAU

WJHO Opelika, Ala.—Granted assignment of license from Mary D. Samford, executrix of estate of Yetta G. Samford, deceased, C. S. Shealy, Aileen M. Samford, executrix of estate of Thomas D. Samford, deceased, and Miles H. Ferguson (each 22½%) and John E. Smollon (10%), d/b as Opelika-Auburn Broadcasting Co., to Yetta G. Samford Jr., C. S. Shealy, Thomas D. Samford III (acting as agent for himself, his brother and his sister), Miles H. Ferguson and John E. Smollon (each 20%), tr/as company of same name. Consideration \$10,000. Action June 27.

WDEL-AM-FM Wilmington Del.—Granted transfer of negative control of licensee corporation, Delmarva Broadcasting Co., from J. Hale Steinman (50%), deceased, to Caroline S. Nunan, Louise T. Steinman and Douglas R. Armstrong, executors of estate of J. H. Steinman. No financial consideration involved. Also see WEST-AM-FM Easton, WORK York and WLEV-TV Bethlehem, all Pennsylvania. Action June 27.

KPRK Livingston, Mont.—Granted assignment of license and CP from Paul B. McAdam (100%), d/b as Yellowstone Amusement Co., to Jack F. Hinman (60%), Roberta F. Hinman (39.23%) and M. L. Smith (.77%), tr/as KPRK Inc. Consideration \$71,000. Mr. Hinman is sales manager of KPRK; Mrs. Hinman is employee of bank; Mr. Smith is accountant. Action July 9.

WISE Asheville, N. C.—Granted acquisition of positive control of licensee corporation, Davenport-McGuire Broadcasters Inc., from Charles J. McGuire (50%) by John L. Davenport (100%, 50% before transfer). Consideration \$1,500 and assumption of debt. Action June 27.

WLEV-TV Bethlehem, Pa.—Granted transfer of negative control of licensee corporation, Associated Broadcasters Inc., from J. Hale Steinman (50%), deceased, to Louise T. Steinman, Caroline S. Nunan and Douglas R. Armstrong, executors of estate of J. H. Steinman. No financial consideration involved. Also see WDEL-AM-FM Wilmington, Del., and WORK York and WEST-AM-TV Easton, both Pennsylvania. Action June 27.

WEST-AM-FM Easton, Pa.—Granted transfer of negative control of licensee corporation, Associated Broadcasters Inc., from J. Hale Steinman (50%), deceased, to Louise T. Steinman, Caroline S. Nunan and Douglas R. Armstrong, executors of estate of J. H. Steinman. No financial consideration involved. Also see WDEL-AM-FM Wilmington, Del., and WORK York and WLEV-TV Bethlehem, both Pennsylvania. Action June 27.

WORK York, Pa.—Granted transfer of negative control of licensee corporation, Associated Broadcasters Inc., from J. Hale Steinman (50%), deceased, to Louise T. Steinman, Caroline S. Nunan and Douglas R. Armstrong, executors of estate of J. H. Steinman. No financial consideration involved. Also see WDEL-AM-FM Wilmington, Del., and WEST-AM-FM Easton and WLEV-TV Bethlehem, both Pennsylvania. Action June 27.

KRBE(FM) Houston—Granted acquisition of positive control of licensee corporation, Texas Fine Music Broadcasters Inc., from Victor F. Branch (50%) by Roland A. Baker (100% after transfer, 50% before). Consideration \$42,562. Action June 27.

APPLICATIONS

WRIM Pahokee, Fla.—Seeks assignment of license from Jack H. Mann, Peter Taylor, Leroy L. Passman and Pierre Willis

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PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, LaClede 4-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE

SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

contact

BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington 6, D. C.
for availabilities
Phone: ME 8-1022

BARKLEY & DEXTER LABS., INC.

Donald P. Wise James M. Moran
Consulting, Research &
Development for Broadcasting,
Industry & Government
50 Frankfort St. Diamond 3-3716
Fitchburg, Massachusetts

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 10

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,807	47	145	363
FM	1,094	23	95	190
TV	519	59	85	127

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, July 10

	VHF	UHF	TOTAL TV
Commercial	486	92	578
Non-commercial	47	21	68 ¹

COMMERCIAL STATION BOXSCORE

Compiled by FCC, May 31

	AM	FM	TV
Licensed (all on air)	3,801	1,088	518
CP's on air (new stations)	53	29	60
CP's not on air (new stations)	130	91	85
Total authorized stations	3,984	1,208	663
Applications for new stations (not in hearing)	223	181	67
Applications for new stations (in hearing)	151	13	54
Total applications for new stations	374	194	121
Applications for major changes (not in hearing)	255	92	46
Applications for major changes (in hearing)	50	3	7
Total applications for major changes	305	95	53
Licenses deleted	0	0	0
CP's deleted	0	2	2

¹Includes 3 stations operating on unreserved channels

control determinations. Action July 10.

Stanley Helfman, Fontana, Calif.—Designated for hearing application for new daytime AM on 1470 kc, 500 w, DA; made KWIZ Santa Ana, KTYM Inglewood and Federal Aviation Agency parties to proceeding. Action July 3.

KTYM Inglewood, Calif.—Designated for hearing application for change of operation on 1460 kc from 5 kw-D, DA, to 500 w-N, 5 kw-LS, DA-2. Comrs. Hyde and Lee dissented. Action July 3.

WGUN Decatur, Ga.—Designated for hearing application for mod. of license to change designation of station and studio location to Atlanta. Comrs. Hyde and Lee dissented, former with statement. Action June 26.

OTHER ACTIONS

■ By order, commission granted in part petition by KWK Radio Inc. for stay of effective date of May 29 decision which revoked license for KWK St. Louis. Stay is for 30 days after disposition of KWK's petition for reconsideration, and if judicial review of such decision is sought, until 30 days after final court order. KWK had requested 90-day extension. Action July 10.

■ Granted joint motion by Seven Locks Broadcasting Co. and Tenth District Broadcasting Co. for extension of time to July 26 to file exceptions to supplemental initial decision in proceeding on applications for new AM stations in Potomac-Cabin John, Md., and McLean, Va., respectively. Action July 5.

■ Granted motion by KATV Inc. for extension of time to July 19 to file exceptions to initial decision in proceeding on its application for mod. of CP to change trans. location and increase ant. height for KATV (TV) Little Rock, Ark. Action July 5.

■ By decision, commission adopted May 29, 1962, initial decision, with certain mod., and (1) granted application of Hubbard Broadcasting Inc. (formerly KSTP Inc.), for mod. of CP for KOB, Albuquerque, N. M., so as to permit it to operate full time on 770 kc with 50 kw power, using specified DA at night, and (2) denied application of American Broadcasting-Paramount Theatres Inc. for renewal of present license of WABC New York, which authorizes unil., nondirectional operation on same frequency with like power, denial of renewal to be without prejudice to right of ABC to file, within 30 days, application for mod. of facilities on 770 kc with nighttime directional pattern in conformity with parameters specified in commission's September 1958 decision. Action July 3.

■ By memorandum opinion and order, commission (1) denied petition by applicant parties for reconsideration and grant without hearing applications of Harry Wallerstein, receiver, Television Co. of America Inc., for renewal of license, assignment of license and transfer of control of KSHO-TV Las Vegas, and (2) enlarged issues to determine whether proposed assignee, Television Co. of America Inc., possesses requisite qualifications to be licensee. Comrs. Hyde and Lee dissented; Comr. Cox abstained from voting. Action July 3.

■ At request of Channel 2 Corp. (formerly Gotham Broadcasting Corp.), commission extended for additional three months, from July 3, time for commencement of trial of subscription programming by company's KCTO (formerly KTVR) on channel 2 at Denver. Action July 3.

■ By memorandum opinion and order, commission (1) granted applications of Merrimac Broadcasting Inc. for increased daytime power of main (Lowell) and synchronous (Lawrence) amplifiers of WLLH Lowell, Mass., on 1400 kc, unil., from 500 w to 1 kw, continued nighttime operation with 250 w; remote control permitted for synchronous amplifier; conditions: and (2) dismissed opposing petition by WCAP Lowell. Comr. Cox dissented. Action July 3.

■ Granted request by Broadcast Bureau for extension of time to July 8 to respond to motion for order to require amendment and to motion to modify order of designation in Paterson, N. J., TV channel 37 proceeding; further ordered that parties wishing to respond and who have not already done so shall file separate pleadings responsive to two motions. Action July 2.

■ Granted joint petition by South Texas Telecasting Inc. (KVDO) and Nueces Telecasting Co. for postponement, until further order, of July 1 oral argument in proceeding on applications for TV channel 3 in Corpus Christi, Tex. Action June 27.

■ Granted petition by Portage County Broadcasting Corp. for extension of time to June 28 to file exceptions in Kent-Canton-

Jr. (each 25%), d/b as WRIM Inc., to John N. Traxler and Alvera M. Traxler. Consideration \$23,000. Mr. and Mrs. Traxler are in drapery business and have broadcast background. Ann. July 9.

WGIG Brunswick, Ga.—Seeks assignment of license from H. K. (45% plus), R. L. (12% plus) and J. L. (25%) Tollison and E. M. Champion Sr. (13% plus) and Jr. (3% plus), d/b as Brunswick Broadcasting Corp., to Charles J. Thornquest (39%) and others, tr/as Golden Isles Broadcasting Corp. Consideration \$250,000. Mr. Thornquest has interest in KLEM LeMars, Iowa. Ann. July 10.

KFXD Nampa, Idaho—Seeks relinquishment of negative control of licensee corporation, Fletcher Mitchell Corp., by Jonathan M. Fletcher (25% after transfer, 50% before) to Wayne C. Cornils (25%). Consideration \$7,500. Mr. Cornils is KFXD station manager. Ann. July 9.

WAFM(FM) Anderson, Ind.—Seeks assignment of license from Alfred B. Smith (66 ⅔%) and Loren F. Bridges (33 ⅓%), d/b as Continental Broadcasting Corp., to William J. O'Connor (91%) and Edward Ballantine (9%), tr/as Radio WBOW Inc. Consideration \$90,000. Assignee is licensee of WBOW Terre Haute, Ind., and WHUT Anderson, Mr. O'Connor also has interest in WCVS Springfield, WPEO Peoria and WGSB Geneva, all Illinois, and KASK-AM-FM Ontario, Calif. Ann. July 9.

KANB Shreveport, La.—Seeks transfer of control of licensee corporation, Kenwil Inc., from Leon S. Walton (100% before transfer, 49% after) to Paul E. Barbatote (51%). Consideration \$19,500. Mr. Barbatote is manager of department store. Ann. July 3.

WERX Wyoming, Mich.—Seeks assignment of CP from John C. Lane, Elizabeth B. Barrett and Edward Fitzgerald, d/b as Wolverine Broadcasting Co., to Mr. Fitzgerald and Mr. Lane (each 15%) and others, tr/as Radio WERX Inc. Consideration \$12,000. Mrs. Barrett retains 11.25% interest; assignment is to bring more people into ownership. Ann. July 8.

KAGE Winona, Minn.—Seeks assignment

of license from James B. Goetz (50%) and Merlin J. Meythaler and Rex N. Eyerl (each 25%), d/b as Winona Broadcasting Co., to same persons in same percentages tr/as company of same name; only change is from corporation to partnership. No financial consideration involved. Ann. July 3.

WKNY Kingston, N. Y.—Seeks assignment of license from Kingston Broadcasting Corp. to William H. Rich and Alastair B. Martin (each 50%), tr/as Tri-County Broadcasters Inc. Consideration \$171,000. Mr. Rich has interests in WMGW-AM-FM Meadville and WPIC-AM-FM Sharon, both Pennsylvania, and WTRU Muskegon and WGRD Grand Rapids, both Michigan; Mr. Martin is investor. Ann. July 10.

WXRA(FM) Woodbridge, Va.—Seeks assignment of license from Howard B. Hayes (25%), Carl L. Lindberg (25%) and others, d/b as WBVA Inc., to Mr. Lindberg (100%), tr/as Potomac Broadcasting Corp. Consideration \$15,000. Ann. July 8.

KMCS Seattle—Seeks transfer of control of licensee corporation, Market-Casters Inc., from J. G. Talbot (51%) to Talbot Co. (100% after transfer, 49% before), in which Mr. Talbot has controlling interest. Consideration \$33,300. Ann. July 5.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward (1) granting application of Connecticut Coast Broadcasting Co. for new AM on 1530 kc, 10 kw, DA, D, in Bridgeport, Conn., conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419, and (2) denying application of Garo W. Ray for new station on same frequency with 250 w-D in Seymour, Conn. Action July 5.

DESIGNATED FOR HEARING

Clay Service Corp., Ashland, Ala.—Designated for hearing application for new AM on 1500 kc, 500 w-D; issues include Sect. 3.35 multiple ownership and concentration of

Kent-Ravena, Ohio, AM proceeding. Action June 27.

■ By memorandum opinion and order, commission (1) waived Sect. 3.610(c) of rules with respect to channel 3 reference point in Salem, Ore., and granted application of Fisher Broadcasting Co. to change trans. site of KATU(TV) (ch. 2) Portland from about 14 miles northeast of city on Livingston Mountain, near Camas, Wash., to site in Portland, and increase ant. height from 1,090 feet to 1,550 feet; conditions include acceptance of any interference caused KATU by subsequent establishment of TV station on channel 3 in Salem with trans. and ant. located less than 60 miles from trans. site here approved; and (2) denied related pleadings by Association of Maximum Service Telecasters Inc. Comrs. Bartley and Lee dissented. Action June 26.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Broadcast Bureau to extend to July 22 time to file response to supplement to joint petition for approval of merger and dismissal of application in proceeding on applications of Kansas Broadcasters Inc. and Salina Radio Inc. for new AM stations in Salina, Kan., in Docs. 12680-1. Action July 8.

■ Granted motion by Bootheel Broadcasting Co. to correct transcript of June 11 oral argument in proceeding on its application for new AM in Kennett, Me., in Doc. 14595. Action July 8.

■ By memorandum opinion and order granted petition by R. M. Chamberlin for waiver of Sect. 1.362 of rules insofar as it requires publication and broadcast announcement immediately after designation for hearing in proceeding on its application for renewal of license of WAXE, Vero Beach, Fla., in Doc. 14900; accepted tendered notice. Action July 5.

■ Granted petition by Broadcast Bureau to extend time to July 8 to file replies to certain interlocutory pleadings in Paterson, N. J., TV channel 37 proceeding in Docs. 15089 et al. Action June 28.

■ Granted petition by LaFiesta Broadcasting Co. to extend time to July 5 to file replies to exceptions to April 19 initial decision in proceeding on its application and that of Mid-Cities Broadcasting Corp. for new AM stations in Lubbock, Tex., in Docs. 14411-2. Action June 28.

ACTIONS ON MOTIONS

■ Commission, by Office of Opinions and Review, granted petition by Joseph P. Wardlaw Jr. to extend time from July 11 to July 22 to file replies to exceptions in Kent-Canton-Kent-Ravena, Ohio, AM proceeding. Action July 9.

■ Commission granted joint motion by applicants to extend time from July 8 to Aug. 9 to file replies to exceptions to initial decision in Syracuse, N. Y., TV channel 9 comparative proceeding. Action July 8.

■ Commission granted petition on behalf of State of Kansas Committee on Education of Legislative Council to extend from June 24 to Sept. 24 time to file opposition to petition by Tulsa Broadcasting Co. (KTUL-TV) Tulsa, Okla., for reconsideration of Nov. 8, 1962, report and order in Doc. 13860 which assigned educational channel #8 to Hutchinson, Kan., and replies by Oct. 7. Action July 26.

■ Commission granted petitions by Association on Broadcasting Standards Inc. and National Association of FM Broadcasters to extent of extending from July 17 to Sept. 16 time to file comments and from Aug. 17 to Oct. 16 for replies in matter of amendment of part 3 of rules, AM assignment standards and relationship between AM and FM broadcast services. Action June 26.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Walther W. Guenther to preside at hearing in proceeding on AM application of Northland Radio Corp. (KWEB), Rochester, Minn., in Doc. 15115; scheduled prehearing conference for July 31 and hearing for Sept. 16. Action July 2.

■ Designated Examiner Sol Schildhouse to preside at hearing in proceeding on AM application of WGUN Inc. (WGUN), Decatur, Ga., in Doc. 15116; scheduled prehearing conference for July 31 and hearing for Sept. 11. Action July 2.

■ Granted petition by O. L. Withers, applicant for new AM in Woodburn, Ore., in Doc. 15081, for acceptance of his late filed notice of appearance. Action July 1.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau to extend time from July 8 to July 18 to file proposed findings in proceeding on AM application of WKYR Inc. (WKYR), Cumberland, Md., in Doc. 14972. Action July 2.

■ Reopened record in proceeding on AM application of 1360 Broadcasting Inc. (WEBB), Baltimore, in Doc. 14906, and scheduled further hearing for July 10 on financial issue added by Review Board on June 26; set aside presently specified dates for filing proposed findings and replies with new dates to be determined later. Action June 27.

By Hearing Examiner James D. Cunningham

■ Granted petition by Carol Music Inc. to extend time from July 8 to July 22 to file proposed findings and from July 22 to Aug. 5 for replies in proceeding on revocation of license and SCA for WCLM(FM) Chicago. Action July 9.

By Hearing Examiner Thomas H. Donahue

■ Granted request by James S. Rivers Inc. (WJAZ), Albany, Ga., to extend time for exchange of direct written presentation in proceeding on AM application in Doc. 15080; extended time from July 19 to July 22. Action July 5.

■ In consolidated proceeding on applications of Automated Electronics Inc., Arlington, Va., and Capital Broadcasting Co., Washington, for new TV stations on channel 20, granted Capital's petition to continue July 1 prehearing conference to July 30; continued July 15 hearing to Sept. 3. Action July 1.

By Hearing Examiner Charles J. Frederick

■ On petition by respondent Wisconsin Citizens' Committee for Educational Television Inc., extended time from July 1 to July 11 to file proposed findings and from July 15 to July 26 for replies in Wausau, Wis., TV channel 9 proceeding in Docs. 14933-4. Action June 26.

By Hearing Examiner Millard F. French

■ Granted petition by Broadcast Bureau to reschedule July 2 prehearing conference in proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc., for renewal of license, assignment of license and transfer of control of KSHO-TV Las Vegas in Docs. 15006-8; continued July 2 prehearing conference to July 18. Action July 1.

By Hearing Examiner Arthur A. Gladstone

■ Scheduled hearing for July 17 in proceeding on AM applications of Service Broadcasting Corp., Kenosha, Wis., and Z-B Broadcasting Co., Zion, Ill., in Docs. 14794-5. Action July 8.

■ Pursuant to agreements reached by July 8 prehearing conference in Paterson, N. J., TV channel 37 proceeding in Docs. 15089 et al., directed parties to meet informally with view to agreeing upon procedures to be followed and suitable schedule of procedural dates, and report informally to examiner on July 19 agreements reached and any unresolved problems; scheduled further prehearing conference for July 24 for purpose of formalizing agreements and procedures and for resolving any remaining problems. Action July 8.

By Hearing Examiner Walther W. Guenther

■ On own motion, advanced July 31 prehearing conference to July 26 in proceeding on AM application of Northland Radio Corp. (KWEB), Rochester, Minn., in Doc. 15115. Action July 8.

■ Granted petition by Hudson Valley Broadcasting Corp. (WEOK), Poughkeepsie, N. Y., to reopen record and receive into evidence its proffered testimony and exhibit 7 (affidavit of Edward F. Lorentz), and closed record in proceeding on WEOK's AM application. Action July 2.

By Hearing Examiner Isadore A. Honig

■ On own motion, directed that Verne M. Miller shall submit further progress report with regard to taking of measurements by Aug. 1, together with proposal of date for further hearing conference, with service of copies thereof to be made on counsel for all other parties in proceeding on application for new AM in Crystal Bay, Nev., in Doc. 14841. Action July 5.

■ Granted petition by Dixie Radio Inc. to extend time from July 3 to July 12 to

file proposed findings in proceeding on its application for new AM in Brunswick, Ga., in Doc. 13338; on own motion, extended time from July 15 to July 26 for replies. Action July 2.

■ Granted petition by Broadcast Bureau for extension of time from July 3 to July 24 to file proposed findings in proceeding on AM application of Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn., in Doc. 14958; on own motion, extended from July 13 to Aug. 5 time to file reply pleadings. Action June 28.

By Hearing Examiner Annie Neal Huntting

■ Scheduled conference for July 10 to discuss matter as to what findings and conclusions (if Broadcast Bureau is willing to file findings and conclusions) examiner should make with reference to issue No. 5, determination as to whether Rochester Area Educational Television Association Inc. is financially qualified to construct and operate proposed TV station in Rochester, N. Y., TV channel 13 proceeding. Action June 26.

By Hearing Examiner H. Gifford Irion

■ Granted motion by Helix Broadcasting Co., applicant for new AM in La Mesa, Calif., in Doc. 14701, to correct transcript of hearing; transcript corrected as requested plus two additional corrections made by examiner. Action July 2.

■ On request by Van Wert Broadcasting Co. continued July 2 hearing to July 29 in proceeding on its application for new AM in Plymouth, Ind., in Doc. 15002. Action June 27.

■ Granted motion by Miami Television Corp. for extension of time from July 1 to July 8 to file its proposed findings, with all other dates remaining same as previously agreed upon in Miami, Fla., TV channel 10 proceeding in Docs. 14775-8. Action June 26.

By Hearing Examiner David L. Kraushaar

■ On own motion, corrected transcripts of prehearing conference and hearing in proceeding on AM application of KPLT Inc. (KPLT), Paris, Tex., in Doc. 15039. Action July 2.

By Hearing Examiner Jay A. Kyle

■ Granted request by Northern California Educational Television Association Inc. to continue July 8 hearing to July 30 in proceeding on application for new TV on channel 9 in Redding, Calif. Action July 5.

■ Granted petition by Broadcast Bureau to extend time to file proposed findings in proceeding on AM application of Geoffrey A. Lapping, Blythe, Calif., in Doc. 14691; extended time from July 3 to July 17 for proposed findings and replies for July 31. Action July 2.

■ In consolidated proceeding on AM applications of Calhio Broadcasters, Seven Hills, Salem Broadcasting Co., Salem, and Tele-Sonics Inc., Parma, all Ohio, in Docs. 14973-5, granted joint motion to extend time from July 3 to Sept. 3 for exchange of exhibits; continued July 22 hearing to Sept. 23. Action July 2.

By Hearing Examiner Forest L. McClenning

■ Granted request to extend time to file proposed findings in proceeding on AM application of Port Chester Broadcasting Co., Port Chester, N. Y., in Doc. 14212; extended time from July 8 to July 12. Action July 3.

■ On own motion, scheduled further prehearing conference for July 11 in proceeding on AM applications of Ponce Broadcasting Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, both Puerto Rico. Action July 3.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted petition by Broadcast Bureau to extend time to file proposed findings in proceeding on AM application of Southwestern Broadcasting Co. of Mississippi (WAPF), McComb, Miss., in Doc. 14839; extended time from July 5 to July 26. Action July 5.

■ Granted request by Broadcast Bureau to extend time to file proposed findings in proceeding on application of Pinellas Radio Co. for new AM in Pinellas Park, Fla., in Doc. 14692; extended time to July 8 for proposed findings and to July 23 for replies. Action July 1.

By Hearing Examiner Herbert Sharfman

■ Granted petition by K BAR J Inc.,

Continued on page 78

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising requires display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

Management opportunity. Wanted: A salespartner, with experience in sales field proven. Preferably family man. Must have cash to invest. 20% stock available to right party, with possibility of 50%. Station value \$75,000.00 in market of 3 other locals. Located in Utah in 2nd largest metropolitan area. 125,000 population. Box J-3, BROADCASTING.

Wanted . . . top flight assistant to management of group radio stations programing foreign languages and religion. Necessitates some traveling for supervision. Salary and bonus. Send photo and all information in first letter covering operational background and sales experience. Your letter will be held in strict confidence. Box J-50, BROADCASTING.

Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programing departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, BROADCASTING.

North Carolina competitive small market daytimer needs working manager. Good salary-commission arrangement for dependable, sober man desiring to join growing organization. Management experience not necessary but must know all phases of radio and be willing to learn. Sales ability essential. Write Box J-168, BROADCASTING.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five market. Box H-128, BROADCASTING.

Sales Manager wanted. Top opportunity in 100,000 market. Midwest. Need idea man who is real driver. Must be experienced and have good part record. Write fully. Box J-43, BROADCASTING.

Salesman with some announcing ability. Outstanding local station in southeast has immediate opening. Good music operation. Fulltime outlet in good small market. Box J-197, BROADCASTING.

California, KCHJ, Delano. 5000 watts, 1010 kc. ½ millivolt 244 miles. Serving 1,300,000. \$500 guarantee, 25% commission. Send experience, photo.

Experienced salesman for WCLW am and fm. Send replies direct to WCLW, 771 McPherson, Mansfield, Ohio.

Help Wanted—(Cont'd)

Sales

Salesman wanted for midwest-one-station market. Interested in man that wants to grow with organization. New General Manager call or write Tom Butts, WHLT, 3404, Huntington, Indiana.

Live-wire salesman wanted! One who can sell . . . has plenty of good ideas . . . to take over good account list. Call WLOH . . . Princeton, W. Va. . . . Area code 304 . . . 425-2151 . . . for details.

Opportunity knocks! Salesman resigned to accept sales management position at smaller station. We were just at the brink of adding a third salesman—so here is the opportunity if you can sell, can become part of the community, can get along with the staff, and are ready for a first rate operation. We have a group hospital plan, and a pension plan. Staff doesn't have much turnover—two have been here 15 years. New man will have a protected account list already billing in excess of guarantee—but guarantee's there too. Management one of the nation's most active in broadcast circles. Our town is a quad city area of more than 35,000 located 75 miles from Chicago. Great place to live, great people—this may be your opportunity. Send photo and resume to Bill Dahlsten, General Manager, WLPO, LaSalle, Illinois.

CBS outlet needs aggressive salesman-announcer. Salary and commission. Call Pierce Lackey, WPAD, Paducah, Kentucky, 442-8231.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Announcers

Capable deejay newsmen. Illinois adult music kilowatt. Fine opportunity for qualified announcer who can gather, write and deliver news in professional manner, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume. Box H-138, BROADCASTING.

Midwest chain operation has several openings for 1st phone personalities and newsmen. Security and opportunity for advancement are both available. Send tape and resume to Box J-120, BROADCASTING.

Modern radio group seeks dj's and newsmen. Stations #1 in competitive midwest medium markets. Experience desired, but talented newcomers considered. Positions now open so send tape/resume today to Box J-124, BROADCASTING.

Classical music man with solid combo operate-announce commercial experience. Smooth delivery and voice, must be sophisticated in classical music programing. References and resume only. Box J-158, BROADCASTING.

Church-operated Florida station seeking announcer-salesman. Good-music, Gospel format. Box J-173, BROADCASTING.

Immediate opening for morning announcer with pleasant, mature voice and 1st class license. Good opportunity for man who can follow tight format on good music station located in major Michigan market. No rock and rollers or drifters. Rush tape and resume immediately, Box J-174, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Five-station radio-tv group seeking bright, fast-paced d-j. Send resume, tape, picture to Box J-175, BROADCASTING.

Seeking top-quality sports play-by-play man for radio-tv group in midwest. Must be bright and fast. Send resume, picture and tape to Box J-177, BROADCASTING.

Adult good music format station in Pennsylvania's Lehigh valley needs good staff announcer with first phone. No maintenance, strong on announcing. Box J-193, BROADCASTING.

Can you do a good job of play-by-play high school football, and basketball? Settled announcer with sports and general staff experience should apply to Box J-198, BROADCASTING.

Morning man to start July 22 . . . Must be able to wake up big audience with mature though humorous personality. Adult station with pop music format and full commercial load. Age 25-35. Send tape and complete resume including salary requirements. Part time sales to add income if desired. Your references will be checked thoroughly. Write Redd Gardner, G.M. KCRG, Cedar Rapids, Iowa.

First phone announcers, some engineering. WAMD, Aberdeen, Maryland.

Expanding southeastern group needs announcer-newsman, announcer-salesman, and announcer. Send photo, complete resume, tape first letter. Bill Murchison, WBCA Radio, Bay Minette, Ala.

Leading all-negro station looking for best dj's in the nation for 24-hour operation. Must be considered best in the field or no need to apply. Send letter and tape to Charlie Parish, WCLS, Box 887, Columbus, Georgia.

Well established negro operation looking for negro combination announcer-first class engineer. Apply letter and tape to Charlie Parish, WCLS, Box 887, Columbus, Georgia.

Immediate opening for announcer with first ticket at one of Maryland's great stations—WDMV, Pocomoke—fishing, hunting, ocean beach paradise! Send tape to Dick Newman at once!

Needed two announcers for our operation in Henderson, N. C. Present announcers going to our television station. Write Nathan Frank, WHNC, P.O.B. 1041, Henderson, N. C.

Mature, experienced announcer for permanent position that pays well. WICY, Malone, N. Y.

New major fulltimer needs combo announcer. First phone required. No maintenance. Send resume, photo, tape to WISZ, 2113 N. Charles St., Baltimore, Md.

Announcer, 1st phone—5,000 watt midwest independent has immediate opening. Emphasis on air work, little maintenance. Run own board. Send tape, photo, references, complete resume, first letter, WMIX, Mt. Vernon, Illinois.

Country music dj . . . good opportunity in Atlanta market for mature announcer able to hard-sell, ad-lib commercials, entertain on c&w. Must have thorough background in all these phases. No drunks or floaters. Send tape & letter to Wm. B. Hill, radio station WTJH, East Point, Georgia.

Help Wanted—(Cont'd)

Announcers

It's a fact—First phone announcers earn more money. Secure your future with an FCC first class license. Five (5) weeks. Guaranteed. Free Placement for graduates of Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Technical

Proficient radio engineer for Southwest resort city. Box J-98, BROADCASTING.

Chief engineer for directional am in major midwest market, who knows all phases of maintenance. Prefer one who is good announcer, and can do some production. Box J-105, BROADCASTING.

Immediate opening 1st radio telephone engineer. Some board work. Ideal work conditions. 40-hour week. Good starting salary. Contact Norman Bauer, KSPT, Sandpoint, Idaho. Phone Congress 3-2179. Personal interview necessary.

Engineer-announcer wanted. No maintenance required. Must have good voice, and furnish references, photo, and audition tape, plus salary requirements for a 40 hour week. First letter to WTIK, Box 1571, Durham, North Carolina. All new broadcast equipment 5,000 watts power, located in new radio building. Excellent working conditions. Need immediately.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Production—Programing, Others

Sports director for radio-tv in big ten city. Accurate and authoritative play-by-play a must. Also experience in writing and aggressively covering local sports for daily radio and tv shows. Send resume, photo and football play-by-play tape to Box J-96, BROADCASTING.

Wanted: Live wire newsmen not afraid to make contacts and work. Must be able to write as well as report news. Excellent salary and opportunity for advancement. Send full particulars 1st letter Box J-129, BROADCASTING.

News editor wanted for Ill. kilowatt metropolitan, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

If you deliver news in bright, authoritative style, send tape, resume and picture to midwest five-station radio-tv chain. Box J-176, BROADCASTING.

Top flight newsmen wanted by top rated independent radio station. Two radio equipment—beepers etc. Heavy emphasis on local news. Excellent salary plus talent, paid vacation, retirement benefits etc. Opportunity for advancement with chain operation. Send full particulars and tape to P.D., WAMS, Wilmington, Delaware.

Situations Wanted—Management

Need a manager? Employed in Florida's largest market willing to learn and work diligently for small or medium market. Florida preferred but consideration of others. Box J-135, BROADCASTING.

I'd sooner radio. Mature, dependable broadcaster with Master's degree in tv seeks position of responsibility with solid, well-equipped am, network affiliate, medium market, pleasant climate. 6 years experience, 3 as P. D., New York state. Pleasant voice, authoritative delivery. Production-minded, detail conscious. Thorough knowledge of music. Station management my goal. 26, married, 1 child. Box H-268, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General Manager. Sales background. First phone. 17 years broadcasting. Top references. Box J-163, BROADCASTING.

Professional broadcaster, white, with management experience. Available negro station management. Knowledgeable in negro market sales, research, motivation, agency contacts. Presently employed upper five market. Box J-186, BROADCASTING.

Award winning and Money-Making Manager/sales manager. Aggressive but not obnoxious. 15 years strong sales and community leadership. Cost conscious. Not looking for retirement berth, have one now—but challenge in medium or major market. Able to invest. Salary? Let's discuss it. Highest trade, community and personal references. Box J-188, BROADCASTING.

Working manager, former owner, experienced all phases, sales, programing, administration, "launching CP's." Small or medium market. Bob Brown, 701 Monroe, Ft. Atkinson, Wisconsin, Jordan 3-6179.

Situation Wanted—Sales

Salesman—first license—minor announcing. Excellent references—progressive station anywhere. Box J-152, BROADCASTING.

Desire position with good future. 18 years in broadcasting, 4 years on sales. 42, family. Prefer west-southwest. Box J-179, BROADCASTING.

Creating a new humorous morning personality was tough, but I've been number one ever since. For good sized yearly income and you may take advantage of this creation. Box J-180, BROADCASTING.

Sales manager available soon for your market. Resume on request. Box J-200, BROADCASTING.

College graduate (business administration). Announcer-engineer, married, age 23, now employed but want in sales or management or combo-sales. With present 5 kw directional 2½ years. David Shaver, 54 Anderson Place, Morgantown, W. Va.

Veteran disc jockey (Cue) 10 years experience. Available now! 174 W. Pine, Mt. Airy, North Carolina.

Announcer with first phone, would like to relocate within 150 to 200 miles of Chicago. Box J-183, BROADCASTING.

Have top 40 disc-jockey ready for immediate employment. Young, extremely eager, and conscientious. Please contact me if interested. Charles F. Walker; Program Manager; Radio Station WKDA, Nashville, Tennessee.

Announcers

Boston Area. Announcer/dj with first phone seeks part-time work while attending college. Box J-19, BROADCASTING.

DJ—1 year middle of road experience. 22, single. Wants to swing. Box J-39, BROADCASTING.

Disc-Jockey—newsmen—experienced—top 40 format—bright happy sound. Box J-102, BROADCASTING.

5 years experience—dj, announcer, morning man. Northeast, 31, family. Box J-114, BROADCASTING.

Staff announcer—radio or tv. Straight staff work. No personality Joe or deep voiced golden boy. Light friendly voice. Old fashioned type. No drifter. Box J-157, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer dj effective newscaster. Experienced, college grad., good voice. Willing to travel. Box J-160, BROADCASTING.

Experienced announcer/dj dependable, versatile, young single. Authoritative news, knows top 40 and middle of road. Prefer midwest but will consider all. Box J-161, BROADCASTING.

Attention midwest: DJ announcer, young, experienced. \$90 per week. Modern bright sound. Prefer nighttime. Strong on news. Box J-162, BROADCASTING.

Night personality . . . 15 years experience . . . seeking major market all night show. . . . Good music format only. . . . Box J-165, BROADCASTING.

Wide awake morning man. Versatile, dependable, willing to follow directions. Box J-167, BROADCASTING.

Am a fish in a very large pond . . . doing & writing news, beeps, S.O.F. phone-shows. Am of the old school . . . mature, slower & deep, not this bright-bright-bright and robustly youthful sound. Any medium/large ponds like a new, grown-up fish. Also, my audition tape will be bad, lifeless. Hire me anyhow. You'll be glad you did. Box J-170, BROADCASTING.

Personality, jock, experienced. Authoritative newscaster. Not prima donna, or floater. Dependable. Box J-172, BROADCASTING.

8 years experience—1st phone, prefer southwest Ohio area. Personal interview. Box J-196, BROADCASTING.

Authentic authoritative announcer. Two years broadcasting, limited newspaper, sales, college. Box J-205, BROADCASTING.

Giant killer looking for a beanstalk. No. 1 April '63 Hooper rated night time jock in major market, beating the big one. I'm the magic harp which produces the golden goose (to your ratings) and brings in the big bag of gold. Contact Jack: Box J-208, BROADCASTING.

Swingin dj—news-production-ideas and programing. Want metro market. 7 years experience. Married. 2 children. For information call 503-382-4564.

Graduation class of twelve first phone-announcers experienced and non experienced available for all parts of U. S. Box 1058, Sarasota, Fla. 955-0320.

D.J./announcer, excellent on news. Graduate Midwestern Broadcasting School. Young, married, dependable, ambitious. Prefers midwest area, but will locate anywhere, tapes available. Bud Bartels, Route #1 Box 19, Eau Claire Michigan. Phone HO 1-5354.

Ex-program director, music director, announcer looking for position with stable facility. Good, rich versatile voice, college graduate, with excell of abilities. Desires to work in either Cleveland, Washington, D. C. or California areas. Send inquiries to Bob Arnold, 22 Manchester Pl. Silver Spring, Md.

First phone, some experience, age 19, available immediately. Box H-245, BROADCASTING.

Engineer, 1st phone. 13 years am-fm experience. Chief engineer 2½ years. Maintenance, construction, production, technician. Box J-87, BROADCASTING.

Chief engineer and announcer—wants to relocate. Preference country. 3 years experience in announcing, engineering and sales. Box J-128, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Engineer/Announcer wants more than just a job. Ably performs chief's duties, pulls good board shift, writes copy, supervise entire inside operation. Call Johnny Jay; Bakersfield, California FA 4-3615.

First phone engineer with experience, references. Relocate Michigan, Ohio, Indiana area. All replies answered, Rogoff, 641 E. 96th St., Brooklyn, N. Y.

Chief engineer available immediately. 20 years experience. AM fm directionals. Consulting type. First class stations only. Exchange reference. Box J-185, BROADCASTING.

SITUATIONS WANTED

Production—Programing, Others

Family man, 40, can do varied duties from pushing broom to administrative job. Tactful with people. P.D. music librarian, public service, sports—good references. Box J-155, BROADCASTING.

Is there an angel in or around angel town? Willing to gamble on a long shot? Left media but needs break to get back, experienced at p.d., music librarian, sports, operations, staffman, married, 40. Bondable and hungry. You can't do a good deed when you're dead—do it now! Box J-156, BROADCASTING.

Newsman wants position in southern or midwestern market. One year's experience including editorial writing. Have college degree. Box J-164, BROADCASTING.

News or program directors position . . . also do sports play-by-play. . . . Young, aggressive, family man . . . 10 years experience, finest references . . . small or medium market. Box J-178, BROADCASTING.

Wanted: Medium market, \$600 monthly, and p.d. position. Well qualified! Box J-182, BROADCASTING.

Aggressive newsman seeking medium to large market with strong news operation. Experienced in gathering, writing, editing, and airing news plus sports, editorials, special events, interviews, public relations. College degree—radio-tv. Excellent references including present employer. Box J-190, BROADCASTING.

News—Top delivery, editing, copy, able, experienced and literate. Experienced panel and participation work. Larger market, northeast preferred. Box J-194, BROADCASTING.

Triangle alumnus. Top chain, plus major tv ad agency are best references. Seasoned announcer. Incomparable background all phases, including journalism. Pennsylvania's major markets desired. Call Gil Fryer, 814-OW 54395. For SOF & tape write P. O. B. 113, Hollidaysburg, Pennsylvania.

TELEVISION

Help Wanted—Managerial

Seeking general manager for tv and radio stations in midwest. Person perhaps sales manager now looking for general manager position. Production background helpful but not necessary. Excellent opportunity. Box J-195, BROADCASTING.

Opening August 1st for enterprising solid citizen who can sell and who has enough experience to manage full time 1,000-250 w Texas station serving market exclusively. Good salary commission and ultimately ownership participation if right man. Prefer someone now living in southwest. Wire or write Burton Bishop, 17 South 3rd St., Temple, Texas.

Help Wanted—Sales

Immediate opening for an experienced tv time salesman in a fast growing tv market. Network affiliated station. Salary plus commission. The right man can expect a five-figure gross income. Reply To: Harry C. Barfield, Station Mgr., WLEX-TV, Lexington, Ky.

TELEVISION

Announcers

Network affiliated station, southeastern market, has opening for tv announcer with good background as MC. Must also be proficient in news, weather, and editorial writing. Send resume, picture, references and tape. Box J-22, BROADCASTING.

Major eastern market network affiliate has opening for experienced radio-tv staff announcer. Good tv booth work a necessity. Send resume, photo, tape or film to Box J-201, BROADCASTING.

Technical

Qualified tv engineer trainee with first phone for Texas vhf. Box J-99, BROADCASTING.

Engineer of good character, best technical qualifications for south Texas vhf. Box J-101, BROADCASTING.

Top market station looking for negro personnel experienced in programing and engineering, both radio and television. College degree desired. 1st class license required for engineering. Box J-203, BROADCASTING.

Television transmitter operator, first phone license required. Send full details to KMVI-TV, Box 550, Wailuku, Hawaii.

Qualified studio engineer with Ampex VTR experience. Large new studios. Full power channel two. Phone collect Chief Engineer, Hobart Paine, 252-5611. KOOK-TV, Billings Montana.

Immediate opening for experienced tv director in Salt Lake market. Call or send resume, references to Lamar Smith, KUTV-TV.

TV director—will consider radio man who is strong on board. Send resume, and salary requirements to WSYE-TV, Box 314, Elmira, New York.

Experienced technicians for permanent positions beginning September. Apply now. Salary to \$9,000. Send resume and references. Chief Engineer, WTTW, 1761 E. Museum Dr., Chicago 37, Illinois.

Production—Programing, Others

Top market station looking for negro personnel experienced in programing and engineering, both radio and television. College degree desired. 1st class license required for engineering. Box J-204, BROADCASTING.

Dedicated news director for midwest vhf located in state capitol . . . must be good administrator who can organize his staff and stringers into an efficient, hard hitting department. Public affairs documentaries, creative writer and top on-the-air performance necessities. If this is you, send resume, photo and audition tape to Box J-97, BROADCASTING.

Newsman. Radio and television, capable leg and airman with small market station experience, who can gather, write and air news; journalism education background preferred; married; veteran; stable and dependable with good references; salary commensurate with experience and ability. Write or phone W. P. Williamson, Sr., WKBN, Youngstown, Ohio, Sterling 2-1145.

TELEVISION

Situations Wanted—Management

General and/or sales manager. . . 10 years top tv management in medium or major market. . . Excellent record of organization, sales and profits. . . Box J-119, BROADCASTING.

15 years highly successful TV & radio sales experience, top network O&O stations major midwest markets. 10 years TV—all categories, 5 years radio. Excellent references. Relocate. Box J-154, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Opportunity . . . is what I am seeking. The opportunity to pit my skills and experience against the challenge of making more profit for your station. I am a young family man, have more than a decade of experience in every phase of station operation. Currently I am assistant sales manager in a major eastern station. But I want more challenge. What are the problems facing your station? Sales not rising as quickly as they should. . . . Not getting your share of local or national . . . rates not competitive? Let's talk. Box J-187, BROADCASTING.

Sales

Proven television sales record in local and regional. Other successful previous media background. Seek sales management or national opportunity. Box J-169, BROADCASTING.

Announcers

Television/radio experienced announcer. Let my tape do the talking. Box J-171, BROADCASTING.

Experienced announcer all types television air work plus radio. Currently top personality in small market. Earned \$8,700 last year, but have reached peak. Will consider initial cut for right potential. Box J-191, BROADCASTING.

Currently employed versatile, creative television announcer. Top voice quality. Four years experience. If you have a job with a future, check my qualifications. Box J-192, BROADCASTING.

TV newscaster. Twelve years radio and television experience. Mature, reliable. Box J-209, BROADCASTING.

Announcer—5 years experience, booth, camera. Dependable, versatile. Prefer northeast. Bill Gallagher, 4096 Garland Drive, Jackson, Michigan. 517-787-2498.

Triangle alumnus. Top chain, plus major tv ad agency are best references. Seasoned announcer. Incomparable background all phases, including journalism. Pennsylvania's major markets desired. Call Gil Fryer, 814-OW 54395. For SOF & tape write P. O. B. 113, Hollidaysburg, Pennsylvania.

Technical

Transmitter engineer desires job—8 years experience in radio—5 years in tv. Box J-159, BROADCASTING.

First phone, available immediately. TV radio experience. Willing to relocate. Box J-199 BROADCASTING.

First phone, excellent engineering background. Need experience at TV level, hence wages are not big item. Age 35, will relocate. Dave Davis 26 Central Ave., Shelby, Ohio.

Production—Programing, Others

Director producer-writer, 7 years experience looking for progressive station. Available July 1st. Box H-129, BROADCASTING

Award-winning news director, editor, reporter, writer, announcer. Nine years radio, television, newspaper. Local, regional, major-metropolitan. Special events, documentaries. Formerly Time-Life Broadcast and WNAX-KVTV. College, family, 25. Desire solid radio or tv permanence. Among quality references, current employer will explain pending lay-off. Tom Houghton (Edwards), WPBC, Minneapolis. Phone 612-789-4356.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, BROADCASTING.

WANTED TO BUY—(Cont'd)

Equipment

Want to buy W. E. 506-B-2 fm transmitter for spare parts, in particular the three tubular tuning assemblies in D-153823 power amplifier unit. J-20, BROADCASTING.

Wanted used microwave towers to support two 10 foot parabolic antennas. 150 foot self-supporting, 200 and 300 foot guyed models. Box J-103, BROADCASTING.

Wanted: Mobile trailer about 15 to 18 foot for remotes . . . should be in good condition . . . for Michigan. Box J-181, BROADCASTING.

Wanted—all microwave equipment needed for local remotes, vidicon camera chain, two RCA-TP-16 projectors. Send age, condition, price and photographs if possible Box J-189, BROADCASTING.

Raytheon or RCA microwave STL wanted immediately. Box J-202, BROADCASTING or call EN 2-5680, N.Y.C.

Wanted to buy: Used Gates "yard" console, or equivalent make, in good operating condition, no modifications, also, used consolette. Chief engineer, KDIA, 327 22nd St., Oakland, Calif.

Wanted: Used Western Electric 1126 C limiter or used Progar limiter. State price and condition. WLBK, DeKalb, Ill.

Non-profit, non-commercial Michigan State University student radio station desires used tape cartridge units now, or in near future, send information to Tom Moller, 453 Los Feliz Dr. Santa Barbara, Calif.

For Sale

Equipment

Federal 3 kw transmitter fm model 192-A. \$1500 cash. Will demonstrate operation. Bob Adams, KUTE, 217 W. Broadway, Glendale 4, Calif.

Schafer Spotter with memory unit. Records 200 commercials and selects next scheduled spot at random. First quality equipment, tape deck is by Ampex—finest made. Remote control unit permits announcer to by-pass memory unit and select any of the 200 commercials. Perfect alone, or as first step to automation. Make an offer. Bill Dahlsten, WLPO, LaSalle, Ill.

2 DUMONT TV camera chains—TA 124A complete with viewfinders, cable, etc. Consider all offers. Station Manager, Box 7158, Austin 12, Tex.

Used UHF 1 kw RCA Transmitter excellent condition, immediate delivery, a bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

Five kilowatt RCA transmitter, now tuned to 1250 kc. Model 5-C water cooled WRYT, Inc., Pittsburgh 30, Pa.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Will trade Magnecord PT6A Transport and case for PT6V record playback amplifier or sell for \$135.00 KVTW, Sioux City, Iowa.

Business Opportunities

Syndicator salesmen calling on radio, tv stations. Sales representation in exclusive territories available. Excellent commissions, including renewals. Box J-130, BROADCASTING.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue \$2.50. Show-Biz Comedy Service (Dept BJ) 65 Parkway Court, Brooklyn 35, New York.

Sportscasting—Significant book of principles essential to play-by-play and sports news reporting. Clothbound. \$5.00 SPORTSCASTERS, 1361 Maple Dr., Logan, Utah.

Radio Stations: Tell the importance of radio with your own monthly Newsletter. Personalized with your call letters. A great local promotion, low as \$39.50 monthly. Write: Radio Reports Newsletter, 1186 Arlington Lane, San Jose 29, Calif.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 10, October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

INSTRUCTIONS—(Cont'd)

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting date for this accelerated class is September 9th. For free brochure write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

DISPLAY

Situations Wanted—Management

FORMER AM STATION OWNER READY FOR NEW CHALLENGE!

RED OR BLACK INK . . . FULLTIME OR DAYTIME . . . WHATEVER YOUR STATION LET'S TALK. MIDWEST PREFERRED . . . FINANCIALLY QUALIFIED. YOUR REPLY KEPT IN CONFIDENCE.
BOX J-166, BROADCASTING.

Announcers

SPORTSCASTER

15 YRS., NOW FREELANCE N.Y. AVAILABLE COLLEGE FOOTBALL, BASKETBALL; BASEBALL '64. RADIO-TV OP. GOOD MARKET. INT. OWN EXPENSE. AIRCHECK. TOP REFS.
MIN. \$200 WK.
Box J-153, BROADCASTING.

TELEVISION

Situations Wanted—Management

AT HOME on Madison Avenue, Michigan Blvd., Montgomery Street and Wilshire Blvd. Five years VP National TV Rep. firm. Five years national Sales Manager, General Manager, Major Market NBC-TV station. Eight years Major motion picture studio executive. Ran 50,000 watt AM station. Sales Director transcription company and allied assigned. Thorough knowledge all station functions including programing, news, union negotiations, merchandising, public service and sales.

BOX J-207, BROADCASTING.

WANTED TO BUY

Stations

OWNERSHIP OR ACTIVE CONTROL Station within 100 miles New York City. Financially responsible broadcasters seek to acquire another property. Small or large, am or fm, winner or loser, all considered. Confidence assured

BOX J-184, BROADCASTING.

UNIQUE BROADCAST FRANCHISE OPPORTUNITY

For the first time in the history of the broadcasting industry, a franchise offer is being made in one of the most basic and vital facets of the business—never before opened to outsiders. The franchiser is one of the best known companies in our field; the name will be instantly recognizable to you. Qualified franchisees will have an immediate assured income following a most modest investment, and the cherished opportunity to be in business for themselves. Applicants must be responsible members of their communities and broadcast professional, heavy in sales background. Only 13 men in the nation will qualify—one each in the following major markets: Boston, Minneapolis, Dallas, Memphis, San Francisco, Seattle, Pittsburgh, Atlanta, St. Louis, Denver, Houston, Richmond, Kansas City. Reply today; this is the opportunity of a lifetime.

Box H-81, BROADCASTING

For Sale

Stations

Mid-West Major Regional Priced \$600,000—Fla. medium 5 Kw. \$150,000 with \$17,500 down—Oregon single regional \$87,500—New Mexico medium regional \$87,500—Washington metro regional \$115,000—Ark. medium regional \$150,000—Texas single regional money-maker \$115,000. Many others!

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

MID-WESTERN DAYTIME STATION

Ideal for owner-operator. New building, equipment, towers and own considerable acreage, also, which could be sold off as building lots, if desired. A steal if you're capable of cash, or will consider terms to a financially stable individual or firm. Reply to
BOX J-206, BROADCASTING.

For Sale—(Cont'd)

Stations

GUNZENDORFER

ARIZONA—\$20,000 down for FULLTIMER with real estate asking \$89,500. "A GUNZENDORFER Exclusive."

WASHINGTON—FULLTIMER asking \$55,000. With \$15,000 down. "Easy payout." "A GUNZENDORFER Exclusive."

CALIFORNIA—DAYTIMER Good Mkt. Requires \$52,200 down. Exclusive

TV—West Mkt. Asking \$115,500. Down \$60,000.

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

NORTHEAST

Profitable daytime grossing over \$85,000 under absentee management. Can be improved greatly with owner-operator. Price \$100,000 cash or \$125,000 with good terms.

BOX J-109, BROADCASTING

MOUNTAIN STATE

5 kw low dial fulltimer, 1962 gross over \$130,000. \$21,000 down will handle. Balance on easy terms. Golden opportunity for owner-operator.

Box J-138, BROADCASTING

MAJOR MIDWEST MARKETS

Daytimer with low dial position and fixed sign on. Good earnings; Excellent potential. \$225,000 down with long terms on balance.

Box J-151, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.

1736 Wisconsin Ave., N.W.
Washington 7, D. C.

STATIONS FOR SALE

Daytime station serving market of 150,000. Non-radio owners anxious to sell. Priced at \$78,500. Down payment and terms to be agreed upon.

JACK L. STOLL & ASSOCS.

Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

N. E.	small	fulltime	\$100M	29%
Ala.	single	daytime	75M	terms
S. E.	small	profitable	90M	cash
Tenn.	single	daytime	48M	terms
S. E.	small	local	23M	SOLD
Mass.	medium	regional	185M	29%
Pa.	suburb	daytime	120M	terms
And others.				

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

Continued from page 73

applicant for new AM in Hastings, Neb., for leave to amend application with respect to financial showing. Action June 27.

BROADCAST ACTIONS by Broadcast Bureau Actions of July 9

WTAO Cambridge, Mass.—Granted renewal of license, including alternate main.
K71BD, K77BE, K83AS Lakeport, Calif.—Granted licenses for UHF TV translator stations.

KENS-TV San Antonio, Tex.—Granted CP to change aux. trans. and ant. location, type ant., ERP to 8.8 kw vis. and 4.4 kv aur., and ant. height to 290 feet (aux. trans. and ant.).

KREM-TV Spokane, Wash.—Granted CP to replace expired permit to make changes.

WPTZ(TV) North Pole, N. Y.—Granted extension of completion date to Sept. 1.

■ Granted licenses for following VHF TV translator stations: K06CW, Intermountain Television Ltd., Fall River Mills and Adin; K13FJ, Central California Communications Corp., San Ardo; K08EE, K10EQ, K12DV, Potter Valley Television Association, Potter Valley; K12DU, Standard Radio & Television Co., Saratoga-Los Gatos, all California; K03BS, Bill Hoover, McAlester, Okla.; W05AC, Skyway Broadcasting Co., Tryon, N. C., and Landrum, S. C.; W06AC, W10AC, W12AF, Claremont Television Inc., Claremont, N. H.; K06CN, Pinos Altos TV Association, Silver City and surrounding area; K11FT, Rodeo Television Association, Rodeo; K09DZ, Mora Questa Translator Co-op, Mora; K07FH, Mimbres TV Association, San Lorenzo; K06DG, Community TV Association Co-op, Red River; K10CG, Aztec Non-Profit TV Association Inc., Aztec and Cedar Hill; K09FR, K11CD, Zuni Tribe TV, Zuni Pueblo; K11FD, Cliff-Gila TV Club, Cliff-Gila, all New Mexico; K07EV, St. Johns TV Committee, St. Johns; K07DX, York-Sheldon Television Association, York-Sheldon; K02BX, R.V.T.V. Repeater Association, Round Valley; K10EO, Kayenta TV Association, Northern Chinle Valley and Kayenta; K04AI, K06AE, K07AP, Prescott TV Booster Club, Prescott, all Arizona.

Actions of July 8

W77AB, W80AE, W83AD Athol, Mass.—Granted licenses for UHF TV translator stations.

K78AW, K82AN Carroll, Iowa—Granted licenses covering changes in UHF TV translator stations.

K77BC Porterville, Calif.—Granted mod. of license to increase ant. height to 29 feet for UHF TV translator station.

KICU-TV Visalia, Calif.—Granted CP to change ERP to 441 kw (DA) vis. and 153 kw (DA) aur.; ant. height to 840 feet; change type trans. and type ant., and make changes in ant. system; condition.

K70CF, K74BF, K78AT Canadian, Higgins and Lipscomb, all Texas—Granted CP's to include Arnett, Okla. in principal community, change trans. location to Canadian, Tex., and make changes in ant. system for UHF TV translator stations.

K09EC Ferry, Wash.—Granted mod. of CP to change primary TV station to KXLY-TV (ch. 4) Spokane, Wash., for VHF TV translator station.

■ Granted licenses for following VHF TV translator stations: K13EX, Bridgeport Public Utility District, Bridgeport, Calif., and specify trans. location as 2½ miles southwest of Bridgeport; K08BT, City of Manitou Springs, Manitou Springs, Colo., and change primary station call to KOAA-TV; K10CV, K03AT, Pahranaagat Valley TV District, rural South Pahranaagat Valley and Alamo; K06CO, K10EE, Moapa Valley TV Maintenance District, Overton and Moapa; K02CI, K03BI, K07CM, K11CN, Lincoln County Television District No. 1, Pioche, Ursine, Panaca and Caliente; K06BL, K10CO, Pioneer Television Association, Indian Springs; K12DN, Beatty Television Maintenance District, County of Nye, Beatty; K10EI, Hurschel C. McKenzie, Mercury; K07DV, K07DU, K09DW, K09EA, K11ED, K11EE, White Pine Television District No. 1, Ruth, Canyon area of Ely and Ely, all Nevada, and specify type trans. and transmitting ant.; W02AB, Community TV Service, Williamsburg, Ky., and specify type trans.; W08AG, W05AB, WIIC Inc., Uniontown and Washington, Pa.; K04AT, St. Francis Chamber of Commerce, St. Francis, Kan.; K08ED, Topeka Broadcasting Association Inc., Marysville, Kan.; K08DH, K06CG, Clifton Chamber of Commerce, Clifton, Kan.; W08AD, W10AB, Tri City Improvement Corp., Bessemer, Ramsey and Wakefield, all

Michigan; W07AE, WDEF Broadcasting Co., Lookout Mountain, Tenn. and Fairland, Ga.; W13AH, Homestead Television Translators Inc., Midland and Lonaconing, both Maryland; W09AC, W11AF, W13AE, Barton Television Translators Inc., Barton, Md.; W13AD, Flintstone Community Television Inc., Flintstone, Md.; W11AB, W13AC, Morgan County Television Translators Inc., Berkeley Springs, W. Va.

Actions of July 5

KAYE Puyallup, Wash.—Granted renewal of license including alternate main and aux.

■ Granted renewal of licenses for following VHF TV translator stations: K04AH, K06AT, K11BP, K13BO, Antenna Booster Association, Story, Sheridan and Fort MacKenzie, all Wyoming; K09EH, K11EO, Baker Electric Cooperative Inc., Cando, N. D.; K08AG, Buffalo T.V. Association, Buffalo; K06AZ, K11BZ, Cody TV Club, Cody, both Wyoming; K10AG, Hettinger TV Association, Hettinger, N. D.; K13AI, Hulet TV Club, Hulet; K04AA, Lovell Byron Cowley TV, Lovell; K10BC, K13BK, Tongue River Translator Association, Acme; K07AC, K09AD, Newcastle TV Association Inc., Newcastle, all Wyoming.

■ Granted renewal of licenses for following UHF TV translator stations: K70AK, Saratoga Television Co., Saratoga; K70AX, Town of Pinedale, Pinedale; K74AF, K82AE, K78AB, Translator T.V. Broadcasting Cooperative Inc., Rock Springs, all Wyoming.

K83AU Spencer, Iowa—Granted license for UHF TV translator station.

KBLA Burbank, Calif.—Granted CP to install aux. trans. at main trans. location.

K11EI Ferry, Wash.—Granted mod. of CP to change primary TV station to KREM-TV (ch. 2) Spokane, Wash., for VHF TV translator station.

K04CS, K09FK, K09FL Panaca, Ursine and Caliente, all Nevada—Granted extension of completion dates to Jan. 5, 1964, for VHF TV translator stations.

■ Granted licenses for following VHF TV translator stations: K02BD, K13CE, Verdigre TV Booster Committee, Verdigre, and specify type trans.; K02AQ, K13BY, Plainview TV Booster Committee, Plainview, and specify type trans.; K04CN, McCook Chamber of Commerce, McCook; K02CF, K08DR, City of Burwell, Burwell; K09FH, City of Ainsworth, Ainsworth; K12DD, Chadron TV Improvement Association, Chadron, and specify type trans.; K13FE, Junior Chamber of Commerce, Neligh; K13EB, City of Bassett, Bassett, all Nebraska; K02DE, K08EF, Chamber of Commerce, Grafton, N. D., and specify name as Grafton Chamber of Commerce; K02CW, K13EY, City of Creighton, Creighton, Neb.; K04CW, Cowles Magazines & Broadcasting Inc., Marshalltown, Iowa; K07EI, Hettinger TV Association, Hettinger; K02DD, WDAY Inc., Jamestown; K04CK, Beach Booster Club, Beach; K07BJ, K11BE, Bowman T.V. Booster Inc., Bowman, all North Dakota; K06CP, K11ES, Dell Valley TV Association, Dell City, Tex.; K09EG, Mott TV Booster Club, Mott, N. D.; K07EZ, K09EZ, Beulah Chamber of Commerce, Beulah, N. D.; K11FN, High Point TV Association, Rural area southwest of Fort Davis, Tex.; K06DF, Texas State Network Inc., Pampa, Tex.; K11FO, Presidio TV Co., Shafter, Tex.; K08BW, Saddle Butte TV Association, Trail City, Glencross and Timber Lake, all South Dakota; K11EJ, K13EC, El Paso Natural Gas Co., El Paso Natural Gas Co. Terrell Plant, Tex.; K07FG, K09FG, Lemmon TV Association Inc., Lemmon, and specify type trans.; K07FJ, KSOO-TV Inc., Sioux Falls; K12DF, K10DU, Deadwood TV Club, Deadwood, and specify type trans.; K12CY, Martin TV Club, Martin, all South Dakota; K11AE, K13CU, Newcastle TV Association Inc., New Castle; K07CR, Seminole Kortes TV Association, Seminole and Kortes Dam Camps; K05AI, Ranchester TV Association, Ranchester, and specify type trans.; K02CP, K09EX, K11AI, Moorcroft Community TV Inc., Moorcroft; K08AJ, K13AS, Lusk TV Club, Lusk; K12AR, Lander Valley TV Association, Lander Valley; K06BR, K08CP, K11ER, K12CM, K13EI, Elk Mountain TV Co., Encampment, Saratoga and rural area and Elk Mountain rural area, all Wyoming, and specify type trans. for K08CP, K11ER, K12CM, K13EI; K09CS, K11CX, K13CV, Beaver Lions Club Television Committee, North Creek area, Adamsville, and Beaver, both Utah; K09EU, K11FA, K13ET, Millard County, Oak City, Leamington and Lynndyl, all Utah; K03AO, K06BI, City of Manitou Springs, Manitou Springs, Colo.

■ Granted CP's to replace expired permits for following new VHF TV translator stations: K08CO, South Platte Valley T.V. Association, Julesburg, Colo.; K05BE, Ram-

sey Mountain Television Association, Lemhi, Baker and Lemhi Valley, all Idaho; K03AY, Ridgway T.V. Association, Ridgway, Colo.; K03BD, Baca TV Co., Two Buttes Resort, Springfield and Elder, both Colorado; K03BP, Springer Community TV Club, Springer, N. M.

Actions of July 3

WNBC New York—Granted licenses covering increase in power, installation of new aux. trans., change to non-DA and change in ant.-trans. location; redescribe trans. location (aux.); conditions; change in ant.-trans. location, change to non-DA, changes in ant. and ground system, installation of new trans. and specify type trans. (main); conditions.

■ Granted licenses for following VHF TV translator stations: K03AN, K07CJ, Daggett County T.V. Department, Dutch John, Manti and Green Lake; K08DP, K10EB, K12DH, Millard County, Scipio and Holden; K09FM, K11FP, K13FF, Manti City Corp., Manti and Ephraim; K02CL, K04CH, K06CQ, K08CE, K10CK, K12CD, Iron County, Modena and Beryl Junction, Kanarrville and New Harmony; K02BU, K04BR, K05BK, Green River Community TV Inc., Green River; K04BL, Escalante TV Association, Escalante, all Utah; K05BY, Gillette TV Association, Gillette, Wyo.; K03BF, K05EU, K07ED, Enterprise T.V. Association, Enterprise; K11DO, K13DI, Emery Town, Emery; K08CF, K10CL, K12CE, Carbon County, Scofield; K03BC, K06CC, K09BO, K11BW, K13BX, Antimony Town Inc., Antimony, all Utah, and specify type trans. for K11BW and K13BX.

■ Following TV stations were granted extensions of completion dates as shown: KMSO-TV (main trans. and ant.) Missoula, Mont., to Jan. 3, 1964; WGAN-TV (aux. trans.) Portland, Me., to Sept. 5.

WTUP Tupelo, Miss.—Granted CP to replace expired permit to install alternate main trans.

Actions of July 2

K70CU, K73BE, K76BN, all Logan, Utah—Granted licenses for UHF TV translator stations.

KPTV(TV) Portland, Ore.—Granted CP to change trans. location, type ant., ant. height to 1750 feet, and make changes in ant. structure and equipment (main trans. and ant.); condition.

KGW-TV Portland, Ore.—Granted CP to change aur. ERP to 158 kw, type trans., ant. height to 1770 feet, and make changes in ant. structure and equipment, install new ant. system approximately 90 feet from original site, and redescribe trans. location; condition.

WZRH Zephyrhills, Fla.—Granted extension of authority to operate sign-off at 8 p.m. for period ending July 31.

■ Granted licenses for following VHF TV translator stations: K03AS, K06BQ, K07CQ, K08CL, K08CM, K10CU, K10CT, K12CJ, K12CT, Sevier County, Richfield, Elsinore, Sevier, Koosharem, Sigurd and Salina; K10BS, Thompson TV Association, Thompson; K07CY, K09CY, K11DF, Uintah County, Redwash and Bonanza and Vernal; K13EF, Weber County School District, Huntsville; K02BN, K05AU, K05BE, Panguitch Lions Club, Panguitch; K13EK, K05BH, Piute County, Circleville and Marysville; K04BC, K05AT, Minersville Television Committee, Minersville; K08CC, K10CH, K12CC, Mount Pleasant City, Mount Pleasant; K08DI, K10DT, K12DK, Ogden Valley T.V. Repeater Association, Huntsville, Liberty and Eden, all Utah, and specify type trans.

Actions of June 27

K07AZ Hoven, S. D.—Granted license covering operation of VHF TV translator station on channel 7, Hoven.

K08CN Ephrata, Soap Lake, Moses Lake and Larson Air Force Base, all Washington—Granted license for VHF TV translator station.

WJDX-FM Jackson, Miss.—Granted CP to install old aux. trans. as main trans. and increase ERP to 77 kw.

WGM-FM Quincy, Ill.—Granted CP to increase ERP to 27.5 kw and install new trans. and ant.

WSPA-TV Spartanburg, S. C.—Granted extension of time to construct on Hogback Mountain to Dec. 27.

■ Granted licenses covering changes for VHF TV translator stations: K05AJ, K13BH, Hot Springs TV Club, Hot Springs, S. D.; W12AD, Alex Radio & TV, Monticello, Ky.; K11FL, Buena Vista Television Inc., Buena

Vista, Salida and Poncha Springs, all Colorado; K09AM, K11AK, K13AK, Wasatch County Commissioners, Heber, Utah; K07AL, K13AC, Fort Benton TV Club, Fort Benton, Mont.; K06DE, Rex M. Shirts, Hailey, Idaho; K09CW, Midnight Sun Broadcasters Inc., Usibelli and Suntranna and Healy, all Alaska.

■ Granted licenses covering changes for UHF TV translator stations: K71AQ, K79AK, Citizens T. V. Inc., Milton-Freewater, Ore.; K73AX, San Luis Valley Television Inc., Romeo, LaJara, Manassa, Antonito and Alamosa, all Colorado; W77AA, Richard E. Abraham, Iron Mountain, Mich.; K77AY, Valley T.V. Club Inc., Nashua, Mont.

Action of June 26

K72BM Olympia, Wash.—Granted license for UHF TV translator station.

Fines

■ By memorandum opinion and order, commission granted application by Paul A. Stewart Enterprises Inc. insofar as reducing from \$500 to \$50 forfeiture ordered by commission on May 1 for unauthorized assignment of license of WRVB-FM Madison, Wis. Comrs. Bartley and Ford abstained from voting; Comr. Cox not participating. Action July 3.

■ By memorandum opinion and order, commission affirmed April 10 action in holding Camellia Broadcasting Inc. and Radio Lafayette Inc. liable to forfeitures of \$1,000 and \$250, respectively, for violating sponsorship identification rules in connection with "teaser" announcements over Lafayette, La., stations KLFY-TV and KPFL, respectively. Comr. Cox not participating. (Third Lafayette station—General Communications Inc.'s KXKW, paid \$250 forfeiture after receiving like April 10 liability notice.) Action July 3.

License revocation

■ By memorandum opinion and order, commission revoked license of Eugene and David P. Slatkin, d/b as Mountain View Broadcasting Co., for WBMT Black Mountain, N. C. (1350 kw, 500 w-D), and deleted call letters; revocation not to become effective until Aug. 25 in order to provide licensee opportunity to wind up affairs. Action June 26.

■ Commission, upon reconsideration and on its own motion, amended its June 26 memorandum opinion and order which revoked license of Eugene and David P. Slatkin, d/b as Mountain View Broadcasting Co., for WBMT Black Mountain, N. C., so as to extend effectiveness of revocation order from Aug. 25 to Sept. 1 in order to provide licensee with opportunity to wind up its affairs. Comr. Cox not participating. Action July 3.

Rulemakings

FINALIZED

■ By report and order, commission finalized rulemaking in Doc. 14992 and reserved channel *17 (now commercial) for noncommercial educational use in Minneapolis-St. Paul. Twin City Area Educational Television Corp., which presently operates *KCTA-TV on channel *2, cited plans of several educational institutions, boards, and public and private school systems as evidence of growing potential and need for second educational TV facility in area. Channel 23 is still open for commercial operation in Twin Cities. Action July 10.

■ By report and order, commission finalized rulemaking in Doc. 14981 and added 1 VHF and 4 UHF channels for educational use in Pennsylvania, as petitioned for by state's Educational Network Study on behalf of Department of Public Instruction. It reserved channel *39 (now commercial) in Allentown and assigned educational channels *36 to Altoona, *3 to Clearfield, *65 to Harrisburg, and *68 to Scranton. Necessitated substituting commercial channel 71 for channel 65 in Shamokin. Required concurrence of assignments was obtained from Canadian authorities. Comrs. Ford and Cox dissented. Action July 3.

PETITION FOR RULEMAKING FILED

■ *WXGA-TV Waycross, Ga.—Requests amendment of rules to reserve channel 8, Waycross, for educational use. Received June 28.



THE COST OF LEADERSHIP IS GOING UP!

College graduates are penetrating more and more into industry. Now 58% of the graduates of men's colleges land jobs directly on the corporate payroll.

Business gets the lion's share of the college product because business *needs* it and can provide challenge and opportunity to the oncoming classes. About 88% of executive posts in business are held by college alumni, according to a recent study of the 100 largest corporations.

Business always will need the college-trained mind for the *brainpower* that management requires and the *brainwork* that research and development demand. Competition by business for the ablest graduates grows sharper every year.

But the cost of leadership is going up. The upward surge in our birthrate, plus a rapid rise in the percentage of high school students going on to college, has caught colleges in a

financial squeeze. Some face serious shortages in classrooms, laboratories, libraries and, above all, in competent teachers.

Corporate support of higher education in ten years has risen substantially to more than \$200 million for 1962. By 1970 this investment in educated manpower will need to reach \$500 million annually if business wishes to insure the continued effective operation of the sources of supply.

College is business' best friend, certainly. But business recognizes that it must *give* as well as *get*. Higher education needs financial help and needs it now. Business should re-examine its needs and plan its support accordingly.

If you would like factual data on what the college crisis means to you, to business and to the nation, write for the free booklet: "COLLEGE IS AMERICA'S BEST FRIEND", c/o Higher Education, Box 36, Times Square Station, New York 36, N. Y.

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OUR RESPECTS to Homer Logan Lane

A vacation visit turned into a career

A father's advice and a next door neighbor's talk about his job led Homer Lane, vice president and general manager of KOOL Radio & Television Inc., Phoenix, Ariz., into broadcasting.

The father's advice: If you want to be a success in life, you must enjoy your work.

The neighbor's job: CBS pageboy.

Homer Logan Lane was then 19 years old (he was born June 21, 1923, in Brooklyn), fresh out of Brooklyn Technical High School (he was graduated in January 1942) and working for \$60 a week in a machine shop.

He hated his job. So, following his father's advice, he quit. His neighbor's stories about his CBS job and the type of people he met on it, led Mr. Lane to decide he too would be a CBS page.

Pay Cut ■ When he journeyed into Manhattan to apply for the job, however, he ended up at Rockefeller Center instead of on Madison Avenue. But he walked out of Radio City that afternoon in the uniform of an NBC page. His salary: \$14 a week.

Mr. Lane's fledgling radio career was interrupted in December 1942 when he entered the Army. While in the service, he met Doris Lanoue of Marshall, Minn. They were married on Dec. 5, 1943. He was honorably discharged in July 1944.

Upon his return to civilian life, Mr. Lane knew 485 Madison Avenue from 30 Rockefeller Plaza. He went to work at CBS as assistant to the supervisor of network operations.

In May 1946, Mr. Lane's network career came to an end as the big city boy and his family headed to the Midwest and his wife's hometown. For the next five years he was program director at KMHL Marshall.

Vacation Move ■ In the spring of 1951, Mr. Lane took his family on a vacation trip to Phoenix. One day, out of professional curiosity, he visited the city's radio stations. When he returned to his hotel that afternoon, he asked his wife how she liked Phoenix. She replied that she liked it.

"That's good," he said. "We're moving here next month."

So in April 1951, Mrs. Lane again left her home town and Mr. Lane became a salesman-announcer for KOOL.

And, though he has risen through the ranks from his first position to his present status of vice president and general manager of KOOL Radio-Television Inc., Mr. Lane is still carrying on his love affair with the microphone.

"There's still enough ham in me," he says, "that I can't stay completely away."

Besides the editorials that he delivers every night, Mr. Lane is well known for his description of the first atomic explosion in the U. S. to be witnessed by newsmen (CBS sent tapes of it to high schools and colleges), his coverage of the Phoenix Open Golf Tournament and his election night reports.

Mr. Lane's climb to vice president and general manager of the KOOL stations followed a steady path. He became program director of KOOL in 1952; station manager in 1953; assistant manager of KOOL-AM-TV in 1956; vice president in 1958, and general manager of KOOL-AM-TV in 1961.

In 1953, while program director of the radio station, he established the *Know Your Candidate* series. Every election year since, between the primary and general elections, the candidates of the major political parties appear on both radio and television to give the citizens of Phoenix and the rest of Arizona a chance to really get to know their candidates for elective office.

Two Needed Steps ■ Mr. Lane thinks there are two important steps which must be taken for broadcasting "to realize its full potential as an instrument for making representative self-government more efficient and more workable." They are repeal of Section 315 of the Communications Act (the equal-time law) and abolishment of Canon 35 (an American Bar Association canon which calls for the banning of all microphones and cameras from court trials).

Mr. Lane calls these two rules "road-

blocks to the free flow of information between the governed and the governing" and in his opinion they "must be removed." He contends that there "is no legitimate reason why the electronic press should be any more restricted than the printed press in covering the news, whether it be political campaign, congressional hearing or debate, city council meeting or courtroom trial."

"History has proven," he concludes, "that freedom dies when the people's right to know is denied or restricted."

Mr. Lane and KOOL Radio-Television Inc. (whose majority owner is Gene Autry) have great faith in the radio medium and foresee a bright future for it. They are currently showing, in a material way, their optimism about radio's future by building new offices and studios for KOOL-AM-FM in Phoenix's Thomas Mall Shopping Center. Television isn't being neglected, either, as KOOL-TV facilities are being expanded with the purchase of an additional building.

(Mr. Autry's other broadcast interests are the Golden West Broadcasters—KMPC Los Angeles; KSFO San Francisco; KEX-AM-FM Portland, Ore.; KVI Seattle—and KOLD-AM-TV Tucson, Ariz. He owns a majority interest in all except KOLD-AM-TV.)

In 1960, Mr. Lane's name was sent to President Eisenhower as a potential member of the Federal Communications Commission. The San Francisco Radio Broadcasters Association made the recommendation and followed it up with an endorsement backed by a formal resolution. The association's 13 member stations resolved, in part, that "Mr. Lane has had broad experience with small stations and large networks; Mr. Lane has made contributions as a civic as well as an industry leader; and the association believes that Mr. Lane is well qualified to be a federal communications commissioner. . . ."

A resume of his civic and industry activities includes participation in over a dozen civic groups and almost as many broadcaster organizations, including his post as vice president of the Arizona Broadcasters Association.

Mr. Lane's first love, after his family (Mrs. Lane; daughter Barbara [Mrs. Warren Cays of Los Angeles]; Steven Homer, 16; Mary Alice, 12; and Thomas Harvey, 11) and his job, is flying his Cessna airplane, which he uses for both business and pleasure trips.

Social organizations of which he is a member include the Arizona Country Club, the Aircraft Owners and Pilots Association and the National Pilots Association.



Mr. Lane

Hot line

THE internationally broadcast CBS-TV *Town Meeting of the World* made two bits of history last week. It was the first use of a satellite relay for a meaningful discussion program featuring international leaders. It was the first instance of satellite censorship by a government that objected in advance to what it feared would be said.

Both bits of history will be repeated.

As a technical exercise, the broadcast firmly established the utility of international transmission. Pictures and sound originating in New York, Denver, London, Brussels and Bonn were mixed as deftly as if they had all come from a single studio. In content the broadcast showed how great is the promise of live discussion between nations and continents. The naturalness and ease of the exchanges among the four world figures—Dwight Eisenhower, Anthony Eden, Jean Monnet and Heinrich von Brentano—were impressive. Although no new solutions to the vexing problems of international relations were offered, the problems were illuminated and the need for settling them underscored by the comments and the attitudes of the participants.

It was an open discussion of a kind that precipitates further discussion among those who witness it. As such, of course, it was destined to be rejected by those who favor thought control. That France of all countries would elect to deny the use of its facilities was an indication of the extent to which that nation has turned its back upon the principles of free discussion that made it the haven of those who felt censored elsewhere. Yet the compulsion to censor television transmissions such as *Town Meeting of the World* is bound to be indulged by other governments at other times. The more the Telstars and the Relays are used for free exchanges of ideas, the more they will be resented by those who wish their own opinions to be dominant.

This is all the more reason for American broadcasters to exploit to their technical limits the new facilities for live telecasting across the seas. The *Town Meeting of the World* is only the beginning of a new era of free discussion among different cultures and conditions of man. If satellites perform no other service, their cost will be justified.

Concerning renewals

IT has come to our attention that the FCC, which constantly points its accusing finger at broadcasters, is violating the law every working day.

The FCC is flouting the law in the handling of license renewals. The last count, as of July 1, showed that nearly 500 stations were under the stigma of deferred renewals for various reasons, including promise versus performance, local live programing in prime time, failure to advertise their renewal applications, purported technical infractions and scrutiny of complaints, crack-pot or otherwise. As of June 1—when the last batch of renewals came up covering New York and New Jersey—there were 269 applications for AM, FM and TV stations processed. Of these, 124 were “deferred” on various grounds. That’s nearly 50%.

How is the FCC violating the law? Read Section 307 (d) of the Communications Act of 1934, as amended in 1952. This section deals with renewals. We quote, verbatim:

“In order to expedite action on applications for renewal of broadcasting station licenses and in order to avoid needless expense to applicants for such renewals, the commission shall not require any such applicant to file any information which previously has been furnished to the commission or which is not directly material to the considerations that affect the granting or denial of such application, but the commission may require any new or addi-

tional facts it deems necessary to make its findings.”

The congressional intent is clear. Congress did not want the FCC to burden stations with paper work and costly procedures every three years when renewals were due. It did not want stations harassed.

Because five members of the FCC have been appointed since the 1952 amendments were enacted, we respectfully suggest, without rancor or histrionics, that these members take another look (it may be the first for some of them) at the law.

Recognition

WHETHER it ever becomes law, the bill introduced last week by Senator Kenneth B. Keating (R-N.Y.) to protect the confidentiality of newsmen’s sources has already served one important purpose for radio and television journalists. It gives them, by name, parity with reporters for other media.

Senator Keating, in specifying that broadcasting and publishing are both parts of the journalism apparatus of contemporary America, has implied that both are entitled to be treated alike in the making of laws. So also, we suggest, are they entitled to the protection of the First Amendment. Perhaps that enlightened view will eventually be accepted by some of Senator Keating’s colleagues in the government who persist in chivying away at broadcasting’s right to be as free as the press.

On Wisconsin

WE admire the spirit and the tenacity of the Wisconsin Broadcasters Association.

In going after Senator William Proxmire (D-Wis.) for his mouthings against radio and TV, the WBA in effect told him to put up or shut up. (The senator in a speech on the floor of the Senate had described radio and TV as “a stultified, overcommercialized bog” and television as being characterized by “planned corruption of public taste.”)

The WBA president, Bruce Wallace, WTMJ-AM-FM-TV Milwaukee, twice has asked the senator to document his charges or admit they were merely expressions of his opinion and not based on fact. Mr. Wallace has reported little progress but has said that WBA won’t give up.

Mr. Proxmire, like many of his colleagues, has found headline pay-dirt in eye-poking at broadcasters.

If all, or even half, of the broadcasters followed the Bruce Wallace-WBA lead and called to book those in public life who slander broadcasting with irresponsible utterances, the fad would soon die.



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REPRESENTING RADIO AND TV STATIONS



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JULY 22, 1963

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THE MEANING OF RESPONSIBILITY*



* WCCO Television awarded its fourth annual scholarship (March 28, 1963) for the study of broadcast journalism at the University of Minnesota. This 4-year scholarship is awarded each year to an outstanding Minnesota high school senior who is interested in a career in broadcast journalism and whose scholastic record and background is deserving of selection. WCCO Television is proud of the record its scholarship winners have established in the University's School of Journalism.

Responsibility to a community is many things. The Broadcast Journalism Scholarship is but one in a continuing effort on the part of WCCO Television to better serve the State of Minnesota and the Northwest.

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L-R 1960 scholarship winner, John Dennison; 1961 winner Dave Mona; R. L. Jones, Director School of Journalism, U of M; F. Van Konynenburg, Executive Vice President WCCO-TV; Marilyn Staubli, 1962 winner; Roland Lovstad 1963 winner; Rollie Johnson WCCO-TV Director of News, Sports and Public Affairs

4
only

**CIVIL
RIGHTS
1963:**

**A public service spot campaign
available free of charge
to any radio or TV station
in the nation**

An outstanding opportunity for broadcasters to serve the national interest in a time of crisis.

The Beginning—On June 11th, President Kennedy took the civil rights problem to the people, on network TV and radio, asked for justice, conscience and fair play.

The Time-Life Broadcast Proposal—We offered to create and produce a campaign of TV and radio spots supporting and implementing the President's call. The series would feature leading citizens appealing to the public for individual responsibility and reason, and would be made available free to all broadcasters.

The Response—The White House gave approval and endorsement, with authorization to excerpt portions of the President's June 11th Address. Leading figures in American public life agreed to film and record the campaign. And from the three major faiths—the United Church Women of the National Council of Churches, the Anti-Defamation League of B'nai B'rith and the National Council of Catholic Men—came sponsorship.

Ready now—A series of spots, running one minute or less, featuring these distinguished spokesmen: The President of the United States; Dr.

William G. Carr, Executive Secretary, National Education Association; Frank H. Heller, President, National Council of Catholic Men; Lena Horne; Senator Hubert Humphrey (D., Minn.); Rev. Martin Luther King; Senator Thomas Kuchel (R., Cal.); Mrs. W. Murdoch MacLeod, General Director, United Church Women; Dr. R. H. Edwin Espy, General Secretary, National Council of Churches; Walter Reuther, President, U.A.W.; Jackie Robinson; Dore Schary, National Chairman, Anti-Defamation League; Sylvester Smith, President, American Bar Association; Roy Wilkins, Executive Secretary, NAACP; Whitney Young, Executive Director, National Urban League.

N.B. We urge that all stations using these spots augment them with messages from state and local leaders, addressing the civil rights problem as it applies to local audiences.

Availability: stations which receive voice-circuit service from the Mutual Broadcasting System, and Radio Pulsebeat News, will have the complete set of radio spots, and will make them available locally. Television stations, and radio stations in cities where spots are not available may contact us direct.

**TIME
LIFE
BROADCAST**

TIME & LIFE BUILDING, ROCKEFELLER CENTER, NEW YORK CITY



every TOM, DICK and HARVEY...

watches
the
COLUMBIA
features
on
television!

COLUMBIA
PICTURES

TOM
HALLER

DICK
GROAT

HARVEY
KUEN

The COLUMBIA features can be currently
seen in more than 130 markets!

Distributed exclusively by

SCREEN & GEMS, INC.



diversity + depth

The diversity and depth of KRLD-TV's programming make it possible for Channel 4 viewers to see and enjoy worthwhile cultural, religious, and educational programs; informative and accurate news and sports coverage; as well as a dazzling array of entertainment. This variety is an integral part of the good life enjoyed by the hundreds of thousands of Texas and Oklahoma men, women, and children who make up our audience.

This variety has made **KRLD-TV the dominant station** in the area for many years.

Now in its 14th year of quality telecasting, KRLD-TV pledges the conscientious use of all its facilities to maintain and improve the diversity and depth of its programming, and to insure its clients the maximum return on their advertising budgets.



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

Youth movement at FTC?

New Frontier, which has poor track record on reappointments to independent agencies, may have change in offing at Federal Trade Commission. Philip Elman, 45, who has served as member since April 1961, during which time he produced famed "sandpaper decision" involving Colgate Palmolive Rapid Shave, may not get nod when his term expires Sept. 25. Mentioned as having inside track is Boston New Frontiersman, Daniel T. Coughlin, 34, who served as law clerk trainee in 1956 with FTC's New York branch and later as trial attorney in FTC's Bureau of Litigation, Washington. He resigned in 1959 to accept appointment as assistant dean, Boston College Law School.

Group ownership study

Several aspects of multiple ownership of broadcast stations are under current study by FCC staff. In addition to status of investment and brokerage houses who finance broadcast properties (CLOSED CIRCUIT, July 15) FCC has authorized Broadcast Bureau, under Assistant Chief James Juntilla, to evaluate current limitation of seven stations in each class (AM, FM, TV) as well as concentration of mass media (newspaper ownership) and overlap factors.

Syndicators segregated

TV film syndicators probably will once again hold their own Television Film Exhibit at 1964 National Association of Broadcasters convention outside official hotel, just as they did last April. Reason: Conrad Hilton hotel in Chicago, billed as world's largest, was judged too small for NAB to allocate TFE space one floor for hospitality suites and exhibits. Decision was reached last week at New York meeting of Bob Rich of Seven Arts and Dick Carleton of Trans-Lux (for syndicators) with Vincent Wasilewski and Everett Revercomb of NAB.

Big blow before hiatus

Bulging agenda will greet FCC at this Wednesday's meeting—final full session before its August recess. To comply with law, which requires FCC to meet at least once a month, pro forma meeting will be held next Thursday (Aug. 1). In unusual action, FCC last week delegated to Broadcast Bureau authority to handle transfer (station sales) cases during recess. Backlog of 232 pending cases is highest in history.

Some FCC members are having second thoughts about desirability of

CLOSED CIRCUIT®

August hiatus, particularly since Congress will remain in session and even some federal judges voluntarily are sitting in D. C. courts to help clean up backlog of cases.

Keeping the business

NBC-TV moved quickly to batten down advertiser commitments immediately after July 17 decision to bump *Robert Taylor Show* from fall lineup and substitute with new *Temple Houston* series (see story, page 60). By late in week, network expected all eight participating advertisers in *Taylor* to move into *Houston* and ninth advertiser to sign up. *Taylor* show was dropped over producer Four Star's difficulty with Department of Health, Education and Welfare. Three advertisers—Buick (McCann-Erickson), Pharmacrast (Papert, Koenig and Lois) and Heinz (Mason)—already were signed morning of July 19, and five expected to sign momentarily (MGM, Helena Rubenstein, S. C. Johnson, Sherwin-Williams, Lehn & Fink). Ninth advertiser expected was John H. Breck Inc.

315 outlook

Want to know what Senator John O. Pastore (D-R.I.) really thinks is going to happen to the current effort proposals to suspend Section 315, political broadcasting law? There will be another temporary relaxation for the 1964 campaign—but again only for presidential and vice presidential nominees. In private conversations, chairman of Senate Communications Subcommittee acknowledges there's not much hope this year for his bill which would exempt permanently from equal-time law all candidates for U. S. Senate and House and state governorships. As for complete repeal: "Not a chance," he says.

Some broadcasters hope to persuade their state governors to push for deeper changes in Section 315. There's chance that subject will come up at this week's national conference of governors in Miami Beach, and resolution supporting Pastore bill probably will reach conference floor.

Touchy subject

Allegations of fairness-doctrine violations leveled at eight Mississippi radio and TV stations have finally reached commission level at FCC—where matter is being treated with extreme caution. Charges, growing out of riots touched off by Negro James Meredith's admission to University of Mississippi, were investigated

by FCC staff last November. Commission is considering letter asking stations for further explanation of broadcasts that, complainants charged, gave only one side of controversy and, in some cases, allegedly incited riots. FCC discussed draft letter twice last week, at regular meeting Wednesday and at special session Thursday, without reaching decision.

Reluctance of some commissioners to encroach on broadcaster freedom, especially in area of editorializing, is only one reason for caution. Another, reportedly, is feeling that commission action would not sit well with powerful southern senators and congressmen. One aspect of problem dismaying to some commissioners, it's understood, is that some stations defended their position on ground that, in their community, segregation is not controversial—everyone is for it.

Section 315 at work

Though sequences of *Farmer's Daughter*, new half-hour series for ABC-TV next season, were filmed on location in Washington few weeks ago, no recognizable politician nor government official is in any scenes. Mock news conferences were staged using actual news correspondents, but political roles were performed in all cases by actors. Producers were warned by legal experts that they should avoid appearances of name people who in near future might run for public office and hence evoke equal-time provision of Section 315. *Daughter* first-run and subsequent re-runs hence would be afforded protection.

Tough on time

FCC is getting tougher on requests for more time in which to answer legal pleadings and to some degree this may be ascribable to commission's newest member, Lee Loevinger. Judge Loevinger, former assistant attorney general in charge of antitrust and before that member of Supreme Court of Minnesota, feels that most requests for additional time are stalls or hinder-and-delay maneuvers. In past two weeks, FCC rejected plea of Association of Maximum Service Telecasters for postponement from July 18 until August 9 for replies on reconsideration of drop-ins in eight markets. It also denied in part request of McLendon station WYNR Chicago for extension of time until Sept. 2 to file summary of facts and suggested conclusions in program investigatory case. Instead it granted on its own motion extension to August 9.

260 CARTOONS

TALES OF THE WIZARD OF OZ



130 CARTOONS

ALL OF THE ORIGINAL OZ CHARACTERS
IN TOTALLY MODERN STORIES.



The NEW Adventures of Pinocchio



130 CARTOONS

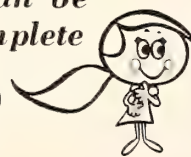
THE STORY OF PINOCCHIO AS
IT HAS NEVER BEEN DONE BEFORE.



Add a new look to your children's programming with the most popular cartoon characters—Pinocchio, Cricket, Gepetto, Wizard of Oz, the Wicked Witch, Dorothy and Toto, Rusty the Tinman, Dandy the Lion, Socrates the Strawman, and the funsome Munchkins—brought to exciting, entertaining life by the magic of animation. In color and black and white.



Each series of 5 minute cartoons can be programmed individually or as a complete 30 minute show.



**Storer
Programs
INCORPORATED**

Offices in: CHICAGO • LOS ANGELES • HOUSTON • ATLANTA/500 PARK AVE., NEW YORK

WEEK IN BRIEF

Prices for post-1948 feature films are at an all time high, which is fine for distributors. TV broadcasters, however, are beginning to worry about product availability; features now down to 1,440. See . . .

PRICES SOAR FOR POST-48's . . . 23

That old standby of bathroom and kitchen, Lysol, is given a modern image through judicious use of TV. By rotating daytime spots among programs, sales were revitalized, manufacturer says. See . . .

LYSOL SALES SUCCESS . . . 26

Broadcasters fight back at congressional belief that legislation is needed to insure fairness in editorializing. Both agree it's fair to be fair, but part company on how this is to be done. See . . .

EDITORIAL FAIRNESS . . . 36

Hollywood meeting among film producers, unions and NAACP seen as start of improved race relations in movie capital. But Negro leader raps stereotype of Negro in films, lack of opportunity in crafts. See . . .

NEGRO PRESSURE POINT . . . 56

AMST asks Cox to abstain from voting in drop-in case. Since commissioner is former Broadcast Bureau chief, group says he shouldn't participate on matters he espoused as FCC staff member. See . . .

COX ASKED TO SIT OUT . . . 52

Call is made for closer relationship between client and advertising agency. Lavin of Alberto-Culver asks that agencies "involve" themselves in affairs of clients, asks for "blunt" and "forthright" views. See . . .

CLOSER TIES URGED . . . 28

Naming of Lord Hill as chairman of Britain's ITA is called political payoff. Attack is mounted by Labor leaders in both Commons and Lords, but appointment is defended by government forces. See . . .

PARLIAMENT ATTACKS HILL . . . 80

Sixty-pound video tape recorder has been getting a workout. ABC-TV has used Machtronics machine for President's European tour, stock car races, and this week it will be used at lumberman's championships. See . . .

MOBILITY BECOMES REALITY . . . 66

Idaho broadcasters lash out at government activities as threat to broadcasting. Group asks for repeal of Section 315, condemns editorializing hearings in Congress, FCC's proposed commercial time limits. See . . .

EQUAL TIME, AD LIMITS HIT . . . 67

In Atlantic City a pretty girl is a melody, but in publicity she's mainstay for catching editor's eye. Here's BROADCASTING's once-a-year round-up of cheesecake which ordinarily doesn't make book. See . . .

PROMOTION IS A PRETTY GIRL . . . 64

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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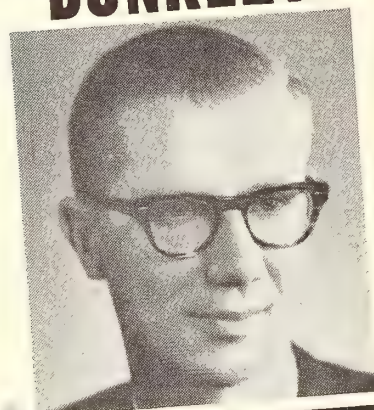
HUNTLEY



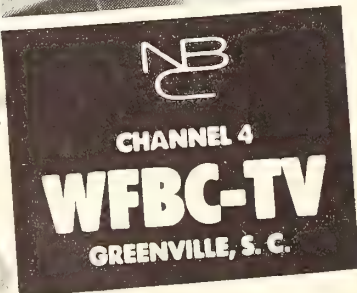
BRINKLEY



"DUNKLEY"



Affiliated With
WBIR-TV
Knoxville, Tenn.
and
WMAZ-TV
Macon, Ga.



PRESTIGE IN THE MARKET

The size of its audience, and its national ranking, both in network news programs and in local area news coverage attest to WFBC-TV's dominance of its market. Within its coverage area this station has consistently delivered an audience for the early evening news **larger than the other two stations serving the market combined.**

In Huntley-Brinkley "Homes Reached" . . .

WFBC-TV's Giant — NBC For GREENVILLE-SPARTANBURG-ASHEVILLE Ranks 24th IN AMERICA

NSI Market Performance Report Fall 1962

"The Giant of Southern Skies", WFBC-TV, competing with the "other giants" among America's top markets which have the famed Huntley-Brinkley Report, ranks 24th in America!

Huntley-Brinkley Report—NBC
Monday-Friday . . . Total Homes Reached—Average 1/4 Hour

No.	NSI Market	Homes
18	Washington, D. C.	125,200
19	Nashville	115,800
20	Kansas City	115,700
21	Sacramento-Stockton	111,400
22	Birmingham	111,200
23	Buffalo	105,100
24	GREENVILLE-SPARTANBURG-ASHEVILLE	104,900
25	Baltimore	97,900
26	Pittsburgh	96,900
27	Lancaster	94,400
28	Providence	93,400
29	Portland, Oregon	91,500
30	Grand Rapids	90,800

. . . And in the Local News adjacent to the Huntley-Brinkley Report, WFBC-TV ranks 23rd in the U.S.!

NORVIN DUNCAN

. . . veteran announcer whose 6:30 p.m. local news of the Greenville-Spartanburg-Asheville scene delivers an audience only slightly less than Huntley and Brinkley. (Pardon the "Dunkley.")

Local News Program Closest to Huntley-Brinkley Report—Based on NSI Fall Cycle 1962

No.	NSI Market	Homes
17	Nashville	113,200
18	Birmingham	107,000
19	Oklahoma City	107,000
20	Sacramento-Stockton	105,400
21	Tampa-St. Petersburg	103,200
22	Washington, D. C.	100,000
23	GREENVILLE-SPARTANBURG-ASHEVILLE	99,100
24	Kansas City	98,300
25	Providence	91,600
26	Buffalo	91,400
27	Milwaukee	90,300
28	Houston	90,200
29	Pittsburgh	86,500

Represented Nationally By AVERY-KNODEL, INC.

FCC RULES BY RENEWAL: OREN HARRIS

Tells editorializing hearing he is 'disturbed' at trend

Broadcasters are losing their freedoms to an FCC position that its interpretation of public interest considerations supersedes all other provisions of Communications Act and Constitution, Representative Oren Harris (D-Ark.) warned Friday (July 19).

Congressman Harris, chairman of House Commerce Committee which "regulates" FCC regulation of radio-TV, said he is "disturbed" because FCC is regulating programs through license renewal proceedings. "There is the real difficult problem that faces the broadcast industry today," he said.

"If we keep going in that trend, the time is going to come when we might as well not have these saving [no censorship] clauses" in the law, Representative Harris said.

His comments were directed at Theodore Shaker, president of ABC-owned TV stations, at Friday's hearing on editorializing by stations (see earlier story, page 36). Mr. Shaker had agreed with Representative Walter E. Rogers (D-Tex.) that Section 326 of act prohibiting censorship gives public, as well as licensees, right to use airwaves.

Representative Harris wanted to know if Mr. Shaker was saying all people in U.S. have inherent right to use frequency. "I see Section 326 as meaning the FCC shall not tell the licensee what to program," he said. "I don't see how

you can get anything else out of it."

Mr. Shaker agreed with congressman's interpretation, also. ABC witness replied "Yes, sir" to contention of Representative Rogers that spectrum is part of public domain. He was accompanied to stand by Harold Neal, president of ABC-owned radio stations.

Rule or Statute ■ ABC witnesses said Congress should not pass statute dealing with editorials as current FCC rules are adequate. Congress should tell FCC what rules it (Congress) wants changed and agency will act accordingly, ABC witness said.

ABC networks do not editorialize but five owned TV and six radio stations do, Mr. Shaker said. "Our policy was formulated upon the belief that the free expression of opinion and thorough discussion of public issues are vital to the exercise of our responsibility as a licensee of the FCC," he said.

ABC's stations make every effort to present opposing viewpoints on controversial matters, he said, and stations are prohibited from endorsing candidates for political office. Decisions on subject matter of editorials rest with individual stations and are not controlled by network, Mr. Shaker said.

Following Friday testimony, hearing adjourned with eye toward National Broadcast Editorial conference this week in Athens, Ga. (see page 42).

are 13 episodes of *Hazel* for 1963-64 season. Additional filming is expected to resume in late September or early October, it was said.

Intertel would convert sets if it had UHF CP's

Chicago-based television marketing consulting firm says it's ready, under certain conditions, to invest up to \$2.5 million in TV set-conversion in event it secures UHF construction permits in maximum of five markets.

Intertel Inc., which is also TV program producer and syndicator, disclosed plan in opposing petitions for FCC reconsideration of decision to deny short-spaced VHF drop-ins in seven markets (see story page 52).

Intertel said Friday (July 19) it is interested in UHF ownership in at least one and possibly as many as five of markets involved in rulemaking.

Company says it would invest up to \$500,000 in each market in which it

secures UHF permit to convert sets.

Cost would be passed on to set owners, but it would be "nominal," according to Intertel.

Company said, however, it would be interested only in markets where there are no more than two VHF stations, where third VHF cannot be allocated, and where UHF station has chance of affiliation with network.

Intertel is headed by William DuBois, who founded company last year. He was formerly vice president of Independent Television Corp., which he helped establish, and served with Ziv TV and ABC-TV in Chicago.

In another opposition to petitions for reconsideration, Association for Competitive Television said commission kept faith with public when it denied drop-ins.

ACT, which represents UHF stations, contended that, in proposing all-channel legislation, FCC said it was attempting to promote UHF as means of providing more channels for local service.

ACT said commission shouldn't depart from this policy. Instead, association said, commission should demonstrate confidence in ability of UHF to provide service.

Jerrold receptor claims cleared by FTC

Jerrold Electronics Corp., Philadelphia, was cleared Friday (July 19) of Federal Trade Commission charges that it misrepresented nature and effectiveness of company's TV receptors. FTC dismissed, for lack of proof, 1961 charges that Jerrold made false advertising claims for TV receptors.

FTC had charged Jerrold ads for TV receptors falsely claimed it is antenna; adjustable and has tuning device; superior to rabbit ears, indoor antennas and out-performs roof top antennas and utilizes entire wiring system of home or apartment as antenna.

Three chains report first half profits

Financial reports for first half of 1963 announced Friday (July 19):

Storer Broadcasting Co.

	1963	1962
Earned per share*	\$ 1.28	\$ 1.48
Net income		
after taxes**	2,931,654.00	3,618,366.00
* Based on 2,289,986 shares of common and Class B outstanding as of June 30, compared to 2,438,181 in 1962.		
** After deduction for loss of \$256,247 net after taxes on sale of <i>Miami Beach Sun</i> in May 1963.		

Capital Cities Broadcasting Corp.

	1963	1962
Earned per share	\$ 0.80	\$ 0.52
Net broadcasting income	8,281,528.00	7,314,395.00

Integration of crews or boycott, sit-ins

Threat of boycott of sponsor's product, sit-in and other demonstrations was voiced to Hollywood film companies making program series and commercials for television unless technical crews are integrated.

This was edict of NAACP to film industry and union leaders at meeting Thursday (see page 56), revealed at news conference Friday (July 19) by Herbert Hill, labor secretary of Negro organization.

Target date for integration of production crews begins with resumption of filming of NBC-TV's *Hazel* series, sponsored by Ford Motor Co. *Hazel* series was chosen because it is one of first regular series to resume filming and, according to Mr. Hill, because Ford is friendly to Negro.

Already completed, according to Screen Gems which is producing series,

WEEK'S HEADLINERS

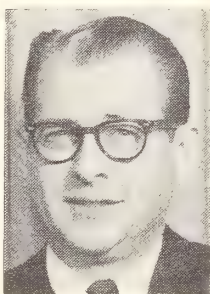


Mr. Burnham

Donald C. Burnham, VP in charge of industrial group of Westinghouse Electric Corp., Pittsburgh, elected president-chief executive officer and member of board of directors, succeeding **Mark W. Cresap Jr.**, who resigned for reasons of health. **John K. Hodnette**, executive VP, elected vice chairman of board of directors. **Gwilym A. Price** continues as Westinghouse Electric Corp.'s board chairman, a post he has held since 1955. Mr. Burnham, 48, joined Westinghouse in May 1954 as VP in charge of manufacturing and continued in that capacity until last year when he was named head of corporation's industrial group. Mr. Hodnette joined Westinghouse in 1923. He was elected VP in 1948, general manager of industrial products in 1949, member of board of directors in 1955 and executive VP in 1958. Mr. Price served as president-chief executive officer of Westinghouse from 1946-58. Mr. Cresap joined Westinghouse in 1951 from New York and Chicago management consultant firm of Cresap, McCormick and Paget. After four years as VP and assistant to president, he was elected executive VP, deputy chief executive officer and member of board of directors. Mr. Cresap became president in 1958 and following year was designated chief executive officer.

Robert W. Robb, executive VP and general manager of Reach, McClinton & Co., New York, elected to succeed

retiring President **Harold L. McClinton**. Mr. Robb joined agency as senior VP in 1957 having previously served at N. W. Ayer and Calkins & Holden. Mr. McClinton continues with agency on some account matters. **Daniel M. Bernheim**, treasurer and senior VP, elected chairman of executive committee, and **John H. McCullough**, president of agency's Boston subsidiary, Reach, McClinton & Humphrey, elected chairman of board of directors. Mr. Bernheim joined Charles Dallas Reach Co. in 1953 and became treasurer and senior VP of Reach, McClinton following merger between Mr. Reach and Mr. McClinton in 1957. Mr. McCullough has been VP of Doremus & Co., VP and director of H. B. Humphrey, VP of Humphrey, Alley & Richards and president of Reach, McClinton & Humphrey since 1959.



Mr. Chapin

with Taft organization for past 13 years. He joined company's Cincinnati outlet, WKRC-TV, in 1950 as local sales manager, subsequently advancing to general sales manager and assistant general manager. For four years Mr. Chapin maintained headquarters in New York City where he served organization as eastern sales manager.

Donald L. Chapin, in charge of national sales for Taft Broadcasting Co., elected VP in charge of sales, replacing **Kenneth W. Church**, who retired last month. Mr. Chapin has been in TV industry since 1943 and

In 1958 he returned to Cincinnati and was elected VP in charge of national sales. Taft Broadcasting Stations are WKRC-AM-FM-TV Cincinnati and WTVN-AM-FM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT-TV Lexington, Ky.

Draper Daniels,

veteran advertising executive and for past nine months national export coordinator for U. S. government, joins McCann - Erickson, effective Oct. 1, as executive VP in charge of central region, with headquarters in Chicago. Before taking government assignment, a post to which he was appointed by President Kennedy, Mr. Daniels worked at Leo Burnett Inc. Joining Chicago agency in 1954, he served successively as VP in charge of copy, executive VP in charge of creative services, and chairman of agency's executive committee. This marks Mr. Daniels' return to McCann-Erickson. From 1944 through 1946 he worked in New York with Jack Tinker, creative head of company.



Mr. Daniels

Philip H. Cohen, management supervisor for American Tobacco Co. account at Sullivan, Stauffer, Colwell & Bayles, New York, elected senior VP. Mr. Cohen joined SSC&B in 1946 and formerly served as VP and director of agency's radio-TV department. He has been member of board of directors since 1959. Prior to joining SSC&B, Mr. Cohen was with Ruthrauff & Ryan.

For other personnel changes of the week see FATES & FORTUNES

Income before taxes	2,060,940.00	1,347,455.00
Income taxes	1,099,385.00	714,428.00
Net income	961,555.00	633,027.00

Dividends announced Friday:

Transcontinent Television Corp., 12½ cents a share, payable Aug. 15 to stockholders of record July 31.

Screen Gems Inc., 15 cents a share, payable Sept. 27, to stockholders of record Aug. 23.

Auditors to be asked for ratings advice

National audit organizations will soon be consulted on approach to non profit corporation that would supervise auditing of ratings services under plan of National Association of Broadcasters. Principle was agreed upon Friday (July

19) by executive committee of new Rating Council and of NAB's research committee meeting in New York. Also attending were representatives of American Association of Advertising Agencies and Association of National Advertisers.

Progress ahead of deadlines was also reported by Donald H. McGannon of Westinghouse Broadcasting, chairman of committee and of council, on subcommittee work on criteria and standards, and on design of questionnaire for ratings services.

NAB's research committee also expects to have facts by mid-September on design and model of Radio Advertising Bureau's proposed radio study. Joint discussions by RAB and NAB groups on radio venture were reported.

Nationwide to OB&M, continues with ABC-TV

Switch of \$4.5 million Nationwide Insurance account from Ben Sackheim Inc. to Ogilvy, Benson & Mather was announced last week. Nationwide, which last year billed \$2 million in TV advertising, will spend \$1.8 million next season in five ABC-TV purchases.

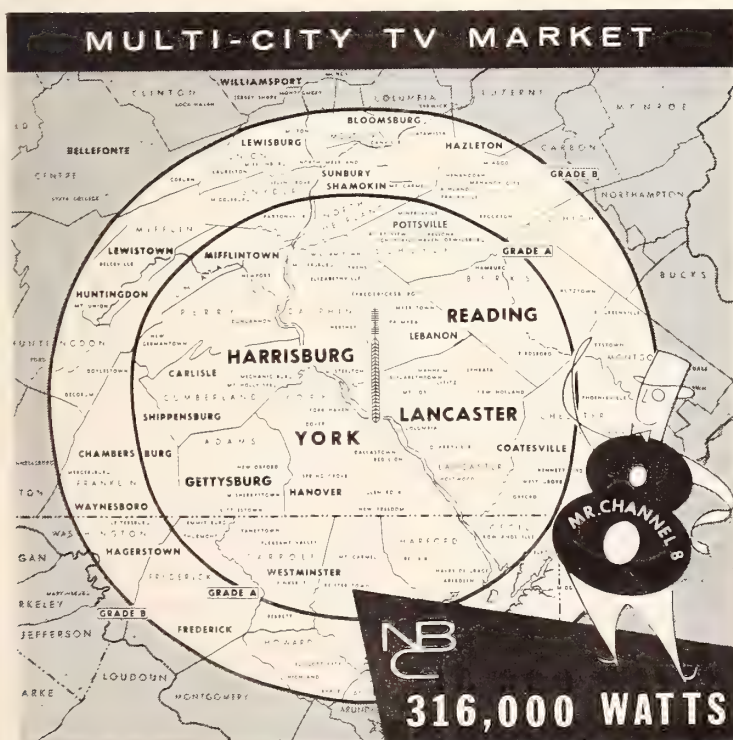
Company, which last year sponsored *Howard K. Smith: News and Comment* on ABC-TV, has alternate sponsorship of *Issues and Answers*, program next season, buying Howard K. Smith segment of show. In addition, Nationwide has 26 minutes of participations in four shows—*Travels of Jaimie McPheeters*, *Wagon Train*, *McHale's Navy*, and *Challenge Golf*.



The Port of New York Authority

**GREATER
CAPACITY
TO RENDER
SERVICE**

WGAL-TV does the BIG-selling job



This **CHANNEL 8** station is more powerful than any other station in its market, has more viewers in its area than all other stations combined. Hundreds of advertisers rely on its alert ability to create business. So can you. Buy the big-selling medium. Advertise on WGAL-TV.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco
BROADCASTING, July 22, 1963

EXPERIENCE AT YOUR COMMAND! RCA SERVICE...



FROM REPAIRS TO COMPLETE OVERHAUL

- Video tape recorder service
- TV camera overhaul
- Antenna inspection measurements
- Microphone & pick-up repairs
- Transmitter performance measurements
- Custom fabrication
- Installation supervision
- Console repairs
- TV projector service
- Microwave service

Broadcasters have selected RCA for dependable service over the past 30 years.

To guard performance of all your equipment... simply telephone one of the following field offices: Atlanta (phone 799-7291), Chicago (WE 9-6117), Camden (GL 6-7984), Hollywood (OL 4-0880). Or contact Technical Products Service, RCA Service Company, A Division of Radio Corporation of America, Bldg. 203-1, Camden 8, N. J.



The Most Trusted Name
in Electronics

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

JULY

July 20-23—Twenty-third annual **National Audio-Visual Convention**, Sherman House, Chicago. Keynote speaker will be George Murphy, vice president of Technicolor Inc. and former actor, producer and motion picture industry spokesman.

July 22—Deadline for comments by interested parties in the FCC investigation of changed rates for private telegraph and telephone lines.

*July 23—**Television Advertising Representatives seminar** on television commercials, 9:30 a.m.-12 noon, at Steve Allen Theatre, Hollywood, Calif.

July 25-27—**National Broadcast Editorial Conference (NBEC)**, co-sponsored by Henry Grady School of Journalism and the Georgia Association of Broadcasters, at the University of Georgia, Athens. Keynote speaker is Representative Oren Harris (D-Ark.). Participants include FCC Commissioner Kenneth A. Cox; communications attorney Theodore Pierson of Washington, D. C.; Dr. Mary Ann Cusack, National Association of Broadcasters; Ralph Renick, vice president of WTVJ(TV) Miami; George Campbell Jr., executive vice president of Peoples Broadcasting Corp., Columbus, Ohio; and Howard K. Smith of ABC-TV.

July 28-Aug. 1—**Radio Broadcast Seminar of Barrington Summer Conference**, Barrington College, Barrington, R. I. Lecturers include: Dr. Eugene R. Bertermann, president, National Religious Broadcasters; Ralph Brent, president, Worldwide Broadcasting; Dr. Clarence Jones, chairman of board, World Radio Missionary Fellowship (HCJB).

AUGUST

Aug. 4-6—**Atlantic Association of Broadcasters convention**, Newfoundlander hotel, St. John's, Newfoundland.

Aug. 5—Effective date for new **Emergency Broadcast System**, which will eventually allow all radio stations to stay on air during war alert (BROADCASTING, July 8).

Aug. 11-15—**Second annual NCTA Management Institute**, sponsored by National Community Television Association in cooperation with the extension division of University of Wisconsin, Madison.

*Aug. 14—**Second annual TV Day**, Georgia Association of Broadcasters, Macon.

Aug. 19—**Eighth annual Distributor-Manufacturer-Representative conference**, Jack Tar hotel, San Francisco. Chairman of the conference planners is Elvin W. Feige, president of Elmar Electronics of Oakland.

Aug. 20-23—**Western Electric Show and Convention (WESCON)**, San Francisco's Cow Palace. Papers include: "Telstar" by Irwin Welber of Bell Telephone Laboratories; "Relay" by Warren Schreiner of RCA; "Syncom" by Dr. Harold A. Rosen of Hughes Aircraft Co.; "Comsat" by Wilbur L. Pritchard of Aerospace Corp.; "Commercial Communications Satellites" by Beardsley Graham of Spindletop Research.

Aug. 23-24—**Oklahoma Broadcasters Association convention**, Western Hills State Lodge, Wagoner. Speakers include Oklahoma Governor Henry Bellmon, Ed Bunker, President of Radio Advertising Bureau, and Robert Richardson, special counsel to the House Subcommittee on Investigations.

Aug. 27—**Board of Broadcast Governors hearing**, Ottawa.

SEPTEMBER

Sept. 5-8—**Annual fall meeting of West Virginia Broadcasters Association**, The

Greenbrier, White Sulphur Springs.

Sept. 6-7—**Fall meeting of Arkansas Broadcasters Association**, Holiday Inn, North Little Rock. LeRoy Collins, NAB president, will be principal speaker.

Sept. 6-7—**Arkansas AP Broadcasters Association**. Principal speaker is AP Assistant General Manager Louis J. Kramp.

Sept. 8-11—**Western Association of Broadcasters annual meeting**, Jasper Park Lodge, Jasper, Alberta, Canada.

Sept. 9-12—**New York Premium Show**, New York Coliseum.

Sept. 10—**Premium advertising conference of the Premium Advertising Association of America**, New York Coliseum.

Sept. 10-12—**Fall meeting of Electronic Industries Association**, Biltmore hotel, New York City.

Sept. 11-14—**Eighteenth international conference and workshop of Radio-Television News Directors Association**, Radisson hotel, Minneapolis.

Sept. 12—**Luncheon meeting, Federal Communications Bar Association**, FCC Commissioner Lee Loevinger, speaker. National Press Club, Washington.

Sept. 12-15—**Annual fall convention, Michigan Association of Broadcasters**, Hidden Valley, Gaylord, Mich.

Sept. 13-22—**International Radio, Television & Electronics Exhibition (FIRATO)** at the R.A.I. Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch television channels.

Sept. 14-15—**Southwest Regional Conference, American Women in Radio and Television**, Houston.

Sept. 15-16—**New York State AP Broadcasters Association**, Gran-View motel, Ogdensburg. Don Jamieson, president of the Canadian Association of Broadcasters, will be the speaker at the Sunday evening banquet. Sunday afternoon and Monday morning will be taken up with business sessions, followed by a tour of the St. Lawrence Seaway aboard a U. S. Coast Guard vessel.

Sept. 15-17—**Louisiana Association of Broadcasters convention**, Sheraton Charles hotel, New Orleans.

*Sept. 16—**New deadline for comments on FCC's proposal to control the development of AM and FM radio services.**

Sept. 17—**Annual stockholders meeting, Rollins Broadcasting Co.**, Bank of Delaware Building, Wilmington, Del.

Sept. 17-19—**American Association of Advertising Agencies' western region meeting**, Mark Hopkins hotel, San Francisco.

Sept. 23-25—**Nevada Broadcasters Association**

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:

Oct. 14-15, Statler-Hilton hotel, Hartford, Conn.

Oct. 17-18, Leamington hotel, Minneapolis.

Oct. 21-22, Pittsburgh Hilton hotel, Pittsburgh.

Oct. 24-25, Americana hotel, Miami Beach.

Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.

Nov. 18-19, Texas hotel, Fort Worth.

Nov. 21-22, Denver Hilton hotel, Denver.

Nov. 25-26, Fairmont hotel, San Francisco.

Since when did Blair become the top radio network?

Since National Radio Survey No. 1!

National Radio Survey No. 1, recently completed by Pulse, Inc., scored 1,344,000 home impressions per average quarter-hour for Blair Radio Group Plan stations—more audience than the total affiliates of any network drew.* This same survey, the largest national personal interview radio survey ever made, brought out other eye-opening facts about Blair Radio Group Plan audiences—

- During the average quarter-hour, Blair delivers more large families than the affiliates of any other network.
- 74% of the adults listening to Blair stations are between

eighteen and forty-nine years old.

- 982,000 homes listen to Blair stations in the wee hours. We've got a booklet full of other facts. Every fact documented. Every fact guaranteed to shake up any preconceptions you may have about radio, if you don't already know the power of America's most influential group of radio stations!

*based on total network affiliate station audience, Sun.-Sat., 6 A.M.-12 midnight.

Contact the nearest Blair office: New York / Chicago / Atlanta / Boston / Dallas / Detroit / Los Angeles / Philadelphia / St. Louis / San Francisco

THE BLAIR GROUP PLAN





DAVID AND BATHSHEBA

Sofas into Loges

Remember when "home movies" meant baby's first steps, sister's first party dress or Dad's first barbecue at—or of—the new house?

Today, America's favorite "home movies" are something else again. They're the high-quality, recent-vintage, Hollywood motion pictures that NBC-TV has been bringing into the nation's living rooms every Saturday and Monday night.

Next season the parade continues unabated.

Our '63-'64 schedule for "Saturday Night at the Movies" and "Monday Night at the Movies" is the most glittering yet. Among the 60 first-TV-run films from Metro-Goldwyn-Mayer and 20th Century-Fox are such stand-outs as:

"David and Bathsheba"—the Darryl Zanuck spectacular, starring Gregory Peck as the warrior king and Susan Hayward as the temptress he found more formidable (and formly) than Goliath.

"The Band Wagon"—the cheery musical in which Fred Astaire and Cyd Charisse have a ball

THE BAND WAGON



with the Howard Dietz-Arthur Schwartz score and the bright, waltz-to-waltz dialogue of scripters Betty Comden and Adolph Green.

"The Seven Year Itch"—the screen adaptation of the Broadway comedy-hit, with the late Marilyn Monroe completely beguiling as summer-bachelor Tom Ewell's dream girl.

Those are but a handful of the films making their network premieres on the Saturday and Monday night series during the coming season.

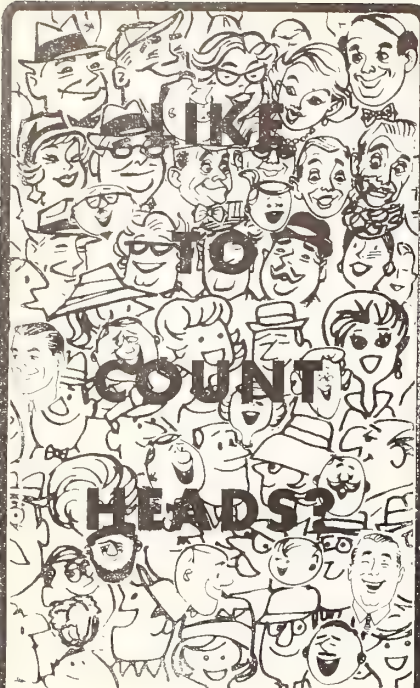
Nearly three-quarters of the pictures are color

films, and about the same proportion had their first movie-house showing after 1955. The 30 M-G-M movies on the schedule are the first ever released by that studio for network television.

None of the foregoing good news should come as too much of a surprise to the millions who've made a twice-weekly habit of watching full-length, prestige films on NBC-TV. The viewers' resounding verdict: the pictures are swell, the seating's ideal and the ushers are just like members of the family.



Look to NBC for the best combination of news, information and entertainment.



You can Get Ahead by Counting Heads in This Unusual Contest!

Clues to Head you in The Right Direction!

Shown here are only a handful of the heads to be counted in the triple rich North Carolina Market of New Bern, Greenville and Washington. Heads that will turn in your direction when you advertise on the big new television station coming to this market!

GET RICH CONTEST!

You'll show you have a good head on your shoulders when you plan ahead to use Eastern North Carolina's only television station with ABC's Wonderful World of TV!

First Prize:

A Case of Imported Martini Olives Stuffed with Cocktail Almonds

Second Prize:

A Case of Deluxe Martini Olives Stuffed with Cocktail Onions

Third Prize:

A Case of Compact Martini Olives Plain

To the first 5000 Runners-up—A case of genuine North Carolina wood toothpicks for use with all three classes of Olives.

In case of draw—duplicate olives will be awarded. Winners May Substitute Lemon Peels or Onions (unstuffed).

Send your entry to:

GET RICH CONTEST BOX X-12

Broadcasting Magazine
1735 DeSales St. N. W.
Washington, D. C.

CHANNEL 12



Greenville—NEW BERN—Washington

tion first annual convention, Hotel Sanara, Las Vegas.

*Sept. 26-27—Association of National Advertisers' workshop on advertising planning and administration, Nassau Inn, Princeton.

*Sept. 30-Oct. 1—Seventeenth annual convention of the New Jersey Broadcasters Association, Colony motel, Atlantic City, N. J.

OCTOBER

Oct. 1—Advertising Research Foundation's conference, Hotel Commodore, New York.

*Oct. 13-18—Second Advanced Advertising Management Course of the Association of National Advertisers, Hotel Moraine-on-the-Lake, Highland Park, Ill. R. P. Campbell, advertising manager for Post division of General Foods Corp., heads the subcommittee which is planning this course.

Oct. 14-18—Ninety-fourth convention of the Society of Motion Picture and Television Engineers, Somerset hotel, Boston.

Oct. 14-18—Fifteenth annual fall convention of Audio Engineering Society, Barbizon Plaza hotel, New York.

*Oct. 16—Deadline for reply comments on FCC's rulemaking to control the development of AM and FM radio services.

Oct. 17-18—American Association of Advertising Agencies (AAAA) central region meeting, Sheraton hotel, Chicago.

Oct. 18—Indiana AP Radio-TV Association, French Lick.

Oct. 20-21—Meeting of Texas Association of Broadcasters, Cabana hotel, Dallas.

Oct. 28-30—National Electronics Conference, McCormick Place, Chicago. The deadline for the submission of technical papers to the Program Committee is May 15. Papers should be submitted to Dr. H. W. Farris, EE Dept., University of Michigan, Ann Arbor (Telephone: 663-1511, ext. 3527).

*Oct. 28-30—Third annual meeting, Institute of Broadcasting Financial Management, New York Hilton at Rockefeller Center.

*Oct. 31-Nov. 1—Electron Devices Meeting of the Institute of Electrical and Electronics Engineers, Sheraton Park hotel, Washington, D. C. Speakers include John Hornbeck, formerly of Bell Telephone Labs and now president of Bellcom Inc., "Electron Devices for Space Applications"; Victor H. Grinich, Fairchild Semiconductors, "Why Field Effect Transistors?" and Lester F. Eastman, Cornell University, "Super Power Microwave Tubes." Program chairman for the meeting is Mason A. Clark, Hewlett-Packard Associates, Palo Alto, Calif.

NOVEMBER

Nov. 1-2—Oregon Association of Broadcasters convention, Hilton hotel, Portland.

Nov. 1-2—Grand Ole Opry 38th anniversary celebration, Nashville. Agenda includes expanded seminar of sales and programing.

Nov. 4-5—Central Canadian Broadcasters Association management and engineering convention, Royal York hotel, Toronto.

Nov. 6-7—American Association of Advertising Agencies (AAAA) eastern annual meeting, Waldorf-Astoria, New York.

Nov. 10-12—ACRTF Convention, Quebec City, Canada.

*Nov. 10-13—Annual meeting of the Association of National Advertisers, The Homestead, Hot Springs, Va.

*Nov. 17-20—National Association of Educational Broadcasters national convention, Hotel Schroeder, Milwaukee, Wis. Banquet speaker is FCC Chairman E. William Henry.

Nov. 17-20—Broadcasters Promotion Association annual convention, Jack Tar hotel, San Francisco. Joseph P. Constantino, KTVU (TV) Oakland-San Francisco, is convention general chairman.

Nov. 20—American Association of Advertising Agencies (AAAA) east-central region meeting, Statler Hilton, Cleveland.

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*Reg. U. S. Patent Office

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BROADCASTING, July 22, 1963

IMAGE

IMPACT

IMPETUS

IMPETUS IS A WORD IN MOTION

Webster says "... indicating the origin and intensity of the motion."

WOC-TV provides such impetus to advertising schedules by consistent promotions, merchandising information, and constant liaison between the advertiser and his retail outlet.

WOC-TV coverage area is the largest between Chicago and Omaha . . . St. Louis and Minneapolis. Effective Buying Income exceeds 2 billion dollars. There are almost 350,000 TV homes. Need more convincing? See your PGW Colonel today.



Exclusive National Representatives — Peters, Griffin, Woodward, Inc.

DAVENPORT, IOWA

THE QUINT CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

Uncommon Market

WMT-FM, on the air since February, is sold out through December.

WMT-FM

Cedar Rapids, Iowa

Affiliated with WMT-TV & AM; K-WMT, Fort Dodge; WEBC, Duluth

Represented by the Katz Agency



Straight Music organized in basic categories. You order what *you* want, play it in the order *you* determine, add *your own* voices for a completely live, local sound. And cheaper than you can produce it yourself.

Suitable with ATC, Schaffer, Alto Phonic, and most other automation systems. Or with



Main Office and Plant P.O. Box 943 Bellingham, Wash. 733-4567 (Area 206) In New York City TELE-MEASUREMENTS, Inc. 45 W. 45th St. 581-9020 (Area 212)

Not much political profit

EDITOR: You published the breakdown by states on how politicians spent \$20 million for broadcast time in 1962, the information coming from the FCC (BROADCASTING, June 17). Do you think that in the future it would be useful to point out in your reports that generally the money received from politicians for time is not additional money for the stations where programs are involved because the programs are substituted for regularly scheduled commercial programs? The FCC, of course, does not ask for this information but only for the political total, which is fair enough. But the public might get the feeling that broadcasters are being enriched by political parties when, as a matter of fact, it costs a station more to handle a political broadcast than any other type considering the man hours involved in putting one on the air.—*Nathan Lord, vice president, WAVE-AM-TV Louisville, Ky.*

An alternate proposal

EDITOR: While Mr. Richard A. R. Pinkham's comments on the failure of local TV network affiliate stations to make a creative contribution to programming (MONDAY MEMO, July 8) will probably stimulate many replies, I believe it is important that they also stimulate serious thought on the matter, and the confidence to be daring and take a chance on ventures that he finds lacking. Mr. Pinkham suggests that stations pool their financial resources and then find a "showman" and "give him money to develop new writers, new actors, new talents, new ideas." I would like to offer an alternate suggestion. Today many writers . . . potential actors and musicians . . . and most important of all, future TV producers and directors [are] in our universities. Many of our universities are located within the same city or near a local network TV station. It would take little time, money and effort to integrate studio work on campus with studio work in the commercial station. The campus and community are entertained, informed and generally enriched by student plays, musical performances and radio-TV programs. Will not the general public be too? It seems to be in the best interest of the future of TV if the new [talent] which Mr. Pinkham urges stations to find and develop, and which is being developed now on our nation's college campuses, was allowed to make the contribution to our entertainment and culture of which it is capable. It certainly would be one way of refreshing audiences during summer after summer of

reruns.—*Richard J. Weinman, assistant professor, Telecommunicative Arts, Iowa State University, Ames, Iowa.*

Rep reacts to FTC

EDITOR: Not too much has been heard from station representatives about the increasing government intervention into the affairs of broadcasters. Your report ("Now a tight rein on ratings users," BROADCASTING, July 15) has really stunned me, and I hope the effect on other reps will be similar. Mr. Sweeny and the FTC claim a precedent for intervention by citing examples of FTC action in the drug field. I think it is safe to say that very few individuals' lives will be at stake if a station claims to be first in the market rather than stating it is only first in say traffic times. Misrepresentation of a drug's therapeutic value is quite a different matter from discussing a station's relative position in a market. In his closing statement, Mr. Sweeny pretty much invalidates his whole argument. He says ". . . as in any other business, it is up to the broadcaster to get what he pays for. . . ." He's right, it is up to the broadcaster, not the government.—*Robert E. Richer, Robert Richer Representatives Inc., New York.*

Right church, wrong pew

EDITOR: It has been gratifying to hear from so many of the friends I have made in 16 years of broadcasting as a result of a letter in OPEN MIKE (BROADCASTING, July 1). But [it is] rather disarming to be addressed as 'Daniel' when my name has been David for lo these past 46 years. This . . . has come about as a result of the erroneous signature you attached to my letter. To all my friends who might have been misled by the misnomer . . . I am the one and same David B. Highbaugh who was an owner of WHIR Danville, Ky., from 1947 to 1957.—*David B. Highbaugh, president, WAZF Yazoo City, Miss.*

Great expectations

EDITOR: Thank you for the copy of the special report on economic and industrial progress in the Mid-South (BROADCASTING, June 17). I have read through most of the report and compliment you on the excellent coverage given the industrial potential of my section of the country. I have great expectations of Louisiana in this regard and I am grateful to you for the publicity you have accorded the state.—*Senator Russell B. Long (D.-La.), Washington.*

[Reprints of the Mid-South market study are available at 35 cents each; 30 cents each in quantities of 100 to 500, and 25 cents each over 500.]

We're out 1 cabin cruiser

2 motorcycles, 28 transistor radios, 1 outboard motor

But these prizes helped us prove a point.

We held a contest a while back. More to measure the calibre than mere count of our listeners. We called it "The News-More-People-Quote Contest." It lasted 28 days and brought in 18,874 replies.

By today's standards of around-the-world cruises and \$100,000 checks, the prizes were not spectacular — and deliberately so. We were out to prove the *quality* of our audience.

And we made it difficult for a contestant to enter. First, he had to listen to the station on a regular basis to hear the latest "quote clue." This was generally a quotation taken from a recently broadcast statement by some prominent national or local figure. The trick was to identify who said it — and then to mail in this identification to the station. If this entry was correct, then it became eligible to be included in the drawing for prizes.

Considering the prizes and the difficulty in entering, the response was substantial and it told us plenty about the quality of our particular audience. (1) They like to be informed. (2) They remember what they hear. (3) They respond intelligently.

Isn't *this* the kind of attentive, responsive audience you're looking for each day? In weighing your client's media problems, no doubt *your* answer is "yes." So why not call your Petryman today.



WFAA-AM-FM-TV
Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

A 'dirty' commercial cleans up on prizes

[In May, PurOlator Products Inc., Rahway, N. J., began a television campaign for its air, gas and oil automobile filters, featuring a girl who gets greasy and grimy changing the filter while her male companion sits and watches. In his MONDAY MEMO, Mr. Tegen writes of the planning, testing and merchandising of the commercial.]

How did we make the "World's Dirtiest Commercial?"

Bluntly, we had cracker-barrel sessions with the copy group from J. Walter Thompson. These were brainstorming sessions where our complete advertising department got a chance to have its say.

We then made the following charges to the agency:

- Win awards . . . we want to be talked about.
- Sell the product . . . we want the motorist to ask for a filter.
- Build us a consumer brand name.
- You must talk forcefully to the trade . . . you must get them excited.
- You have no limitations on your TV approach.
- If we miss, we'll try again.

Certain problem areas were recognized:

- We have a low interest level product.
- We want to build the PurOlator brand name. (A PurOlator is not a percolator.)
- The average motorist is vague about filters, what they are and when they should be changed.
- Our commercial must be so memorable that there is instant recall. After all, the motorist only needs a filter twice a year.

We decided to make one hard-sell oil filter commercial and one soft-sell commercial and treat the air and gasoline filters jointly in a separate spot.

Inspiring the copywriter at this point becomes critical. If you woo him and make him a dedicated member of your team, the dividends are enormous. Someone ought to write a book on the art of inspiring a copywriter so he thinks only about *your* product.

Once the copy direction takes shape, the producers and art directors come up with a storyboard. I have only one thing to say here. If you like it and you can get it past your legal department, leave it alone.

Next come the casting sessions. One word of advice here, too. Stay away!

At this point, there is a trick that can save an ad manager a lot of money and at the same time provide a lot of

inspiration. This is a TV workshop. The best agencies have one.

For \$200 we made a dummy commercial in the agency's own shops (without props and costumes, of course). This enabled the director, producer and copy chief to get an insight into the personalities of the actors, camera angles and timing. The result was a slight modification in the storyboard.

The "World's Dirtiest Commercial" was filmed in 4½ hours by Wyld Productions in the Fox Studio, New York.

Four days later, the agency showed us a terrible 35 mm workprint . . . 105 seconds long. This, of course, led to enormous compromises to reduce the story to 60 seconds.

After everything is trimmed down to 60 seconds, sound scoring for musical background becomes the final decision. In our case we had exceeded the budget, so we hired a bargain-priced symphony orchestra: one violin, one bassoon and one accordion. In about three or four days, we were privileged to view that wonderful first print.

To merchandise what we were all quite proud of, we booked it over a local TV station at midnight and again at 7 a.m. and had all the employees tune in. In this way we got the grapevine wired up with excitement real fast.

Test Marketing ■ Our market testing was done in different geographical areas: Fresno, Calif.; Las Vegas; New Orleans; Toledo, Ohio; Syracuse, N. Y., and Philadelphia. All the normal testing devices were used, including very expensive audits of service station sales, Trendex, independent personal and telephone interviews and the use of direct mail questionnaires. This led to decisions on how long to run a commercial, frequency and time periods.

Whatever the results you get from testing, guard them carefully. We felt

there were some shortcomings in our TV testing. It seems that we could all know more about the seasonal factor in both our own product sales and the TV audience. When do dealers watch TV? What shows do dealers watch? When does the jobber watch TV? There is still much to do in test marketing.

Enter your commercial in all the TV and art contests. After all, you want to be talked about. We've been very lucky with the "World's Dirtiest Commercial." We've won several national awards, including a special citation from the American TV Commercials Festival for our on-camera spokeswoman, Joan Anderson.

If you have a hot piece of property, get the trade to preview the film; and of course, don't overlook consumer publicity angles.

Part of publicity is getting your own people excited. Indoctrinate them about your plan and why you're doing it. Make them feel part of the program.

Merchandising TV ■ Finally, we used a five-step program to get ready for a sales payout on our TV:

- Warehouse meetings (we've had hundreds of them).
- Our warehouses threw meetings for the jobbers (we provided the talent, they provided the food).
- We went directly to the 60,000 service stations in our TV areas by direct mail (we asked the dealer and jobber to do something . . . to mail back an airmail postcard. This was a three-stage campaign, but it was heavily merchandised to the trade).
- We merchandised by implementing the dealer missionary calls of our own salesmen (without spontaneous dealer enthusiasm, you are dead).
- Our point-of-sale was made strong and readily available. (TV and point-of-sale should merchandise each other.)



Thomas A. Tegen, advertising and sales promotion manager of PurOlator Products Inc., was appointed to the post in January 1962. He joined the firm in 1956 as district sales manager in Chicago on the national accounts staff and was transferred to advertising in 1959. Mr. Tegen was assistant advertising and sales promotion manager before receiving his current post. A graduate of Rutgers University, he was a salesman with Cities Service before joining PurOlator.



FAVORITE THROUGHOUT MARYLAND OCEAN CITY, MARYLAND

WBAL-RADIO 1090  **BALTIMORE** MARYLAND'S ONLY 50,000 WATT STATION
NATIONALLY REPRESENTED BY MCGAVREN-GUILD COMPANY, INC.



YOU AIN'T HEARD NOTHIN' YET, FOLKS AL JOLSON

Nobody could sell a song like Jolson. His overnight success in the first talking movie, *The Jazz Singer*, had a million Americans repeating that film's first spoken words: "You ain't heard nothin' yet, Folks." Here was the pet of every music publisher in the business because above all, Al Jolson was a salesman! But YOU ain't heard nothin' until you've heard your own products and services sold in St. Louis by the cash-ringing salesmanship of Radio WIL. The sure delivery of WIL's dominant personalities delivers a buying audience unmatched in the Big River City because WIL is above all a salesman.

WIL ST. LOUIS

WIL St. Louis

KBOX Dallas

THE BALABAN STATIONS

in tempo with the times

John F. Box, Jr., Managing Director

Sold Nationally by Robert E. Eastman

PRICES SOAR FOR POST-48 FILMS

- Movie backlog drops from 3,350 in '62 to 1,440 today
- With cupboard nearly bare major studios cut package sizes
- Pre-48 standards still in good demand, distributors report

Though an estimated 1,000 post-48 features have been released to TV over the past two years, the market continues brisk and prices high for these films and for selected pre-1948 movies.

Television stations are gobbling up the post-48's at a rapid clip. In July 1961, there were about 2,220 films not released to TV. Now, two years later, there are only 1,440 features in the vaults of major studios.

There was unanimous agreement among feature films distributors and station film buyers canvassed by BROADCASTING last week that there was a buoyant market for post-1948 features and that prices were at peak levels.

A collateral factor that shored up the optimism of distributors was the durability of quality pre-1948 features, with estimates placing up to one-half of features in release for five years or more eligible for renewals in markets in which they have played.

There were several sign-posts last week pointing to a bright picture for feature film. One is that Seven Arts Associated Corp. has paid a guarantee of \$21.5 million for the domestic TV rights to 215 Universal post-48 features. This came to an average of \$100,000 per picture and was regarded in

TV film circles as a "record figure" for a package of this size.

Another bench mark is that Warner Bros. released a package of 25 first-run features for syndication last week and has sold it to each of the five CBS-TV-owned stations at a group price said to be in the neighborhood of \$2.5 million (see story page 24).

The stepped-up activity in features raises the question—the perennial one—of "how long will it be before we reach the bottom?" No one seemed to know the answer to the question. It's like the conundrum of the chicken and the egg.

Backlog Dry-Up? ■ A sampling by BROADCASTING of the major studios—United Artists, Allied Artists, Columbia Pictures, Metro-Goldwyn-Mayer, Paramount, Warner Bros., 20th Century-Fox and Universal Pictures—indicates strongly that the backlog of post-48 features is being "used up" rapidly. With reference to a similar sampling made public 20 months ago (BROADCASTING, Nov. 27, 1961), these salient points emerge concerning the post-48 features of the eight major motion picture distributors:

■ Through Dec. 31, 1960, these companies had a total of 3,050 post-48

features in their backlog. The backlog grew to 3,350 by the end of 1962.

■ As of July 1, 1961 these companies had placed almost 900 post-48 films in release to TV. By mid-July of 1963 this figure has swelled to 1,905.

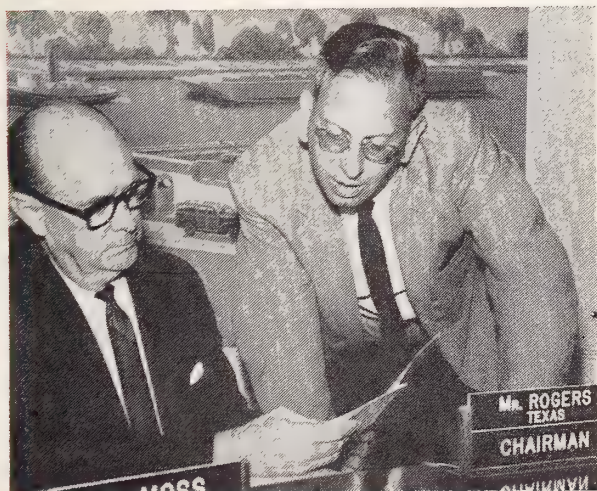
■ As of July 1961 the companies still had approximately 2,220 post-48 features in their vaults, still unreleased to TV. As of mid-July of this year, the figure dwindled to about 1,440.

The sampling underscores a significant point: As time goes on, the number of newly produced films cannot keep pace with the number of films released to TV and eventually, as has been predicted, the well will run dry. From mid-1961 to mid-1963, the compilation shows, the number of pictures not released to TV has declined by 800.

Distributors and film buyers alike agreed that the law of supply and demand is a prime factor in the generally high prices sought and received for features. This situation was summed up by Richard Pack, vice president for programming, Westinghouse Broadcasting Co. (Group W) in the following statement:

"Although we still believe in feature films as good programming, we do not use as many as we did in the past

Blue pencil hovers over broadcast editorializing



Only one congressman got up and said broadcast editorializing ought to be banned, but the FCC and the House Communications and Power Subcommittee made it clear at last week's editorializing hearing that more regulation is in store for licensees who choose to express their opinions on the air.

It was uncertain last week whether the FCC would add to the regulation with more rules or Congress would try to do the job with some new legislation.

Two men who played key roles in the hearing were (1) Representative Walter E. Rogers (D-Tex.), chairman, and Kurt Borchardt, the subcommittee's communications specialist who will take part in this week's National Broadcast Editorial Conference in Athens, Ga.

For details on last week's hearing and the forthcoming conference, see pages 36 and 42.

Warner releases 25 post-48 pictures

Warner Bros. Television division last week announced the release to TV of a new package of 25 post-1948 motion pictures. The new package, "Warner Bros. One," was sold to each of the CBS-owned TV stations: WCBS-TV New York, KNXT (TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, and KMOX-TV St. Louis.

The sale to the stations, estimated at approximately \$2.5 million, is seen as a new step-up in Warner's activity in the sale of motion pictures to TV. The package's release also represents a departure in Warner's policy of selling its post-1948's through other distributors. Seven Arts distributes an earlier package of 175 Warner post-1948's, and United Artists Associated the Warner pre-1948's.

Joseph Kotler, vice president of Warner's TV division, indicated other "pre-release" sales would be announced.

Of the 25 pictures in the package, 19 were released to theaters in 1959

and 1960 and 17 of them are in color.

Among the titles: "The Nun's Story," starring Audrey Hepburn; "The Sundowners," with Deborah Kerr, Robert Mitchum and Peter Ustinov; "The Dark at the Top of the Stairs," featuring Robert Preston and Dorothy McGuire, and "The FBI Story," starring James Stewart and Vera Miles.

The package also has "Look Back in Anger" (Richard Burton and Claire Bloom), "Pete Kelly's Blues" (Jack Webb and Janet Leigh), "The Young Philadelphians" (Paul Newman and Barbara Rush), "Rio Bravo," "The Hanging Tree," "The Miracle," "Ice Palace," "Tall Story," "Up Periscope," "Sergeant Rutledge," "The Crowded Sky" and "Cash McCall."

Completing the motion pictures in the package: "Black Patch," "The Desert Song," "Manhunt in the Jungle," "Rise and Fall of 'Legs' Diamond," "The Rising of the Moon," "So Big," "—30—," "Westbound" and "Yellowstone Kelly."

because of the shorter supply and higher prices. Our stations are buying fewer films than in the past. We program about 10 features a week, as compared to 20 to 30 during the 1950's. Westinghouse anticipated about five years ago that there would be fewer films available and that the pre-48's would be reused and reused.

Price Increases ■ There was unanimity that prices for post-1948 films have risen from two to three times over comparable pre-1948's in the top 50 or 60 markets, although more modestly in the medium-sized markets and only slightly in the smaller markets. A good post-48 feature in New York today will be priced from \$25,000 to \$35,000, and approximately \$16,000 to \$18,000 in Los Angeles.

The pricing situation was discussed by Richard Harper, director, syndication and feature film sales for Metro-Goldwyn-Mayer Television. He expressed the view that stations are willing to pay more for first-run features because they have been proved to be valuable programming; that they are "elastic" properties in that they can be used in different periods of the day, including prime time, and have high rerun value. Mr. Harper asserted that the former practice of selling pre-1948 features in bulk—in libraries of 200 to 700—tended to depress prices. On the other hand, the present pattern of marketing post-48's in comparatively small packages—in lots ranging from 20 but

less than 100—has the tendency of keeping prices high.

The film buyer for a group of stations, while acknowledging that prices generally were high for post-1948 features, cautioned that prices often quoted by distributors can be misleading. He noted that while a first-rate feature film can command \$35,000 in New York, another feature in the same package can garner only \$7,000 or \$10,000 in that city. He added that distributors assemble a package of 25 features and include perhaps 14 pictures that are first-rate; six that are fair and five that are poor. It is up to that station, he stressed, to evaluate each film and place a satisfactory price tag on it.

Small Market Problem ■ Another aspect of the pricing situation was touched upon by the program director of a large station group organization. He agreed that distributors are getting "fantastic" prices in large markets, particularly those with four stations or more in which there is a fierce competitive element.

But he noted that distributors are not receiving financial return commensurate with the value of pictures in smaller markets, which, in turn, forces higher prices in the large markets. He asked: "How long are big markets going to keep paying these high prices?" He felt too that the Seven Arts payment of approximately \$100,000 for each of the 215 features was "high" and this

cost, plus the added cost of distribution, interest to banks, advertising and promotion, would about double the total cost to Seven Arts.

The reason for increased interest in feature films was outlined by Lou Friedland, vice president of MCA-TV and a specialist in station sales. Mr. Friedland, who spearheaded the sale of the Paramount pre-1948 library, starting in 1958, explained there has been expanded station scheduling of features recently in two areas—in early evening and on weekends.

He noted there was a period a year or two ago when some stations began to program "kiddie shows" in early evening hours but said there seems to be a tendency back to movies so that a station can attract the so-called "adult" advertiser, both for the feature film period and the other parts of the station schedule.

Best Rerun Year ■ The substantial business that is accruing to portions of pre-1948 features libraries was noted by several distributors. Erwin H. Ezzes, executive vice president of United Artists Associated, which distributes the pre-1948 Warner and RKO films, reported that "we are having our best rerun year in our history." He explained that many of the contracts for these films were for four or five years and renewals started to come in two years ago on pacts made originally in 1956.

Mr. Ezzes noted that there are several hundred pictures, which he called "perennial favorites," that are attracting renewals at "good prices." He estimates these pre-48's, on renewals, are bringing the distributor 50% to 60% of the first-run price.

The versatile uses of "top-grade" feature films was pointed up by Alan M. Silverbach, director of syndication for 20th Century-Fox Television. He noted that Fox made the first network transaction with NBC-TV for 30 post-48 features, and following network exposure, the films were placed into syndication last September. He reported they have been sold in 45 markets and have grossed more than \$2 million to date. Mr. Silverbach said that features have the value of lending themselves to rescheduling for different audiences and time periods.

Joseph Kotler, vice president of Warner Bros. Television division, said costs-per-picture of Warner products in the future will be higher because the company will be releasing small packages. This policy, he said, has been initiated with a package of 20 post-48 features released last week. Mr. Kotler said this approach was decided upon because many stations, particularly the so-called "movie stations," have large quantities of films on hand and require "a few block-busters" to protect their



Richard Harper

... small packages
keep prices high ...



Erwin Ezzes

... having our best re-
run year in history ...



Alan Silverbach

... features lend them-
selves to changes ...



Joseph Kotler

... costs will be high-
er in the future ...



Robert Morin

... promotional rein-
forcement helps sales

investments in their backlog.

Robert Morin, vice president and general sales manager of Allied Artists, stressed that the success of feature films on TV can be attributed, in part, to the advertising and promotional reinforcement given the time period and the films by the station and the distributor. Allied, he said, has implemented a vigorous advertising-promotion policy and credited this approach with the success of Allied films in many TV markets. He believed the immediate outlook for the feature films "was excellent."

TV committees of MPEAA to be formed in Europe

The formation of TV committees representing member companies of the Motion Picture Export Association of America in principal TV markets of Europe was announced last week by William H. Fineshriber of MPEAA.

Mr. Fineshriber, who returned last week from a six-week tour of European capitals, said the TV committees will devote intensive attention to common export problems. He noted that in-

formal meetings of company managers have been held for the past three years, but the growing importance of the European TV markets now requires a formal organization.

The European committees will now meet regularly under the chairmanship of the following MPEAA regional directors: S. F. Vronick, Paris; Leo D. Hochstetern, Rome; S. L. Beers, Frankfurt, and A. R. Thornton, London.

Mr. Fineshriber visited Italy, Switzerland, France, Monaco, Luxembourg, Belgium, Germany, Sweden, Norway and the United Kingdom.

Two feature packages cost Seven Arts estimated \$33 million

The bullish market for both post-48 and pre-1948 feature films (story, p. 23) was illustrated dramatically last week by announcements that Seven Arts Associated Corp. had acquired the TV distribution rights to 215 post-48 Universal Pictures Corp. features and 228 20th Century-Fox pictures, including 103 post-48's.

Seven Arts' heavy investments in these features is estimated in the vicinity of \$33 million. The transaction with Universal was said to involve a guarantee of \$21.5 million, plus a percentage of the gross. Financial details on the Fox contract were withheld, but estimates are that the deal will call for in excess of \$13 million payment by Seven Arts.

The agreement with Universal grants Seven Arts the free television rights to the 215 features for 10 years for showing in the United States, Canada, Puerto Rico and the Virgin Islands. Universal retains the foreign and pay TV rights.

Titles of the features are not immediately available, a Universal spokesman said, because of "certain legal considerations," but will be dis-

closed later. Included in the 215 films, of which 109 are in color, are the following stars: Rock Hudson, Tony Curtis, James Stewart, Gregory Peck, Shelley Winters, Anita Eckberg, Loretta Young, Janet Leigh, James Mason, Jeanne Crain, June Allyson and Van Heflin.

Universal is a subsidiary of Decca Records, which is controlled by MCA. Under the terms of the consent decree whereby MCA acquired

Decca, MCA agreed not to distribute domestically Universal's pre-1948 features.

Fox Pact ■ Eliot Hyman, president of Seven Arts Associated Corp., announced the details of both the Universal and Fox transactions. Under its agreement with Fox, Seven Arts acquires theatrical and TV rights to 228 features, including 103 post-48's. The remaining 125 are pre-1948 films, previously distributed by National Telefilm Associates.

The new Fox titles include "Bus Stop," "Mr. Belvedere Goes to College," "The Thirteenth Letter," "When My Baby Smiles At Me," "Pick Up on South Street," "The Man Who Understood Women" and "Women Obsessed."

Seven Arts now has almost 400 post-48 features for distribution. It has 175 Warner Bros. and 212 Fox films of this vintage.

The first sale involving the new Fox pictures was disclosed last week by Seven Arts. It sold 70 features, including 50 from Fox, to WABC-TV New York. The remaining 20 were foreign films, including "Rashomon," "The Island," "Cleo from 5 to 7" and "Umberto D."



Eliot Hyman

Lysol sales success laid to TV spots

'MEDIEVAL' IMAGE REVITALIZED AT MINIMUM EXPENSE

A television advertising campaign based on rotating daytime spot announcements was credited last week with affording Lehn & Fink's Lysol soap product "a sharp increase in sales . . . with actually less advertising dollars" than the company had spent on previous campaigns.

In speaking to the Marketing Executive Club of New York, Roger M. Kirk, Lehn & Fink products general manager, said a campaign started three years ago "has done . . . much to take Lysol out of the restricted medieval category which it has been mired in."

He described the campaign as a "unique method of purchasing TV participations that permitted a high degree of dispersion of message. This plan gave Lysol a broad television reach otherwise impossible to obtain for the same dollars."

The plan was described by the company's agency, Geyer, Morey, Ballard, as "unique at that time. But since then, it has been used quite frequently." The plan involved a departure from the then-common practice of daytime TV advertisers purchasing an entire program on a basis of so many times per week.

The Lysol plan, first used on ABC-TV, involved the purchase of a certain amount of spot announcements and rotating them through the same number of programs weekly, so that no more than one spot appeared on the same television program within the given time period.

For Scope ■ Mr. Kirk said the plan

"allowed us, a comparatively small advertiser, to enjoy the full scope of television's usefulness with reach equal to many of the soap giants that seem to dominate the TV scene."

The television—both daytime and nighttime—was prompted by a general corporate re-evaluation of the 70-year old Lysol product. The item, according to Mr. Kirk, had "an almost fanatical core of loyal users," but "was just holding its own in the modern market place."

During the re-evaluation period, Mr. Kirk said that Lysol stopped all advertising. "Surprisingly enough—to put it mildly—sales actually increased," he pointed out. "This phenomenon led some of us to the conclusion that the wrong advertising message can seriously impede rather than build sales." It was felt that "the former theme and direction of the advertising, both psychologically and materially, blocked the growth of the brand."

With the appointment of a new agency—Geyer, Morey, Ballard—Mr. Kirk explained that "a new creative approach to the question of advertising media solved one big problem: how best to bring the modern-day Lysol story to the younger housewives' attention."

"We were convinced it was not for lack of advertising dollars that the communication gap existed between Lysol and new users—but rather where and how the dollars were being spent."

Lehn & Fink turned to television because, according to Mr. Kirk, it "is the greatest means of mass communication

the world has ever known. As the medium that synthesizes sight, sound, motion and illusion, it offered us an opportunity for the most complete exposition of the gratification promised by Lysol.

"Moreover, television provided the most effective means to reach a broad segment of homes in the nation, with emphasis on the first 50 markets."

The results? Mr. Kirk called them "dramatic and clear." He said sales increased with fewer advertising dollars, "and this was accomplished in the face of a steady downward sales trend for Lysol. Furthermore, this sharp increase has continued for three straight years . . . with Lysol sales definitely showing new vitality."

CBS Radio Spot Sales unveils presentation

Let radio sell itself by what it does best: by sound.

Using this as a base, CBS Radio Spot Sales in its new "all-audio" presentation entitled "That Agency Thing" dramatizes radio in a 20-minute production.

Agencies and advertisers will be listening to the tapes today (July 22) as spot sales executives make their rounds. The salesmen also will leave behind a copy of the aural presentation on disk. The presentations begin today at creative departments in agencies located in New York, Philadelphia, Detroit, Los Angeles, Chicago, Atlanta, San Francisco and St. Louis.

The production has original music composed by Bob Thompson who conducted a 28-piece orchestra. The cast stars such names in show business as Herschel Bernardi, Howard Morris, Byron Kane, Paul Frees, June Foray. Producer: Alan Alch Inc., Los Angeles.

Woven into the story are actual commercials prepared for advertisers and broadcast on radio. The presentation is a full musical production that is couched in musical comedy terms but which gets the message through that "radio today is a new medium" and that its limitations are only those bounded by the degree of creativity and imagination of agency and client.

First excerpts were played and the concept introduced by Maurie Webster, vice president and general manager of CBS Radio Spot Sales, at a meeting in Chicago last week. More than 500 agency people sampled the tape at the *Advertising Age* creative workshop. The jacket liner of the disc contains an introduction by Dave Bascom, board chairman and creative director, Guild, Bascom & Bonfigli.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager.

PAMS Productions, 4141 Office Parkway, Dallas 4.

Cabell's (ice cream), two 10's for radio (jingles). Bob Farrar, production manager. Agency: Aylin Advertising. Walter Clark, account executive. Annett Morrow, agency producer.

Blue Ribbon Beef (beef), one 60 for radio (jingle). Bob Farrar, production manager. Agency: Susong Advertising. Paul Miller, account executive and agency producer.

Dividend Bonded Gas, one 60 for radio (jingle). Bob Farrar, production manager. Agency: Bozell & Jacobs. Lloyd Graff, account executive.

Cains Coffee, five 20's for TV (musical tracks). Bob Farrar, production manager. Agency: Lowe Runkle. Howard Neuman, account executive.

Southland Battery, one 60 for radio (jingle). Bob Farrar, production manager. R. B. Young, advertising manager, Allied Battery Inc., producer.

Wolff & Marx Department Stores, one 60 for radio (jingle). Bob Farrar, production manager. Mrs. Marijean Herman, advertising director.

Gulf Oil (gasoline-regional), one 60 for radio (jingle). Bob Farrar, production manager.

Kresge's Variety Stores, one 60 for radio (jingle). Bob Farrar, production manager.

Klein/Barzman, 706 North La Cienega Boulevard, Los Angeles 69.

Eldon Industries (skee-ball), one 60 and one 20 for TV, live on film. Klein/Barzman, producers.

WHO-TV

WHO Radio has always been the vastly-preferred farm station in Iowa. WHO-TV is the natural heir to that preference. There are many segments in which WHO-TV can give you more high-income farm people, at lower cost, than any other station in the U.S. Ask PGW for the facts.

WHO-TV



PETERS, GRIFFIN, WOODWARD, INC.,
National Representatives



ANOTHER VALUABLE ADVERTISING OPPORTUNITY ON **WNBC-TV** NEW YORK

DOUBLE DIVIDEND PLAN

**Delivers a bonus of
one entire quarter's
expenditure . . . dollar
for dollar . . . for you
to use any time dur-
ing the year.**

HERE'S HOW IT WORKS

YOU BUY a minimum of 12 spots weekly, any length, for 52 consecutive weeks.

YOU GET an immediate 10% consecutive week discount,

PLUS a dividend equal to the total dollar value of all your expenditures between June and September.* You may use your dividend dollars for all types of announcement at any time during the year.

*(Except in AAA time, or evening minutes 6:59 PM-1 AM daily.)

IT GIVES YOU MORE FOR YOUR TELEVISION DOLLAR

Ask your WNBC-TV or NBC Spot Sales Representative for complete details.

WNBC-TV 4 NEW YORK

CLOSER AGENCY-CLIENT TIES URGED

Lavin also asks for writer freedom at creative workshop

Exhortations for greater agency-client rapport and for increased freedom for copywriters were the highlights of the *Advertising Age* Creative Workshop held at the Edgewater Beach hotel in Chicago last week. The pleas were voiced by Leonard H. Lavin, president of Alberto-Culver Co., a firm which placed billings of approximately \$25 million in TV last year.

Mr. Lavin said that ideally there should be a "close relationship" between agency and client and that "forthrightness is the cardinal virtue" in the relationship.

"The greatest disservice an agency man can do a client is not to speak his mind," Mr. Lavin said. "I must report, though, the sad news that in my personal dealings with the managers of advertising agencies, I have seldom experienced bluntness . . . And I know that my experience parallels that of other clients."

Mr. Lavin said that the lack of agency candor was due to the fact that "bluntness and frankness and plain talk imply a commitment to the person addressed. And a commitment to a client is something all agencies are reluctant to make. They are more interested in protecting their commission. They don't want to think as the client thinks. They don't want to share his problems. The end result of this attitude is that agencies avoid leveling with clients. They don't want to rock the boat."

No Hold Back ■ Alberto-Culver, Mr. Lavin said, holds back nothing from its agencies. "Our secrets are their secrets," he said. "What we ask in return is involvement in our affairs and in our welfare."

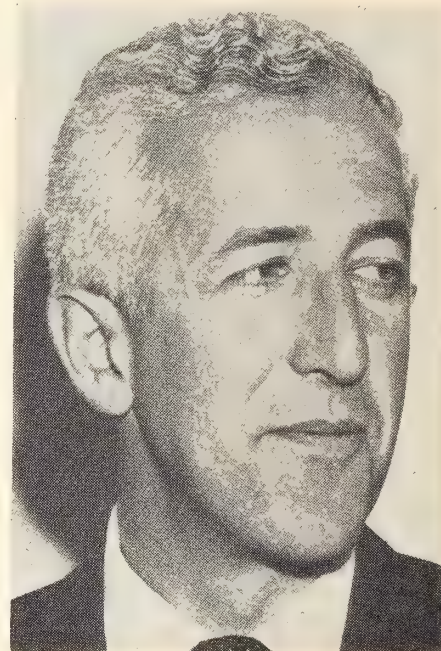
But all too often, Mr. Lavin lamented, this involvement is impossible because agencies tend to allow client-agency business to be conducted by lower-echelon people. He said that "heads of agencies [must] feel personally involved in an account."

Mr. Lavin also accused agency people of going "to great effort to imitate the caricatures done of them. . . . I want to respect the people I work with, and I can only respect them when they know their business, and knowing their business means knowing my business too. And if they know their business, I couldn't care less if they came to meetings in sneakers and a sweatshirt and had an Ian Fleming novel sticking out of their hip pocket."

Speaking of Alberto-Culver's relationship with the agencies' creative production, Mr. Lavin said that the copywriter "is free to try any approach. . . .

He is free to try anything because we do not dictate a platform. If it is a legitimate sales attack, then we are apt to test it. I think this also liberates the writer from the tyranny that often exists within an agency. Every writer in any of our three agencies has a shot at creating a winning piece of copy. This heightens competition. It stirs a writer's professional pride. It makes him want to excel at his job."

Freedom ■ Mr. Lavin concluded his speech by summing up Alberto-Culver's stance toward agencies' creative work: "We believe in freedom for the writer. If he does a bad job at times, so what? We all do a bad job at times. But when the writer eventually does a good job . . . and he will if he is free



Mr. Lavin

. . . that is the copy we have been waiting for. We respect the writer. And why shouldn't we. He is essential to good advertising."

Other speakers at the workshop included Victor Bloede, senior vice president and director of creative services for Benton & Bowles, who discussed the "best advertising" of the year by large agencies, and said the campaigns met two standards—those he liked and those that worked. Those named included Pepsi-Cola (BBDO); Goodyear Tire & Rubber Co. (Young & Rubicam); Volkswagen (Doyle Dane Bernbach); Chevrolet (Campbell-Ewald); Liberty Mutual Insurance Co. (BBDO); Sears, Roebuck & Co. (Ogilvy, Benson & Mather); Hertz Corp. (Norman, Craig

"Charlotte's WSOC-TV... provides carousel ride to 300% increase in toy sales"—Wilton Damon



"During the past 4 years our toy sales have increased over 300%. We attribute this spectacular gain to our long-time use of WSOC-TV's award-winning children's show, "Clown Carnival". Charlotte definitely is the Carolinas' most important market for toy sales."

WILTON E. DAMON,
Sales Manager,
Chapman-Harkey Co.,
Charlotte, N. C.

Advertisers with a stake in young America can bank on this—nowhere in the Carolinas will you find children's program strength to match that of WSOC-TV. This better television fare for small fry complements the over-all program structure that is producing big sales successes for channel 9 advertisers throughout the Carolinas. Schedule WSOC-TV—one of the great area stations of the nation.

WSOC-TV

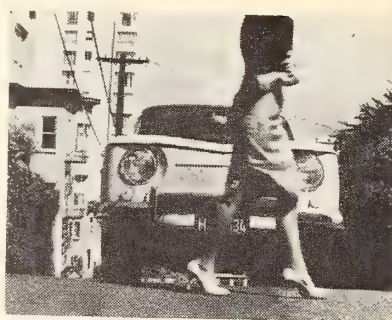
CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton, WIOD, Miami
BROADCASTING, July 22, 1963

COMMERCIAL PREVIEW: Renault automobiles



Power where you need it most



Safety brakes on all four wheels



Easy to handle in tight turns

A Renault R-8 climbs up California Street in San Francisco, accelerating to pass a cable car en route. It stops short at an intersection to let a Chinese woman cross. It glides smoothly down the serpentine curves of Lombard Street.

The Renault R-8 performs these feats in a 50-second TV demonstration (leaving 10 seconds for dealer identification), one of a series which Renault dealers will be using this fall in various markets coast to coast under regional cooperative

advertising plans.

The spots are intended to make viewers remember the message without being distracted by the production values of the commercials themselves. Their words are few, simple and factual. As the auto passes the cable car the off-camera voice says: "It has power where you need it most." As the car stops to let the women pass in front, the wire comments: "Safety-high performance disc brakes on all four wheels." And as the compact twists down the

steep curves, the voice points out: "In tight turns it's easy to handle."

The straightforward approach was used to impress the audience with the performance of the car.

The spots were filmed in San Francisco by R-TV for the broadcast department of Fuller & Smith & Ross, Los Angeles, headed by David Mathews, vice president. Lee Chaney is the agency producer; Ben Sussman, account executive; Chuck Sutorius, art director, and Al Powers, writer.

& Kummel); Avis Rent-A-Car (Doyle Dane Bernbach), and Gravy Train (Benton & Bowles).

Pablo Ferro, partner of the film production company of Ferro, Mohammed & Schwartz, spoke on the technique, direction and design of advertisements. He illustrated his points with films his company had produced.

A sharp rebuke for advertising that exploits stereotyped images and "show-off" humor was delivered by Whit Hobbs, senior vice president of Benton & Bowles. He urged the industry to adopt the "Golden Rule" as a key step in restoring advertising's appeal to young people as a career.

Edward Bleier, vice president and national sales manager of ABC-TV, spoke on the use of sports in advertising. He pointed out that last year more than 150 advertisers had used network TV sports programs and stressed that the audience composition for such telecasts included women, teenagers and children as well as men.

Also on the program was Maurie Webster, vice president and general manager, CBS Radio Spot Sales, who introduced the representative's new all-audio presentation called "That Agency Thing" (see story, page 26).

New pre-selling technique

Approximately 300 media executives, timebuyers and station representative employees are expected to attend a

presentation in New York Tuesday (July 23) on Official Films new half-hour series, *Battle Line*.

Seymour Reed, Official Films president, reported that agency and rep personnel will view an episode of *Battle Line*, an actuality film on campaigns of World War II from the viewpoints of the Allied and enemy troops. He said the presentation and reception constituted a new method of pre-selling a syndicated series.

Business briefly . . .

Reynolds Metals Co., Richmond, Va., has purchased *Greece: The Golden Age*, NBC News special to be presented on NBC-TV Tuesday, Nov. 5 (9-10 p.m.). Lennen & Newell, New York, is the advertising agency.

Wings of Healing has renewed its Sunday morning and evening programs for 52 weeks on Mutual. The evening program, *Global Frontiers—Wings of Healing* is carried on 113 Mutual stations and the morning show, *AM Wings of Healing* is broadcast on 127 stations.

American Cyanamid, through Dancer-Fitzgerald-Sample, will sponsor *Alumni Fun*, which begins on CBS-TV Jan. 5 (Sundays, 5-5:30 p.m.). The show was formerly on ABC-TV.

Jones & Laughlin Steel Corp., Pittsburgh, through T. N. Palmer, New York, will begin its first major use of TV this week. Three-city six-week

campaign will promote sale of soft drinks in tin-plated steel cans. A total of 500 one-minute spots will be spread over Detroit, Cleveland and Pittsburgh, using two stations in each city. An agency spokesman says the campaign heralds a trend toward more consumer advertising of end steel products by the client.

Metropolitan Life Insurance Co., through Young & Rubicam, will sponsor CBS News Extra on the eclipse of the sun July 20 (6-6:30 p.m. EDT).

Schick Safety Razor Co., through Compton Advertising, Los Angeles, has started a 13-week summer campaign on the ABC Radio network, using *Paul Harvey News*, Saturday, 12-12:15 p.m., on the full ABC national network; the Monday-Friday, 4:55-5 p.m. news in the eastern and central time zones, and two ABC Radio West regional programs: *Don Allen News*, Monday-Friday, 8-8:10 a.m., and *Sports News*, Monday-Friday, 5:45-5:55 p.m. Schick's new stainless steel Krona Edge blades will be advertised.

Rep appointments . . .

- KTCR Minneapolis: Jack Masla & Co. as exclusive national representative.
- KORL Honolulu: Savalli/Gates, New York, as national representative.
- Crosley Broadcasting Co.: WLW and WLWT(TV) Cincinnati, WLWD(TV) Dayton, and WLWC(TV) Columbus, all



Why WFMJ-TV bought Volumes 4 and 5 of Seven Arts' "Films of the 50's"

Says Mitchell F. Stanley:

Manager of WFMJ-TV, Youngstown, Ohio

"WFMJ-TV in Youngstown has long been established as the absolute leader in feature film entertainment for our five-county market.

As an affiliate of NBC carrying the TONIGHT SHOW, we came to realize early in the game that our motion picture programming must be founded on the principle of

quality-rather-than-quantity

Herein lies the reason why our Saturday and Sunday late evenings (as well as those of practically all area viewers) are reserved exclusively for Seven Arts' 'Films of the 50's.'

Market-wide acceptance of this nothing-but-the-best policy is well indicated in the latest A.R.B. ratings which show our weekend presentations from Volumes 4 and 5 delivering more total homes than all local competitors combined.

Needless to say, we couldn't be happier. Our clients and reps (Blair TV), too, are delighted with this overwhelming endorsement from our truly discriminating audience.

We look forward to succeeding volumes of great motion pictures from Seven Arts."



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

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DALLAS: 5641 Charleston Drive ADams 9-2855

LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif.
State 8-8276

TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

RAB management conferences begin Sept. 9

The Radio Advertising Bureau starts its 1963 management conferences on Sept. 9-10 at The Homestead in Hot Springs, Va. It will be followed by seven similar conferences elsewhere around the country.

Edmund C. Bunker, RAB president, said he attached particular importance to the conferences this year "because of the unusually large number of critical issues facing the radio industry." He asked stations for a show of support in their attendance.

Usually the conferences are attended by top station management with two executives from each station. Problems of station and sales management and radio in general are discussed.

Mr. Bunker and the following

RAB people will attend: Miles David, administrative vice president; Robert H. Alter, vice president and director of national sales; Richard L. Chalmers, national director of member development, and Keith Trantow, director of member service.

The dates and locations of the management conferences: Sept. 9-10, The Homestead, Hot Springs, Va.; Sept. 12-13, The Hilton Inn, airport, Atlanta; Sept. 16-17, The Holiday Inn-Central, Dallas; Sept. 23-24, Gideon-Putnam, Saratoga Springs, N. Y.; Sept. 30-Oct. 1, O'Hare Inn, airport, Chicago; Oct. 3-4, Rickey's Hyatt House Hotel, Palo Alto, Calif.; Oct. 7-8, Town House Motor Hotel, Omaha; Oct. 14-15, The Executive Inn, Detroit.

Ohio; and WLWI(TV) Indianapolis, Ind.: Edward Petry & Co. as exclusive sales representative in 10 western states,

■ KITE San Antonio: The Bolling Co., New York, as national representative.

■ WPBS(FM) Philadelphia: Roger Coleman Inc., New York, as national representative, and Robert S. Dome Co., Philadelphia, as regional representative.

■ WAPX Montgomery, Ala., and WADC Akron, Ohio: Spot Time Sales, New York, as national representative.

■ WMTW-FM Mt. Washington, N. H.: Good Music Broadcasters, New York, as national representative.

Timex to get stations if networks back off

Backers of a documentary on the cancer drug Krebiozen say they'll resort to clearing their own stations if networks should decline to air the show.

As controversy mounted last week in Washington over the drug, and the Food and Drug Administration banned its interstate distribution, the program's sponsor, U. S. Time Corp. (Timex) and its agency, Warwick & Legler adopted a wait-and-see attitude toward the broadcast.

A spokesman for W&L said the current discussions regarding the drug had not altered plans for the show, "but we'll watch developments very closely—if for no other reason than to make the program as current as possible." He said the completed study would be offered first to the networks, and if they refuse it, then Timex would move to clear its own stations for its showing.

On Radio ■ It was Timex which this spring sponsored ABC Radio's documentary presentation on the drug, and

the network reported considerable response to the broadcast. Timex then initiated its own television program on the subject, signing Wolper Productions to develop the show.

Interstate distribution of the drug became illegal about 10 days ago when the drug's discoverer and owner, Dr. Stevan Durovic, withdrew his plan for continued distribution of it, claiming, according to reports, that the government was applying pressure, spreading false statements to the press, attempting to "frame" him and now to "indict" him.

The FDA had been expected for two weeks to disapprove the plan as inadequate, and it is also thought that the agency has prepared a "cease and desist" order against further distribution, basing the order on alleged illegalities in production and distribution of the drug.

The agency is also expected to continue evaluating reported benefits of the drug to cancer patients. The Department of Health, Education and Welfare, of which FDA is a part, is expected to be prepared by August to submit medical reports on the drug to the National Cancer Institute for medical evaluation.

SSC&B wins most in J&J product moves

Four advertising agencies were involved last week in a major reassignment of accounts by the Johnson & Johnson Co., New Brunswick, N. J.

The principal beneficiary of the switching was Sullivan, Stauffer, Colwell & Bayles, which will gain a reported \$4 million in billings from Young & Rubicam and N. W. Ayer & Son. Ayer is surrendering all of its Johnson & Johnson accounts—an esti-

mated \$750,000 in billings—covering Arrestin cough medicine, Dental Floss, Liquiprin, medicated plasters, Band-Aid plastic tapes and medicated powder, as a result of "potential product conflicts." Ayer recently acquired related product accounts from Sterling Drug Inc., and Menley & James.

Young & Rubicam has been assigned the medicated plasters and Band-Aid plastic tape, SSC&B picking up the other accounts resigned by Ayer. Y&R continues as Johnson & Johnson's agency for adhesive bandages, first aid cream, first aid kits, Red Cross surgical products, spray antiseptic, cotton buds and all baby products except shampoo. At the same time Y&R gives up Micron oral antiseptic and baby powder which move to SSC&B.

A Johnson & Johnson spokesman said that Y&R would continue as agency of record for all the company's network TV billings.

Norman, Craig & Kummel has been named agency for a new Johnson & Johnson antacid product, Bi-Phase, so far only distributed in test markets.

Another critic of tobacco ads

Cigarette advertisers last week drew criticism from another source with the publication of a book calling for stricter government control of tobacco advertising and proposing the abolition of such advertising altogether.

The Consumers Union Report on Smoking and the Public Interest, released by Simon and Schuster, reviewed medical findings on the possible link between cigarette smoking and lung cancer, and outlined a plan for reduction of cigarette smoking appeal.

Among recommendations were two proposals already acted upon by some major tobacco companies: the discontinuance of cigarette endorsements by athletes and the removal of cigarette advertising from college publications and broadcast outlets (BROADCASTING, July 15, June 24).

More sweeping reform directed toward reducing cigarette appeal among adults as well as youths was also urged. The book suggested that the "FCC might rule on whether radio and TV licensees that carry cigarette commercials are indeed acting in the public interest.

"The medical statistics force one to ask whether any kind of advertising for a product so intimately connected with disease can be condoned, and if so, then precisely what kind," it was stated.

The book proposed Federal Trade Commission action "to bring cigarette advertising into conformity with fact . . . to require warning notices in cigarette advertising."

MAXIMUM RESPONSE

—that's advertising efficiency.



WBAL-TV BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

Two established hits bring more women viewers to ABC-TV Daytime starting this September



The Price Is Right—11:00-11:30 AM on ABC-TV Daytime
Bill Cullen with one of the most popular audience participation shows in the history of television. For six years running, it has attracted the largest audience in the 11:00-11:30 AM period.* It now moves to ABC-TV Daytime—in the same highly productive time period—starting September 9th.

*National Nielsen Television Index, season average, Sept.-Aug. 1957-1962, Sept.-May 1963, Average Audience Mon.-Fri.



Trailmaster—4:00-5:00 PM on ABC-TV Daytime

Ward Bond and Robert Horton star in repeat episodes of television's all-time dramatic hit with proven appeal for women. Each drama-packed episode features performers like Bette Davis, Charles Laughton, Shelley Winters and Cliff Robertson. Starts September 2nd on ABC-TV Daytime, 4:00-5:00 PM—the highest period of homes using television in the entire network daytime schedule.†

And in between—from 11:30 AM through 4:00 PM—a full schedule of shows and stars with proven ability to deliver women viewers...including this season's daytime TV hit, *General Hospital*.



The Price Is Right, with Bill Cullen 11:00-11:30

Seven Keys, with Jack Narz 11:30-12:00

The Tennessee Ernie Ford Show 12:00-12:30

Father Knows Best, starring Robert Young 12:30-1:00

General Hospital, starring John Beradino 1:00-1:30

Day In Court, with Judges Edgar Allan Jones, Jr. and

William Gwinn 2:30-2:55

News With The Woman's Touch 2:55-3:00

Queen For A Day, with Jack Bailey 3:00-3:30

Who Do You Trust, with Woody Woodbury 3:30-4:00

Trailmaster, starring Ward Bond and Robert Horton 4:00-5:00

†National Nielsen Television Index, homes using television, Mon.-Fri., average per min., May 1962-Apr. 1963.

EXCURSION INTO EDITORIALIZING

Broadcasters get not-too-subtle congressional hint of more regulation in offing; FCC and legislators vie for 'honor'

Congressmen, broadcasters and the FCC generally agreed at a House communications subcommittee hearing on broadcast editorializing last week that licensees and the public need clearer guidelines if editorializing is to continue.

Togetherness was more elusive, however, when the Communications and

tee but alarmed members who were friendly to broadcasting's anti-regulation position (see story, page 37).

The broad congressional opposition to editorializing which some had expected didn't materialize. Only four congressmen accepted the subcommittee's invitation to testify, and just one of these, a

date should speak for himself, the subcommittee said.

Broadcasters and the FCC pleaded that such a practice would automatically invoke Section 315's requirement that other candidates must be aired if they want to be, even those not mentioned in the original editorial. The subcommit-



Representative Broyhill



Representative Van Deerlin



Mr. McGannon

tee tried to determine what that guidance ought to be and who should provide it.

The FCC said it could handle the job by making rules or publishing a guide book of "do's and don'ts."

The subcommittee indicated legislation would give Congress more direct control of the regulation.

Four long days of tenacious questioning leaped all over the spectrum of political broadcasting, a subject which held the congressmen completely fascinated.

However, nothing illuminated editorializing's inherent problems for them any better than the appearance of one witness—Sherwood R. Gordon, president of KSDO San Diego and KBUZ-AM-FM Mesa, Ariz. Mr. Gordon, a self-described "free-swinging" editorializer, came out swinging in defense of broadcast editorials, but in the minds of several subcommittee members his frank testimony not only failed to sway the subcommit-

tee but alarmed members who were friendly to broadcasting's anti-regulation position (see story, page 37).

Much of the time was spent on HR 7072, a bill offered by Representative John E. Moss (D-Calif.), which would "insure fairness in editorializing" by requiring equal time for political candidates opposed or not endorsed by licensees who take positions in political races (BROADCASTING, June 24). The subcommittee showed it was leery of political editorials and wondered whether they should be permitted at all.

Cloudy Guidelines ■ Testimony showed that neither the subcommittee nor broadcasters believe the FCC has provided clear guidance on how to handle rebuttals to political editorials. Congressional opposition to the FCC's 1962 decision that broadcasters may designate spokesmen to answer for candidates attacked by editorials practically doomed that policy for future use. The candi-

date should speak for himself, the subcommittee said.

In the case of other kinds of editorials, the subcommittee said, broadcasters must do much more to seek out opposing points of view. Some members said they had never been notified by stations about editorials criticizing them, and they indicated some notification procedure would have to be provided.

Broadcasters advocated editorializing as a requirement in a democratic society which thrives on the give and take of opinions and the broadest possible discussion of conflicting views.

The demise of competition of daily newspapers is coincident with an increase in competition among broadcasters, they said. Broadcasters said they have an obligation to not only report news but to lend it dimension and perspective through carefully researched, balanced editorials.

A Short Break ■ The subcommittee

which heard from congressmen, the FCC, the National Association of Broadcasters and network spokesmen last week, recessed for this week's National Broadcast Editorial Conference to be held in Athen's, Ga. (see page 42). Representative Oren Harris (D-Ark.), chairman of the Commerce Committee, which is the parent of the communications subcommittee, will keynote the conference.

Rather than tell the conference how editorializing should be done, Representative Harris is expected to present some of the broad and specific questions raised at last week's hearing.

The subcommittee's communications specialist, Kurt Borchardt, will partici-

pate. Plans are to resume the hearing shortly after the conference, but this could be delayed if the full committee becomes involved in the national railroad dispute.

Representative Walter E. Rogers (D-Tex.), subcommittee chairman, said two bills which were introduced last week and which propose amendments to Section 315, would be considered with HR 7072 in the review of editorializing.

The bills: HR 7550 by Representative John M. Slack Jr. (D-W.Va.) would eliminate the statutory requirements for equal time and substitute the fairness doctrine. HR 7612 by Representative F. Bradford Morse (R-Mass.) would require broadcasters to provide

"persons defamed during broadcast by political candidates . . . an opportunity to answer."

The Lawmakers Testify ■ The congressional testimony on editorializing ran from full support to complete opposition on Monday (July 15), the first day of the hearing.

None of the witnesses related stories of troubles they have had with broadcasters who either fought them fairly—with editorials—or unfairly—with slanted news. Some bitter griping had been anticipated after Representative Rogers wrote individual invitations to testify to all House members (BROADCASTING, July 1). But as some subcommittee members revealed privately, their col-

Sherwood Gordon makes an impression on Capitol Hill

The first broadcaster to testify at last week's House hearing on editorializing (see page 36) won't be forgotten by members of the Communications and Power Subcommittee for quite sometime.

Sherwood R. Gordon president of KSDO San Diego, Calif., and KBUZ-AM-FM Mesa, Ariz., began by charging the subcommittee with "a form of implied censorship" because it was holding the hearing in the first place.

He unsettled them a little more by asking if they intended to "throttle broadcast editorializing in its infancy and stand accused of fear of our voice . . .?"

Then came the clincher. Mr. Gordon announced to the subcommittee, composed of congressmen who become candidates every two years, that at his stations he doesn't offer rebuttal time to his editorials, which include political endorsements, because presentation of the opposing side might "water down my point of view."

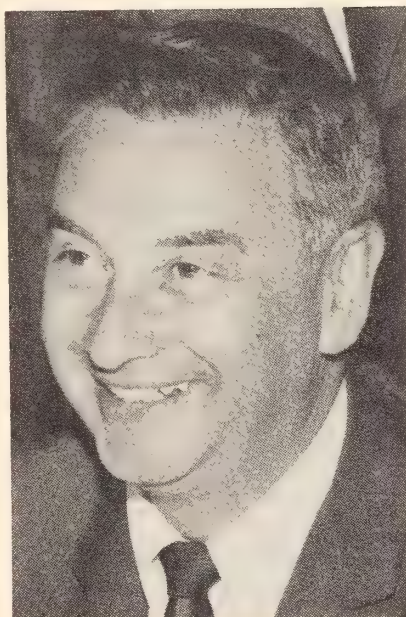
A hot round of questioning followed. Representative Glenn Cunningham (R-Neb.), who represents Omaha and is not known to be especially fond of some FCC policies, charged the witness was doing violence to the fairness doctrine. "I wasn't at all disturbed about editorializing—until Gordon," he told BROADCASTING. Now, he said, "I have become alarmed."

Despite his strong, "free-swinging" editorials, Mr. Gordon said, KSDO, where he personally airs the editorials, has never been asked for equal time to answer his views. Other voices are heard on *Opinion Please*, an hourly Monday evening program which he conducts and on

which telephone callers express themselves either on KSDO editorials or on other subjects. Mr. Gordon said.

A letter to the subcommittee received after Mr. Gordon's appearance said he sometimes hangs up on callers who disagree with him and calls them "kooks."

Not even San Diego Mayor Allen



Mr. Gordon

Hitch had sought reply time, he said. Mayor Hitch was described in a July 12 KSDO editorial as "irresponsible" for urging the city council to evict the United Nations Association from a public building the same day former U. S. Ambassador Henry Cabot Lodge was to visit the city. The action was termed "a cheap bid for votes," by Mr. Gordon.

The subcommittee was amazed.

When FCC Chairman E. William Henry testified the next day, he promised an investigation "to see if he's aware of our policies . . . I think he's dead wrong when he says he is not required to present contrasting viewpoints," the chairman said. The agency said last week KSDO's license had recently been renewed and there were no fairness complaints.

Representative Cunningham said he was concerned that Mr. Gordon's attitude may be typical of other editorializers and announced he would urge legislation to make sure other viewpoints can be heard on editorializing stations.

Later in the week Mr. Gordon wrote the subcommittee and the FCC to "clarify" his testimony. He said "it is our interpretation from the reading of existing rules, regulations and laws that the fairness doctrine pertains only to political candidates at election time." The station sincerely questions "whether it [fairness] covers editorials throughout the year," he said.

He wrote that because Mayor Hitch was a candidate for election he had been offered equal time and a reply was aired July 16.

However, Representative Cunningham said later in the week that the mayor had called him and said that he had requested rebuttal time but had been refused. The congressman said he spoke "to at least four other people" in the San Diego area who had called *Opinion Please* last Monday and had been refused an opportunity to speak. Representative Cunningham said he was told that the moderator of the program hung up on the callers once it became apparent they were going to discuss the mayor-KSDO situation.

leagues had told them they preferred not to "stir up trouble" and chose not to appear.

Representative Robert W. Hemphill (D-S.C.), who has supported broadcasters in seeking repeal of Section 315, argued at the hearing that editorials ought to be prohibited. Editorializing "is an area of abuse and will continue to be increasingly so," Representative Hemphill said.

Asked about HR 7072, Representative Hemphill said it was a good idea, but editorials in general are a "headache. . . . If the industry wants to be policed, let them come in and say so, but if they know what's good for them,

the American living room."

A member of the full Commerce Committee, Representative Van Deerlin warned the hearing might "tend to discourage, if not to intimidate, those licensees who have entered the field of editorializing. . . . The industry can hardly ignore the implication of views expressed here, no matter how extreme or how intemperate some of them may seem—and regardless whether any legislation results from this hearing."

Urging the subcommittee to look into both sides of any allegations, require complainants to be specific and give accused owners an opportunity to balance the record, Representative Van

tions is fine, but he complained that some network TV programs labeled "public affairs" were actually editorials favoring "liberal" viewpoints. "Can it be true," Representative Hall asked, "that all Madison Avenue has been bought off—or am I and thousands like me wrong?"

'Slanted' News ■ All the networks have been guilty of liberal bias in the guise of public affairs, he continued: A *CBS Reports* on the Trade Expansion Act of 1962 was "a 'snow job' of massive proportions"; an *NBC White Paper* on welfare problems in Newburgh, N. Y., was "distorted"; and Howard K. Smith's "Political Obituary



Dr. Stanton



Mr. Hurleigh



Representative Hall

they'll ask to be released" from the responsibility of editorializing.

(Banned in 1941 in the FCC's historic Mayflower Declaration, editorializing was given a green light in 1949 when the FCC said it "is not contrary to the public interest" and should be practiced within the bounds of fairness and balance [BROADCASTING, June 6, 1949]).

Support From Carolina ■ Another Carolinian, Representative James T. Broyhill (R-N.C.), who is a subcommittee member, defended editorializing and said that in his district "broadcasters afford the only competition editorializing-wise and newswise."

A fervent plea for editorials came from Representative Lionel Van Deerlin (D-Calif.), a former newsmen and commentator from San Diego, an area he now represents in Congress. The "only possible result" of a ban "would be to vacate radio and television still further to cowboys, Indians and rock-'n'-roll—programming carefully tailored to exclude thought and discussion from

Deerlin argued that fair treatment by broadcasters already is assured by several "extensive protections":

- "The strictly policed limitation on station ownership which makes it impossible for any owner to build a radio or TV 'empire'";

- Review of station licenses every three years;

- Section 315's guarantee that political candidates must be given equal time with opponents;

- The fairness doctrine.

Another supporter of licensee advocacy, Representative W. J. Bryan Dorn (D-S.C.), said broadcasters have "reached their maturity" and should be allowed to editorialize. Despite his concern that some newsmen spend more time giving their own opinions instead of news ("I sometimes wonder if they're not spending as much time selling a philosophy as they are giving the news."), Representative Dorn said broadcasters are fair in their editorials.

Representative Durwood G. Hall (R-Mo.) said editorializing by local sta-

of Richard M. Nixon" on ABC was "slanted."

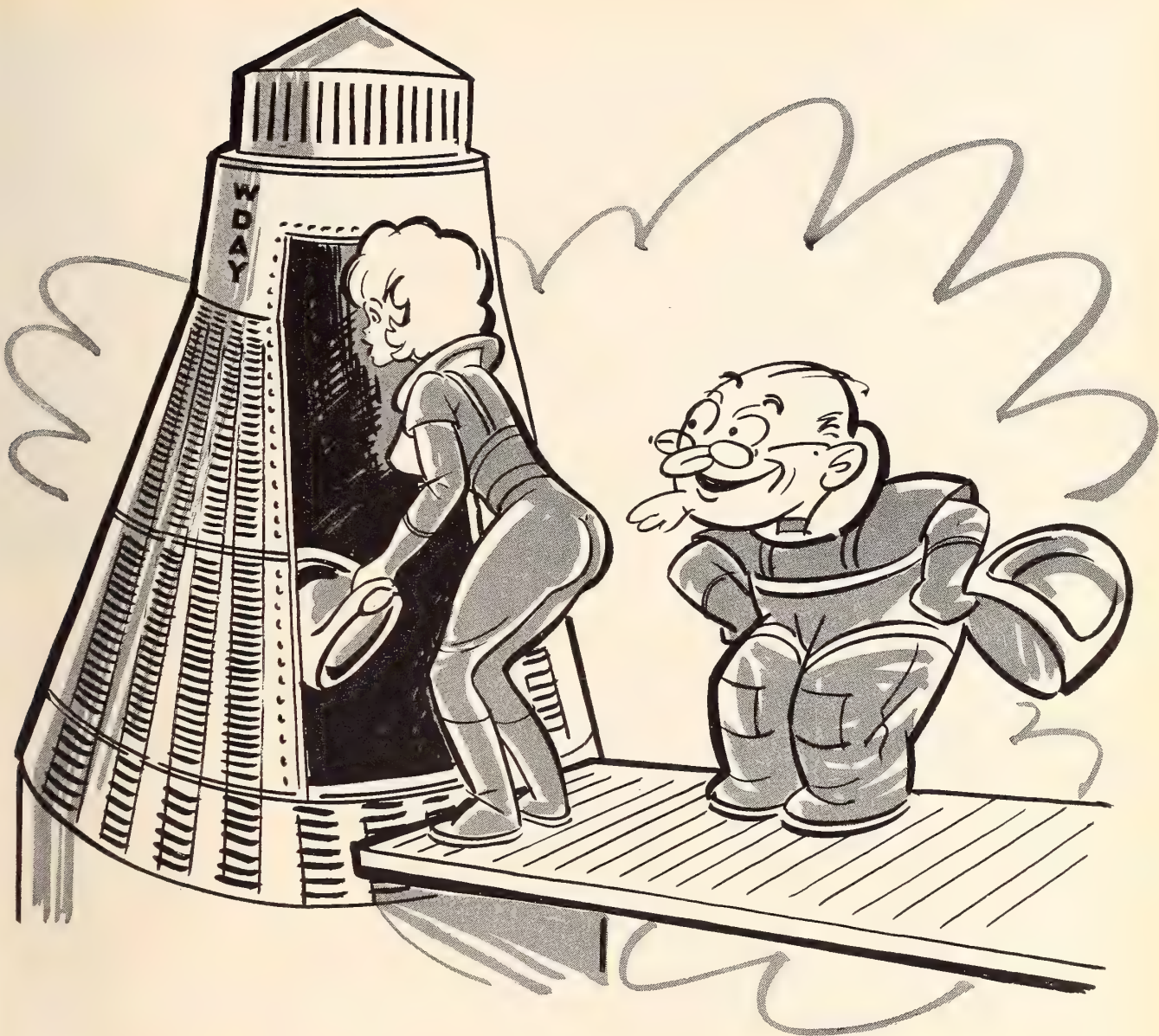
But Representative Hall also advocated broad diversity in editorializing and said he would consider urging the FCC grant low watt licenses in areas where only one editorial voice exists.

He said the NAB should help protect broadcasters by serving as a watchdog to prevent the FCC from being used by an administration to give licenses to its editorial "friends" and to reject its "enemies."

Representative Glenn Cunningham (R-Neb.), a subcommittee member, said the FCC reviews licensee editorial positions at renewal time as a lever for reward or punishment. Editorials ought to be sanctioned by Congress, not by "some bureaucrat downtown," he said.

The FCC's Turn ■ The FCC on Tuesday assured the subcommittee that "administrative" measures could handle editorializing problems.

But the subcommittee put commissioners on notice that Congress would more likely prefer to keep close control



Us Hayseeds are in ORBIT!

Why is it, you suppose, that for years and years, the Fargo-Moorhead "Metro Area Retail-Sales-Per-Household" are at or very near the top in Standard Rate & Data's entire list?

It's because us Hayseeds are just plain *rich*, that's why! Get out your Encyclopaedia Britannica and turn to the Red River Valley . . . "One of the most fertile agricultural areas in the United States," it says!

Yes, it's true. As a consequence, dozens of top national advertisers give WDAY and WDAY-TV bigger schedules than you'd expect — often the *same* kind of schedules they set up for top-50-market areas. Ask PGW for the facts.

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives



Mr. Kops

in this area through specific legislation.

Moreover, the congressmen indicated they weren't inclined to scuttle HR 7072, criticized by the FCC, and they displayed considerable dissatisfaction with the agency's failure to give broadcasters clear guidance.

But FCC Chairman E. William Henry promised the commission would publish some statement before the 1964 political campaigns begin. The pledge was part of a 17-page statement which he said reflected most of the commission's thinking on editorializing. Commissioner Rosel H. Hyde did not concur, Chairman Henry said, and Representative Rogers said the subcommittee would like the dissenting commissioner's views and requested a statement from him.

Chairman Henry was accompanied by Commissioners Frederick W. Ford and Kenneth A. Cox and a group of agency staff members.

Some of the congressmen, notably Representative John B. Bennett (R-Mich.), ranking Republican on the Commerce Committee, challenged the FCC's authority to permit editorializing without specific permission from Congress or ruling from the courts.

Moss Hits Out ■ Defending the FCC's contention that it should be able to handle editorializing problems through rulemaking or a policy statement, Chairman Henry ran into a cold shoulder from Representative Moss who labeled "as far-fetched a reason as you could dig up" the chairman's argument that legislation would have "so many inherent problems so as to restrict discussion of controversial issues" and probably discourage editorializing altogether. The agency has not used the "tools" it was given in 1959 amendments to Section 315, Representative

Moss said, so he would "not be happy" about further administrative ruling in the area of informational programming.

The subcommittee disagreed sharply with the FCC's contention that spokesmen designated by editorializing licensees should represent attacked candidates. They said the commission's key decision on this point last fall was completely "off base even though the commission argued that permitting a candidate to appear to answer an editorial in person might set off a "merry-go-round" of equal time appearance by all candidates for that particular office, even those who were not affected by the editorial.

(The case grew from a complaint by the California State Democratic Committee against Times-Mirror Broadcasting Company, then licensee of KTTV[TV] Los Angeles. The commission ruled that the station must permit a spokesman for Governor Edmund [Pat] Brown to appear in answer to numerous statements made against him by KTTV personalities Tom Duggan and George Putnam [BROADCASTING, Nov. 5, 1962]).

Arguing against specific legislation in this area, the commission said it could regulate according to Congress's intentions through rulemaking. So far it has proceeded on a case-by-case basis on fairness complaints, Chairman Henry explained, and this approach is needed to meet the myriad of different circumstances with which the agency is confronted. The commission agrees with the subcommittee, he said, and it is now necessary to "sharpen" the agency's requirements where editorials involve personal attacks on individuals or organizations.

Some guides suggested in last week's testimony which members of the subcommittee thought would improve editorials and safeguard the rights of those affected by them:

- Licensees should open and close their editorials by stating that the FCC requires them to provide the public with an opportunity to reply with opposing views.

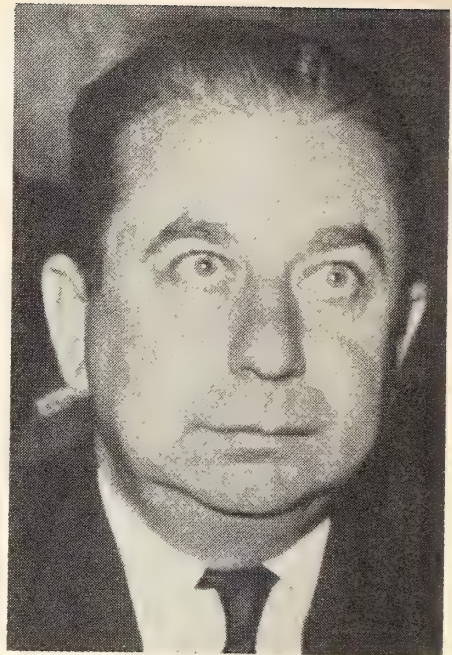
- All persons affected by editorials should be notified of their content, in advance if possible, and should be told when and how to reply if desirable.

- Stations carrying network editorials should review them, for they are held responsible for rebuttals.

- "Canned editorials," those prepared by others than the licensee or his agent, should not be permitted on a regular basis because editorials should be expressions on community issues.

- Broadcasters should provide professional assistance to persons wishing to rebut editorials but who do not have the skill to be as effective in their presentation as the licensee.

- Broadcasters should be properly staffed to editorialize and provide suffi-



Mr. Anello

cient impartial discussion and presentation of controversial issues before they make their personal views known.

An Advocate of Advocacy ■ Daniel W. Kops, chairman of the NAB's committee on editorializing and president of WAVZ New Haven, Conn., and WTRY Troy-Albany-Schenectady, pointed out that some of these suggestions are advocated in the association's revised edition of "Editorializing on the Air."

Editorializing among competing licensees is needed as "an assurance of the presence of advocates of diverse philosophies and views," Mr. Kops told the subcommittee. Congress should not extend regulation in this area "because it would discourage the growth and development of broadcast editorializing," he said. He also opposed HR 7072.

The congressmen were concerned whether Mr. Kops spoke for the NAB when he said his prepared statement had not been approved by its board, just by his committee. They asked why Governor LeRoy Collins, NAB president, an authorized spokesman, did not testify and were told Governor Collins was abroad.

Representative Moss was curious why his bill would discourage editorializing. Mr. Kops said it "could have the result of substituting a formulation of law for the editorial judgment of the broadcaster."

In a long discussion of censorship and the right to editorialize, Mr. Kops and Douglas A. Anello, NAB general counsel, said on the basis of the First Amendment protecting free speech, Congress could not constitutionally ban editorializing.

Representative Moss wanted to know if anything could be required of broadcasters. "Can you require public service time?" he asked. This would raise



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News is news. But Group W—Westinghouse Broadcasting Company's—national and international news is something more than headlines, bulletins, wire service copy. The Group W radio stations cover the news themselves. With their own news bureaus in Washington, London, and Berlin.* With correspondents around the world.

And the feeds come in thick and fast. Up to 20 one-minute "shorties" every day. A 15-minute wrap-up each evening from Washington. A 25-minute weekly panel

show. The Presidential News Conferences in their entirety. And Specials. Intensified coverage that ranges from space flights, to the Cuban crisis, the Papal Coronation, plus localized reports particular Group W stations are interested in. A Group W correspondent has covered virtually every Presidential trip for the last seven years. Daily, continuously, this broadcast news service is a direct lifeline between Group W radio stations and the world.

This service combined with each sta-

tion's own outstanding local and regional coverage makes for the special kind of broadcast journalism the Group W radio stations have always been noted for.



BOSTON WBZ • WBZ-TV
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BALTIMORE WJZ-TV
PITTSBURGH KDKA • KDKA-TV
CLEVELAND KYW • KYW-TV
FORT WAYNE WOWO
CHICAGO WIND
SAN FRANCISCO KPIX

WESTINGHOUSE BROADCASTING COMPANY

*Jim Snyder, Group W's Washington chief. Rod MacLeish heads up Europe.

Hearing to recess for Georgia conference

Top "talent" in broadcasting, government and legal affairs will convene in Athens, Ga., Thursday-Saturday (July 25-27) for the first annual National Broadcast Editorial Conference. The workshop session on expressions of opinion by radio and TV stations is sponsored jointly by the Georgia Association of Broadcasters and the Henry W. Grady School of Journalism of the University of Georgia, Athens.

The conference has taken on added significance because of recent attacks in Congress on editorials and a hearing last week on the subject by the Communications Subcommittee of the House Commerce Committee (see page 36).

Broadcasters and radio-TV editorialists from 21 states, Canada and Puerto Rico had pre-registered for the conference by last Wednesday (July 17). Headlining the speakers list is Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, who will address the conference at a Friday night banquet.

In addition, the staff communications expert of Representative Harris's committee, Kurt Borchardt, will participate in a Friday afternoon panel on government relations. Other participants on this panel include Richard Cheverton (moderator), WOOD-AM-TV Grand Rapids,

Mich.; FCC Commissioner Kenneth A. Cox; Washington attorney Theodore Pierson, Pierson, Ball & Dowd, and Willard Schroeder, general manager, WOOD-AM-TV.

Howard K. Smith, ABC commentator, will give the conference keynote address at a Thursday night banquet, with Dick Mendenhall, editorial director of WSB-AM-TV Atlanta and conference chairman, presiding. Mr. Mendenhall and Dr. Mary Ann Cusack, assistant to the president of the National Association of Broadcasters, will highlight a Friday morning session on the "ABC's" and history of editorials.

Bryon Cowan, WSAC Fort Knox, Ky., will moderate a panel on research, investigation and information. Panelists include Jack Nelson, *Atlanta Constitution*; James Waller, chief of police, Winston-Salem, N.C., and Jack Jurey, WTOP-AM-TV Washington.

In light of the Washington hearing (which will resume next month following a recess for the GAB conference), one of the features of the Athens meeting promises to be a Saturday morning panel on political editorializing and handling reaction. Ralph Renick, WTVJ(TV) Miami, will be moderator and panelists include Eugene B. Dodson, WTVT(TV) Tampa; Mr. Cowan, and Roger Turner, WMCA New York.

principles but because it meant more regulation. The bill is "only proposing fairness," and Mr. Hurleigh said, he certainly agreed with that.

(Representative Moss told BROADCASTING that he thought his bill had "a very good chance" of passing the committee and the House.)

With several witnesses the congressman had contended that most radio stations are inadequately staffed to properly handle editorializing. Mr. Hurleigh supported this in explaining why MBS got into the editorializing business: "A great number of the radio stations of this country do not have staffs large enough, or perhaps experienced enough, to bring forth a daily editorial." Asked for statistics, Mr. Hurleigh said he had made no survey, but thought the number of ill-prepared stations would be about 3,500 of the almost 4,000 radio stations on the air in the U.S.

The subcommittee was pleased to learn that affiliates have an opportunity to review MBS editorials. They are transmitted by closed circuit at 10:35 a.m. EDT and stations may use them when and if they choose.

Not Appropriate ■ CBS Inc. President Frank Stanton told the subcommittee that legislation controlling broadcasting editorials or their subjects would be "inappropriate." However, after a lengthy colloquy with Representatives Bennett and Moss, he said the latter's bill could be a net improvement over what the industry now has if it includes an exemption for editorials from Section 315.

Dr. Stanton disputed Representative Bennett's contention that nothing in the Communications Act gives broadcasters the right to editorialize. "The totality of the act gives broadcasters the right to range across the whole spectrum of programming" in serving the public interest, Dr. Stanton said. The witness and the Michigan Republican also discussed at some length the extent of current FCC regulation of the networks.

In his prepared statement, Dr. Stanton said CBS bases its editorializing position on its conviction that electronic journalism, if it is fully to serve the American people, "must be free to carry out all the functions that any other form of journalism does in a free society." The function of a broadcast editorial is to stimulate forums of discussion, he said.

The CBS Radio and TV networks have broadcast four editorials since 1954, three of which were immediately answered by spokesmen for the opposing viewpoint. The network's five owned TV and seven radio stations began to seriously editorialize in 1960 and since then have broadcast 1,392 editorials, he said. The stations' editorials do not require prior approval by CBS Inc., Dr.

questions whether broadcasters were being denied their property without due process, Mr. Anello answered.

That reply prompted Representative Moss to remark, "I'm interested because I want to know how far you people have gone in your custodial role to claiming an absolute property right." In later questioning, Mr. Anello agreed that the ether is not private property.

The People Judge ■ Repeal of Section 315 repeal came up when Representative Bennett inquired whether broadcasters advocating repeal wanted to reserve for themselves the right to determine who is a serious political candidate. Mr. Kops said licensees would inevitably be responsible to the people on this issue.

Representative Horace R. Kornegay (D-N.C.) wondered whether the NAB had any sanctions with which to back up its policies on editorializing. None but removal of NAB Code membership, Mr. Kops said.

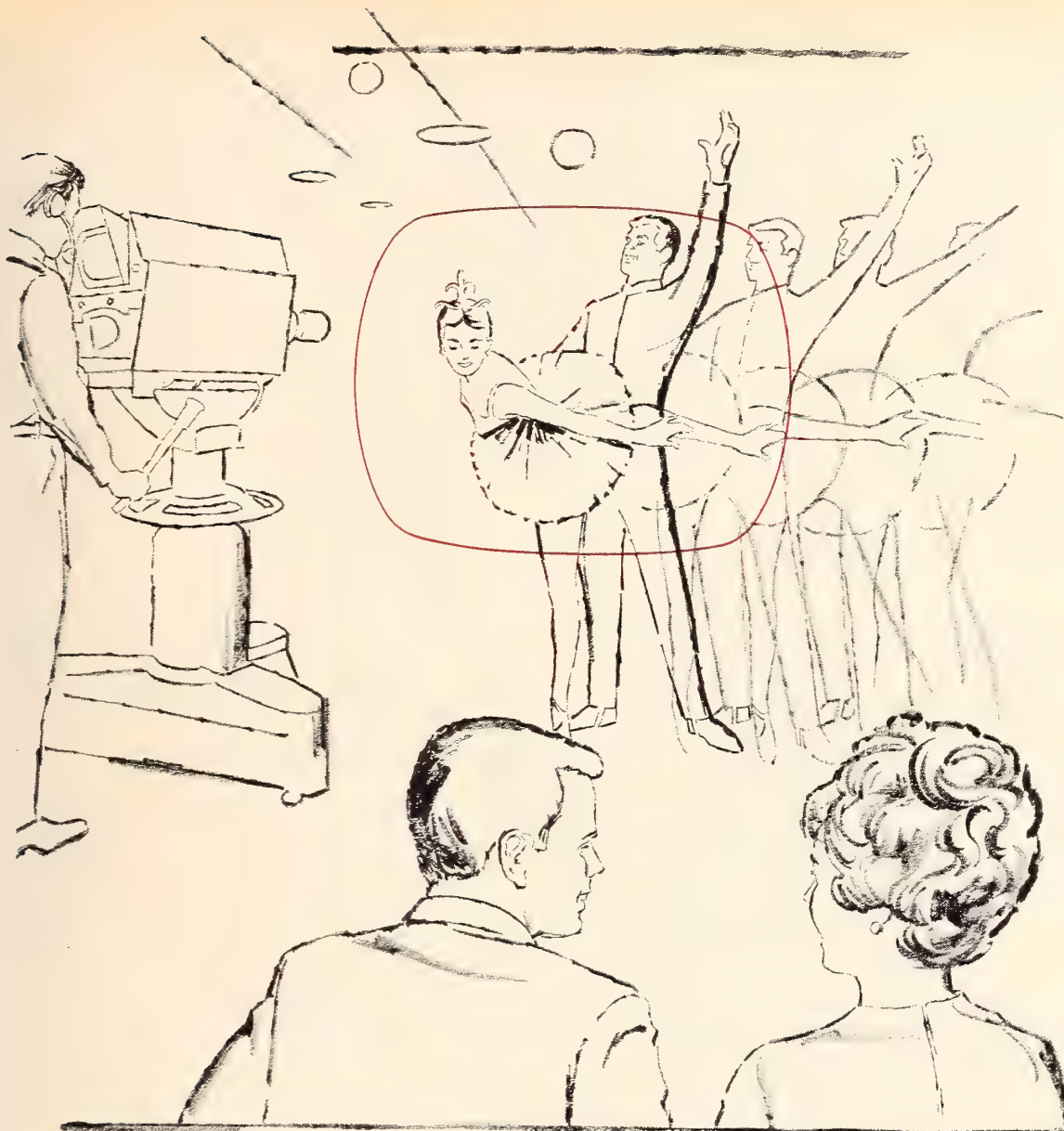
Network Editorializing ■ Robert F. Hurleigh, president of Mutual Broadcasting System, which editorializes twice a day, echoed the broadcasters' lament

that they have been unable to tell what the FCC wants in editorializing practices.

His network tries to live up to the standard of fairness, Mr. Hurleigh said, and while it is not subject to FCC regulation (since it is not a licensee), "We probably adhere to it [the fairness doctrine] more than anyone else because we must." He explained that 128 of the network's 482 affiliates carry MBS editorials and are able to because the network follows a fair policy.

Representative Rogers, who asked several witnesses if they didn't think the FCC and other independent regulatory agencies were getting away from Congress's control, received support from Mr. Hurleigh who said the FCC at times goes beyond the power given it by Congress. He agreed that Congress should re-examine agency practices and policies to keep them in line with congressional desires. "That's one of the reasons we're having this hearing," Representative Rogers said.

Mr. Hurleigh told Representative Moss he opposed HR 7072 not for its



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Stanton said, except in the case of industry matters.

Ample Rules ■ In answer to questions by the congressmen, he said that the FCC's 1959 statement on editorializing and the fairness doctrine are adequate to meet all problems arising from broadcast editorials.

Representatives Moss and Bennett argued that the fairness doctrine does not provide ample protection for a political candidate attacked by a station in an editorial. Should a public official be guaranteed through legislation the "right to reply or is this a matter of the

individual discretion of the licensee?" Rep Bennett asked.

A licensee must have some discretion, Dr. Stanton maintained. He said that legislation, subject to Section 315, might well cause more abuses than any original existing ills. If a station were required to put on a candidate, he pointed out, that individual might attack his opponents, opening the door for countless demands for equal time.

"If you give a broadcaster the responsibility for what goes on the air, then you cannot give the right to program his station to someone else," the

CBS spokesman said.

To which, Representative Bennett countered: "What you are seeking is de-regulation in its entirety. Everytime you come here to testify before this committee, you ask for less and less regulation."

"I haven't asked for any de-regulation in this statement," Dr. Stanton replied. "I've just said we don't feel any further regulation is necessary in the area of editorializing."

'Inform And Contribute' ■ Donald H. McGannon, president of Westinghouse Broadcasting Co., said of all licensee responsibilities, "the obligation to inform and contribute to an editorial point of view is, in my opinion, by far the most important since it relates to all aspects of public life and is the most likely avenue to informed community achievement.

"I urge you therefore to oppose any legislation, rules, restrictions, or policies that will hamper editorialization as we know it," Mr. McGannon said.

Mr. McGannon outlined how Westinghouse, a group owner, editorializes in eight cities. He detailed various editorial campaigns the company's 11 radio and TV outlets have conducted, and stressed the safeguards "that have been employed in order to insure the general fulfillment of the public interest and the elimination of any distortion, unfairness or misleading result or impact." WBC does not editorialize for or against candidates for public office, he said.

Although he opposed HR 7072, Mr. McGannon told the subcommittee that individual abuses should be handled on their own but not through means which would destroy editorializing altogether. "Let us not cure the headache by amputating the head or by applying a tourniquet about the neck."

Just A Statement ■ NBC, which neither editorializes on its network or through its owned stations, did not testify but offered a statement for the hearing record intended to clarify its position on editorializing.

The network said government regulations on editorializing should be permissive, and let those licensees who wish to editorialize do so, but should not ban or require editorializing.

Some broadcasters may feel, NBC said, "that they can best contribute to public understanding of an issue by comprehensive and accurate coverage . . . and by balanced presentation" with spokesmen representing principal points of view instead of the broadcaster's own opinion.

"So far as NBC is concerned," the statement continued, "it believes that although a network should not be legally barred from editorializing, the function of presenting a corporate opinion

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National Representatives

Congress gets FCC backlog report

The license-renewal applications of 400 AM, FM and TV stations were in deferred status as of May 31, according to the monthly report on backlog of cases submitted to Congress last week by the FCC.

The report, required by statute, showed another 80 applications for assignments and transfers of licenses were pending.

Reasons for the pending status include staff studies of programing policies or of station operations,

questions about the applicants' technical operations, and failure of the applicants to provide additional information requested by the commission.

The report also showed that 583 applications were pending for new or changed facilities in AM stations. There were 286 such applications involving FM facilities. In television, there were 200 applications for new or changed facilities or for licenses to cover construction permits.

on public issues does not fall suitably under the network operation." Insofar as its stations are concerned, however, NBC said it is still studying whether to allow them to go ahead.

Stations which editorialize should be "given wide latitude of freedom and flexibility," NBC said.

Still To Come ■ ABC, some of whose owned stations editorialize, was scheduled to testify Friday (July 19) through its vice presidents for owned stations.

Individual broadcasters, who are expected to testify when the subcommittee resumes its hearing, began to offer statements and exhibits last week.

John Tyler, general manager of KFDD-TV Amarillo, Tex., offered information on the station's editorial policy and a random selection of editorials and viewer comments.

Charles H. Crutchfield, president of Jefferson Standard Broadcasting Company, wrote to Representative Broyhill that "broadcasting is a God-given right." Licensees who abuse existing ground rules "should be dealt with separately," Mr. Crutchfield wrote.

A. Lincoln Faulk, general manager of WCKB Dunn, N.C., also wrote Representative Broyhill and urged that editorializing be allowed to continue. Mr. Faulk pointed out, however, that his station does not endorse political candidates and he suggested stations could better use air time to discuss issues.

Minow reorganization not answer, says Lee

The organizational make-up of the FCC may not be perfect, but former Chairman Newton N. Minow's suggestion for remodeling it is not the way to improve it, in the opinion of FCC Commissioner Robert E. Lee.

Replacing the seven commissioners with a single administrator, as Mr. Minow suggested, would, according to Commissioner Lee, amount to imposing "a good dictator" on the communications industry.

The commissioner expressed his view

on a *Georgetown University Forum* program broadcast over WRC-TV Washington yesterday. Appearing with him was Douglas Anello, general counsel for the National Association of Broadcasters.

Mr. Minow, on his last day in office, June 1, recommended to President Kennedy that the multimember commission be abolished and its functions turned over to a single administrator and an administrative court that would perform judicial functions (BROADCASTING, June 10).

Mr. Anello agreed with the commissioner's views about a single administrator, but he saw merit in the proposal for an administrative court operating separately from the commission.

He said "it's unfortunate that the commissioners now act as judges, prosecutors and jury." He added that a separate court could "deliberate with a minimum of political considerations and could apply policy made by the commission in a more dispassionate man-

ner." The commissioner and the NAB counsel also engaged in a colloquy on the so-called "lifted-eyebrow" technique of regulation by the commission. Mr. Anello said the commission's letters to renewal applicants and the delays in granting renewals have the effect of forcing broadcasters to program in a manner they believe would be favored by the commission.

Commissioner Lee acknowledged that he could not "subscribe to some of the letters" sent renewal applicants. But he denied any attempt at dictation and said the commission "is entitled to rely on the promises" made by licensees.

Full court hearing requested on ch. 2

A rehearing by all nine judges of the U. S. Court of Appeals for the District of Columbia has been asked in the Springfield, Ill.-St. Louis channel 2 case.

Sangamon Valley Television Corp. and 220 Television Inc. last week asked the appeals court to rehear the case en banc. A similar request was submitted Friday (July 19) by the state of Illinois.

The circuit court last month by a 2-1 vote upheld the FCC's recommendations for a solution to the six-year-old case (BROADCASTING, July 1). The commission proposed to affirm its move of channel 2 from Springfield to St. Louis and Terre Haute, Ind., and to permit KTVI(TV) St. Louis to continue operating on the channel.

Circuit Judges David L. Bazelon and George T. Washington were the majority; Circuit Judge J. Skelly Wright dissented.

WYOMING AM APPLICANT WITHDRAWS

Charges FCC 'obviously' won't grant his 1960 application

An applicant for a new AM station in Riverton, Wyo., embittered as a result of his dealings with the FCC, has decided to stay out of the broadcasting business.

William L. Ross, who three years ago applied for a 1 kw daytime-only station to operate on 1370 kc, said he has concluded the commission has no intention of ever granting him a construction permit.

And, in a letter advising his Washington counsel to dismiss the application, Mr. Ross warned broadcasters to be on their guard lest they find themselves operating their businesses for the government rather than themselves.

Mr. Ross, who sent copies of his letter to the commission and Wyoming Senators Gale McGee (D) and Milward

L. Simpson (R), added that he doesn't want to operate a business regulated by the FCC until Congress asserts its jurisdiction and assures the "proper operation" of the agency.

Application Opposed ■ Mr. Ross's application ran into trouble in August 1961, when KVOE Riverton, the only AM station in the community of 7,000, alleged that he lacked sufficient funds to construct the station.

Mr. Ross opposed these allegations and submitted several amendments to his application. The last was filed on Jan. 17, 1962, in response to a commission request that he justify his estimate of a first-year gross revenue of \$40,000.

The commission, unconvinced by Mr. Ross's pleadings, in July 1962 ordered

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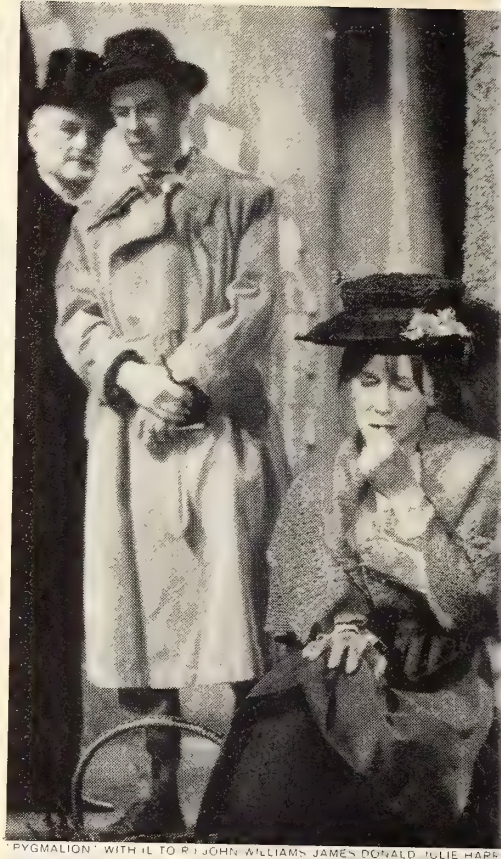
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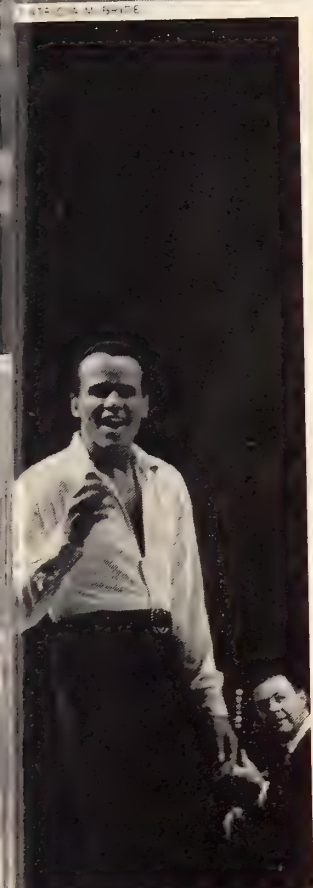
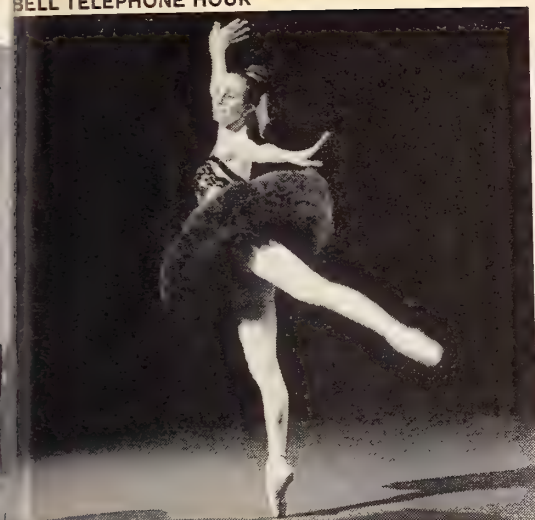
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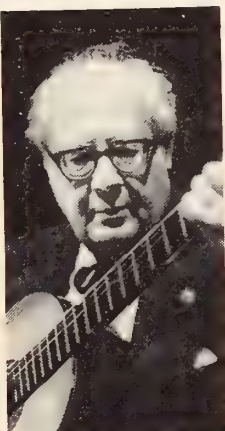
There's "Hallmark of Fame," for which producer-director George Schaefer is planning to do six 90-minute plays (including a repeat of Shakespeare's "The Tempest").

One of "Hallmark's" TV-firsts will star Charlton Heston in a production of "The Patriots," Sidney Kingsley's absorbing stage play about the struggles of America's new democracy at the close of the 18th century. Also scheduled is Robert E. Sherwood's Pulitzer Prize drama, "Abe Lincoln in Illinois," and a December musical presentation of Handel's "Messiah." ("The Tempest," seen on "Hallmark" three years ago, stars Maurice Evans, Richard Burton and Lee Remick.)

From the world of music and the dance comes "Bell Telephone Hour" (see photos, above, of past



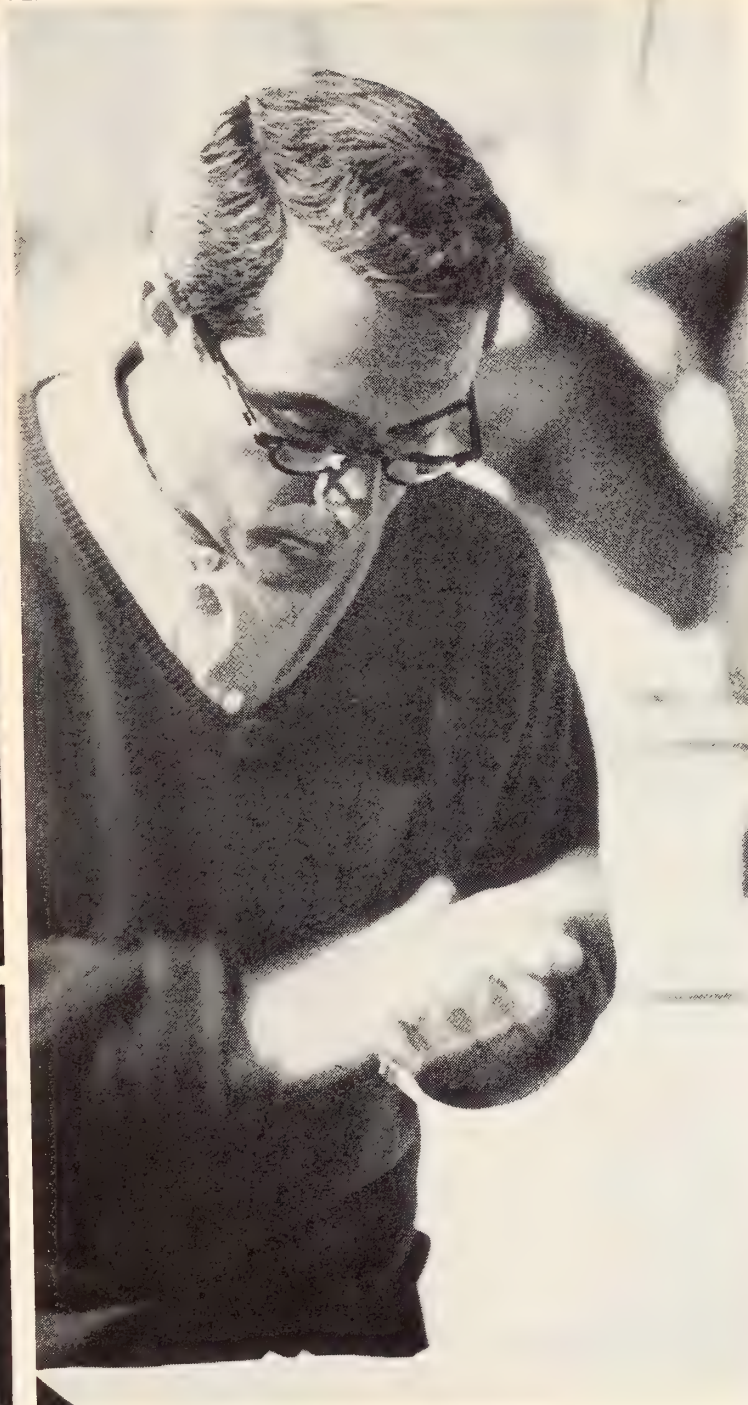
HARRY BELAFONTE



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"Bell" and "Hallmark" shows), whose expanded schedule calls for alternate-Tuesday programs right through next summer. Among the forthcoming "Bell" headliners: Maurice Chevalier, Yehudi Menuhin and Joan Sutherland.

Starring in other musical specials will be singers Perry Como and Andy Williams. There'll be seven broadcasts of "Perry Como's Kraft Music Hall" (in the same time spot as Thursday's "Kraft Suspense Theatre"); and a dozen Tuesday sessions of "The Andy Williams Show."

The eight Friday-night editions of "Chrysler

Presents a Bob Hope Special" will embrace five variety shows, a pair of comedy-dramas and a 90-minute Christmas program. (The star will also be seen as host of 26 color-filmed dramas on "Bob Hope Presents the Chrysler Theatre.")

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the application set for hearing to determine whether he was financially qualified and whether his estimate of first-year revenue was reasonable.

The commission at one time also proposed to consider whether Riverton could support more than one AM station without any resulting loss or degradation of service, but it later dropped this issue (BROADCASTING, July 23, 1962).

Mr. Ross last August petitioned for reconsideration, saying the commission should either grant his application without a hearing or, in the alternative, order KVO to apply for an early renewal of its license so that the two ap-

plications could be considered in a comparative hearing. He added that another AM application in Riverton, submitted by Hugh Jordan Scott, should also be considered in the same hearing.

The commission last April denied his petition (BROADCASTING, May 6), and prehearing conferences in the proceeding began in May.

In his letter to his counsel, Vincent A. Pepper, Mr. Ross said that, after reviewing the various pleadings in the case, he finds it very obvious this federal agency has no intention of granting a construction permit . . . now or at any future date, regardless of how many hearings they may hold. . . ."

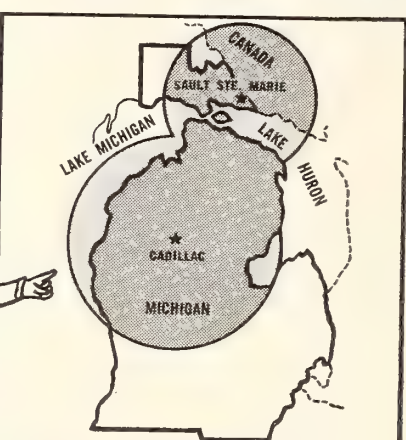
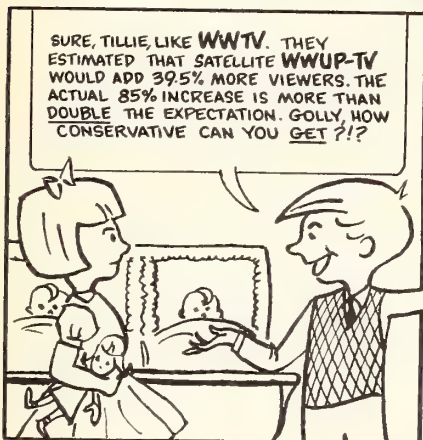
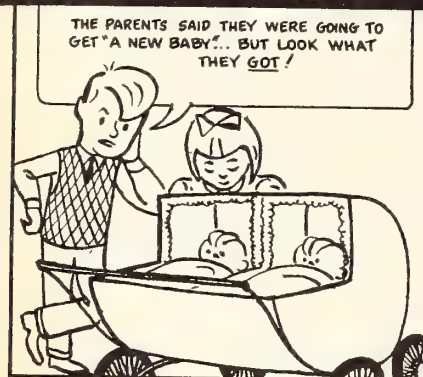
License bill vetoed

Florida Governor Farris Bryant has vetoed a bill approved by the state legislature which would have required survey firms to obtain a license from the secretary of state to do business in Florida (BROADCASTING, July 1).

The bill, introduced by Senator Clayton Mapoles, owner of WEBY Milton, Fla., required each survey firm (including broadcast audience measurement companies) to get a \$50 license fee and post a \$500 bond.

The Florida Association of Broadcasters did not take a position on the bill.

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Microphone in court called prejudicial

A Georgia court has held that the use of a broadcast microphone in a courtroom prejudiced the rights of a defendant in an embezzlement trial. It ordered a new trial.

It is believed to be one of the first rulings adverse to broadcast coverage of a trial after permission had been granted for the microphone to be used by the trial judge.

Coverage of the trial of Miss Betty R. Hudson was by WGGA Gainesville, Ga. Miss Hudson was convicted of hiking checks while employed as a clerk of the Hall County Commission in Gainesville.

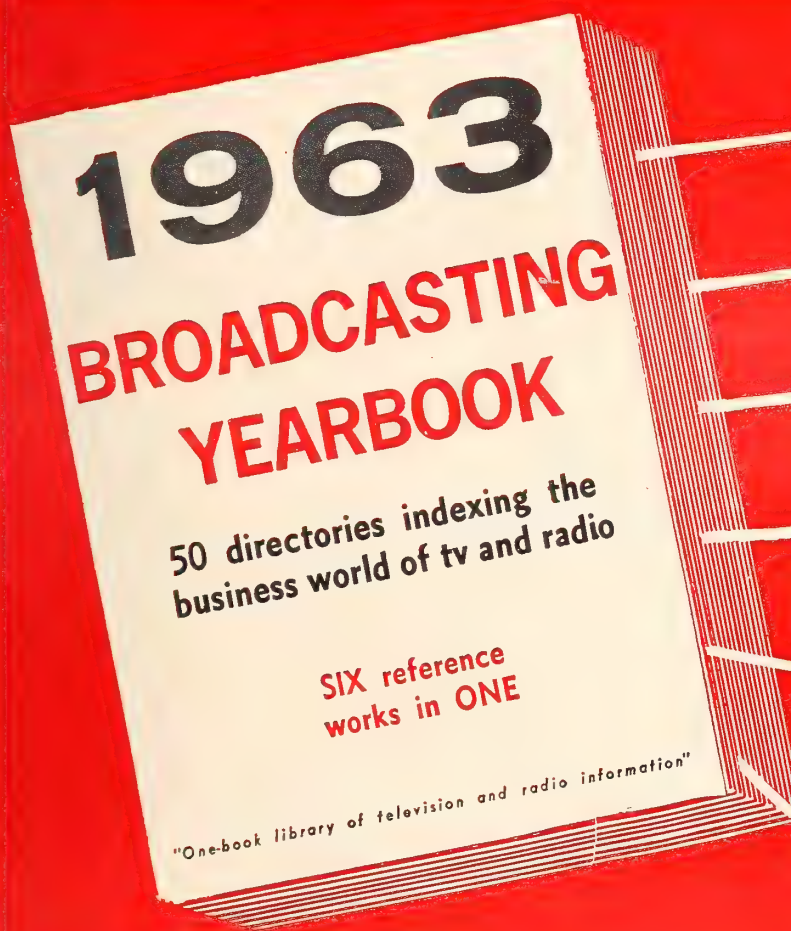
Permission to cover the trial was given to WGGA by the trial judge under two conditions: (1) WGGA was not to broadcast any part of the trial until it was completed, and (2) the delayed broadcast was to contain significant parts of trial, not just excerpts in news reports. The station agreed to these conditions and after Miss Hudson's conviction broadcast the salient excerpts of the trial as a special feature.

In the appeal to the state circuit court, Miss Hudson's attorney claimed that because the WGGA microphone was only five feet away from defense counsel table, he was inhibited from consulting with his client because he feared their conversation might be picked up.

The appeals court agreed with this argument:

Because of the apprehensiveness of the counsel and client, the court said, "we cannot say this was an unprejudiced trial." The presence of the microphone so close to the defendant, the circuit court said, was "calculated to prejudice the rights of the defendant to a fair and unprejudiced trial."

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Cox asked to sit this one out

AMST URGES COMMISSIONER'S ABSTENTION ON DROP-IN CASE

The Association of Maximum Service Telecasters has requested that Commissioner Kenneth A. Cox refrain from further participation in the drawn out and controversial drop-in case.

The association, in a motion filed with the FCC last week, based its request on the ground that Commissioner Cox was connected with the case while chief of the Broadcast Bureau before his appointment to the commission.

It also asserted that, regardless of its formal label as a rulemaking proceeding, the case is essentially adjudicatory in nature.

As a result, AMST said, Commissioner Cox should observe the requirements imposed on commission members in adjudicating matters and abstain from participation in the case.

The motion was one of two pleadings filed by AMST last week. In the other, it opposed the 15 petitions that have

been submitted seeking reconsideration by the commission of its decision to deny short-spaced VHF drop-ins in seven markets and a short-spaced VHF move-in in an eighth.

AMST has vigorously opposed the proposal, contending it would degrade existing VHF service and impede the development of UHF television. Commissioner Cox, on the other hand, has supported it as a means of bringing immediate service to markets that need it. The lengthy dissent he filed to the commission's action has been seized on by several potential applicants for the drop-ins as an additional reason the commission should reconsider its decision (BROADCASTING, July 15).

Effect Of Withdrawal ■ Commissioner Cox's removal from participation in the case would seal the fate of the drop-ins, which still have some life in them. They were denied by a 4-3 vote

last month (BROADCASTING, June 3). But since then, former Chairman Newton N. Minow, who voted with the majority, has departed, and his successor, Commissioner Lee Loevinger, represents the vote that could reverse the earlier decision.

Commissioner Cox has asked the general counsel's office for a ruling on the AMST request, and he is researching its legal arguments himself. No quick decision is likely. Commission attorneys studying the motion say they want to see the petitions that are expected to be filed in opposition to it.

The AMST motion is believed by veteran commission officials to be virtually unprecedented. The closest situation they can recall occurred in 1937 and involved a commissioner who was presiding at a hearing in which an attorney was the subject of a disciplinary proceeding. Counsel for the attorney

TV causes lottery law revisions in two states

The pull of prize purses on the air is beginning to cause states to reconsider lottery laws in the light of modern custom.

In the last few weeks, two states have revised their lottery laws to permit their citizens to participate in radio and TV contests. In both states the laws defining "consideration" have been liberalized so that listeners or viewers may send in postal cards with their names and addresses—so that they too will be included in the drawing of names.

Latest action took place in Florida earlier this month when a revision of the state's lottery law became effective. The act, sponsored by State Senator Tar Boyd, permits promotions involving prizes by chance, when no purchase is required, merely registration. It became law without the governor's signature on July 11.

Backed by the Florida Association of Broadcasters, the state's lottery laws now harmonize with the national legislation: Merely registering for a possible prize does not constitute consideration provided no purchase is required and the winner does not have to be present when the prize drawing is made.

Consideration is also the basic element modified by the Wisconsin legislature and signed by the governor June 18. The bill amends the

consideration factor in the state's lottery law to permit residents to enter a contest in which participation is determined by listening to or watching a radio or TV program, or



The winning card

reading about it in newspapers or magazines.

The Wisconsin revision is believed a good example of the new attitude.

In defining lotteries, both the national and state laws agree that there

must be three elements involved—consideration, prize and chance. Consideration has been the knotty determination in most lotteries. It is what most legislation calls the advantage to the promoter and the disadvantage to the participant which occurs when someone enters a contest.

In the Wisconsin law on lottery, this term was defined simply as meaning "anything which is a commercial or financial advantage to the promoter or a disadvantage to any participant."

If someone watched a contest program on TV, he was exposed to the commercial (advantage to the promoter) and he was giving his time (disadvantage to the participant).

The amended Wisconsin statute now has an exception added to the definition of consideration. It reads: "...but does not include any advantage to the promoter or disadvantage to any participant caused when any participant learns from newspapers, magazines and other periodicals, radio or television where to send his name and address to the promoter."

Thus, citizens of the dairy state can now join their brethren in other states in enjoying and participating in such top-flight TV shows as:

Seven Keys to Fortune, ABC-TV, 11:30-noon, Monday through Fri-

accused the commissioner of bias, and the commissioners eventually disqualified their colleague from participating in the case.

Integrity Not At Issue ■ AMST emphasized it was not questioning Commissioner Cox's integrity. The motion, it said, "is made with the highest personal respect and esteem" for the commissioner "and his inherent impartiality. We believe," it added, "that had the special nature of the instant proceedings occurred to Commissioner Cox, he would have abstained."

The association said it was "respectfully and reluctantly" raising the question of Commissioner Cox's further participation in the case "because it is convinced that due process, and the necessity of maintaining public confidence in the commission's own processes, requires nothing less."

The association noted that in ordinary rulemaking proceedings, which are essentially legislative in nature, there is no requirement that members of the commission have no prior connection with the merits of a case.

day; *Price Is Right*, NBC-TV, 11-11:30 a.m., Monday through Friday, and also 9:30-10 p.m., Friday; *Stump the Stars*, CBS-TV, 10:30-11 p.m., Monday only.

In *Seven Keys to Fortune*, the viewer is asked to send in a postcard with a number from one to seven on it plus his name and address. The master of ceremonies in the studio picks a number from one to seven by chance, and then draws from a barrel of post cards for the corresponding number. The name on the winning card wins merchandise or a cash prize.

In the *Price Is Right*, which is moving to ABC-TV in the fall (it will be shown 11-11:30 a.m. Monday through Friday, and 8:30-9 p.m., Wednesday, the viewing audience sends in post cards with the estimated value of merchandise to be given away on the program that day. The master of ceremonies pulls cards from a basket. The person with the closest estimate to the actual value of the merchandise wins the merchandise.

In *Stump the Stars*, viewers send in postal cards with phrases which panelists on the program must act out as charades. Depending on the degree of difficulty by which the stars are stumped, the sender receives prizes in the form of merchandise.

But, it said, this requirement does exist in adjudicatory matters—and the eight drop-in proposals, it added, are adjudicatory in nature, even though they are labeled "rulemaking" proceedings.

AMST cited decisions of the U. S. Court of Appeals and opinions of the Justice Department as basis for the view that "whatever formal label may be attached to television channel allocations proceedings such as the instant ones, they must be conducted in accordance with standards applicable to 'adjudicatory' proceedings because they involve the resolution of conflicting private claims to a valuable privilege.

"The closely and vigorously contested nature of these proceedings emphasizes their truly adversarial nature," AMST added.

Supporting Affidavit ■ The contention that Commissioner Cox was connected with the drop-in proceeding during his term as chief of the Broadcast Bureau, from April 10, 1961, to March 25, 1963, was supported by an affidavit filed by Edgar F. Czarra Jr., a member of the firm of Covington and Burling, counsel for AMST. The affidavit held that, as bureau chief, Commissioner Cox acted as "investigator," "prosecutor" and "proponent" in the proceeding.

Because of the criticism made of agencies in this respect, AMST said, "agencies and their members should be especially astute to avoid actions which could even hint at any prior connection in the discharge of adjudicatory functions," such as the decision in the drop-in case.

The association said it had not filed the motion earlier because it felt it wasn't needed before Commissioner Cox voted in the matter. "It was not reasonable to expect" that he would participate, AMST said, because of the nature of the case. "This was especially true," AMST added, in view of the commissioner's abstention "in other quasi-adjudicatory proceedings" in which he had been involved as Broadcast Bureau chief.

In opposing the petitions for reconsideration of the drop-in decision, AMST said the commission, by its action, "has taken a giant step toward fostering sound UHF development side-by-side with VHF as the Congress clearly directed, and has wisely avoided creating by short spacings a vast amount of co-channel and adjacent-channel interference destroying and degrading the existing VHF service."

Commission Held Consistent ■ AMST denied allegations of those opposing the decision that rejection of the drop-ins was inconsistent with past commission actions and the presentations the agency made to Congress. The drop-ins, AMST said, were intended only as

an "interim" measure. But, it added, enactment last year of the all-channel legislation—almost a year after the drop-in proceedings were initiated—ended the interim period. "The commission was required to re-evaluate its position on 'interim' VHF short-spacing proposals," AMST said.

There was no longer any need, AMST asserted, to adopt "the drastic short-spacing approach that had appeared necessary and desirable two years earlier."

The association also sought to rebut ABC's contention that denial of the drop-ins would threaten its viability. AMST said there is no "critical shortage" of stations "which could justify the tremendous loss of existing VHF service to the public which would result from . . . the short spacings . . . or which could justify sacrificing the early development of UHF side-by-side with VHF."

AMST noted that 94% of all television homes can choose from among at least three stations. Thus, it added, there is not a "critical shortage" of multiple services available. And ABC's 127 primary affiliates, AMST said, cover 92% of all U. S. television homes. This shows there is no lack of "substantial internetwork competitive equality," AMST added.

The association said that although ABC has pleaded "competitive disadvantage because of allocations" for eight years, "it has continuously grown and prospered." In any event, AMST said, ABC has more to gain from the development of UHF than from the VHF drop-ins because of the "very constricted service areas" that the short spacings would require.

Some opponents claimed that denial of the drop-ins would foster concentration of ownership by absentee owners. They argued that only large corporations financially able to withstand the losses that would be involved could afford to operate a UHF station.

But, AMST said, locally owned UHF stations are competing with VHF stations in two of the markets involved in the proceeding. It added, "It is wholly speculative to contend" that local groups would not apply for UHF stations in the others.

More Diversity ■ Furthermore, it said, "the opportunity for more diversity of ownership and more local ownership . . . lies in the sound development of UHF nationwide."

AMST said the proposal that Commissioner Cox and others made as an alternative to denial of the drop-ins—approving the short-spacings but for a limited period and with the proviso that the grantees be required to operate a parallel UHF station—runs counter to the "will of Congress."

The association quoted the House

Commerce Committee, in reporting on the all-channel bill, as saying that "It would not be in the public interest to waste valuable frequencies by using them to duplicate either in whole or in large part VHF commercial service."

If UHF development is to be spurred in the instant communities, AMST said, "it should be by the encouragement of UHF stations offering a program service not otherwise available in the market."

The petitions for reconsideration were opposed also by the consumer products division of Electronic Industries Association. EIA said reversal of the commission decision would be contrary to the intent of the all-channel receiver law and would discourage further investment in UHF stations.

The markets proposed for the drop-ins are Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn.; and Charlotte, N. C. In the eighth market, Oklahoma City, the commission approved a move-in from Enid but required that it be at standard spacing, rather than at short-spacing, as originally proposed.

Examiner frowning on Whiteley renewals

Robert C. Whiteley Jr. of Covington, Tenn., who went from part owner of one AM station to part owner of two stations five years ago, will be part owner of neither if an FCC hearing examiner has his way.

Mr. Whiteley and his wife, Katherine, purchased WKBL Covington in 1957. In 1959, he and John M. Latham took over WHEY Millington, Tenn.

Last week, Examiner Arthur A. Gladstone recommended that the commission deny the license-renewal applications of both stations.

He found that Messrs. Whiteley and Latham, in their acquisition and operation of WHEY, had engaged in unauthorized transfers of ownership and had made misrepresentations to the commission and, therefore, lacked the character qualifications to be licensees.

The examiner, in an initial decision, held that Messrs. Whiteley and Latham assumed control of WHEY on July 29, 1959, six months before they asked the commission to approve the transfer. He said they later turned control of the financially ailing station over to a Memphis businessman without the commission's knowledge or approval.

Examiner Gladstone also held that Messrs. Whiteley and Latham violated commission rules by failing to inform the agency they were issuing stock in the licensee corporation—Shelby County Broadcasters Inc.—to persons other than themselves. He added that the issuance of the stock amounted to re-

What vacation?

Several members of the FCC plan to spend part of their August vacation at the American Bar Association's convention at the Conrad Hilton hotel in Chicago.

Chairman E. William Henry is scheduled to speak Aug. 14 to the association's Communications Committee on space communications. That same day Commissioner Lee Loevinger will sit on a panel discussing the role of electronic computers in law. On Aug. 9 Commissioner Robert E. Lee will talk to the public relations panel of the ABA on UHF TV.

In preparation for the annual vacation period the agency granted James B. Sheridan, chief of the Broadcast Bureau, the authority to act next month on "certain broadcast applications" for sale of stations normally handled by the commissioners. Included are cases involving exceptions to the three-year rule that do not require a waiver of the rule.

The FCC is also planning meetings on Wednesday and Thursday of this week (July 24 and 25). The major matter of FM allocations is scheduled for consideration at the Thursday meeting. Pre-sunrise operation for daytime stations and an expanded UHF allocations table are also believed ready for commission review. The pending rulemaking to promote educational television use of channels in the 1990-2110 mc or 2500-2690 mc bands for closed-circuit instructional transmissions also may be handled.

Commissioners will hold the required monthly meeting Aug. 1 before vacationing.

linquishment of negative control—a transfer that, under commission rules and the Communications Act—requires FCC approval.

For Services Rendered ■ A total of 23 shares was issued. Five were turned over to an attorney for legal services rendered in forming the corporation. The remainder went to advertisers, the examiner said, as a "bonus" for buying time. In applying for assignment of the station's license from a partnership to the Shelby corporation, Messrs. Whiteley and Latham told the commission there would be no change in ownership.

The examiner also found that the licensee corporation was not qualified financially to continue operating WHEY. A trafficking issue involving Mr. La-

tham was not reached. The examiner said resolution of the issue wasn't necessary since "each of the adverse conclusions reached on the other issues would, in itself, require denial of the renewal application of WHEY, in which Latham is involved."

SCBA raps limits, calls them 'faulty'

The FCC's several faceted rulemaking to provide for the future development of AM and FM radio was strongly criticized last week as being detrimental to improvement of the services, rather than helpful. The South Carolina Broadcasters Association urged that the commission drop the whole idea.

The rulemaking, proposed this spring (BROADCASTING, May 20), would limit the number of AM stations in a community according to population, ending the current freeze on applications. It would break up some AM-FM duopolies and limit FM duplication of AM programming to 50%.

SCBA charged that limiting the number of AM stations was "a faulty and clumsy imposition upon the basic free enterprise system." Control should be based on the FCC's standards of good engineering practice, the association urged.

The 50% limitation on the duplication of AM programs discriminates against the broadcaster who has kept solvent FM operations going, and could harm FM service, SCBA said.

Separation of AM-FM ownerships would be in violation of broadcasters' individual rights of property, an "unwholesome penalty" for AM owners who have taken financial losses to establish their FM outlets, according to SCBA. "Such a proposal will place present FM broadcasters very much in the same position as a man who has lived a noted Christian life only to have Saint Peter tell him to go Hell when he presents himself at the Pearly Gates—just because he had been a notable Christian," SCBA offered.

WJR right to contest application challenged

Transcontinent Television Corp., licensee of KFMB San Diego, told the FCC last week that WJR Detroit has waived any right to contest KFMB's application to operate on WJR's clear channel frequency of 760 kc.

WJR has requested a hearing, claiming the commission cannot duplicate the clear channel without the consent of the licensee operating the channel (BROADCASTING, July 8).

KFMB agreed that this is true under the rules but that WJR two years ago waived this right when it accepted its

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present license on the grounds the Detroit clear channel could expect no protection outside of the .5 mv/m 50% skywave, by an unlimited time co-channel operation in San Diego. KFMB said that two years ago was the time to challenge the provision, not now.

The San Diego station has to change from its present frequency (540 kc) due to a U. S.-Mexican agreement on broadcasting facilities, but has been assured comparable facilities.

WJR has offered no facts to warrant designating the KFMB application for hearing, the latter maintained, because WJR presented an old argument for retaining class I-A channels for super-power broadcasting, a proposal denied by the commission in September 1961. KFMB also discounted WJR's request that a decision on the change application be deferred until a court of appeals decision on the FCC's clear channel position. KFMB pointed out that the court did not suspend the commission's denial.

ABC heads for court to contest KOB case

ABC plans to take the FCC's latest effort to finalize a five-year-old decision in the KOB Albuquerque, N. M., case to court in order to insure that the network receives "treatment comparable to that accorded to other networks."

In a petition filed with the commis-

sion last week, ABC requested that it be granted a stay of the requirement that it file an application for directional antenna operation for WABC New York that would afford protection at night for KOB (AT DEADLINE, July 8). ABC said that it plans to go to court and if it filed the application it would lose the right to do so.

WABC and KOB operate on 770 kc, with 50 kw and 25 kw at night for the latter station. A 1950 decision by the commission required that WABC protect the nighttime operation of KOB. A 1961 court of appeals decision directed the FCC to assure that its duplication of WABC would not damage ABC as a network in view of the fact that NBC and CBS clear channel stations in New York are unduplicated. ABC is now seeking review on these grounds.

Space requests due Aug. 15

Broadcast news directors were notified last week that they should submit their requests for work space at the 1964 national political conventions by Aug. 15.

Estimates of square feet of work space required for the headquarters hotel and convention hall for the Democratic convention in Atlantic City and the Republican meeting in San Francisco should be submitted by that date to: Bill Henry, House Radio-TV Gallery, Room H-323, U. S. Capitol, Washington 25.

CBS, ABC positions attacked by SRA

The Station Representatives Association last week opposed petitions of ABC and CBS asking the FCC to reconsider its order banning option time.

SRA said the order didn't go far enough and that reconsideration by the commission would be a step in the wrong direction. The association had asked the commission not only to bar the venerable station-clearing technique but limit the amount of network programming stations could carry.

SRA said ABC produced no data to support its claim that the option-time order doesn't consider "the competitive imbalance" among networks.

CBS was concerned only with that part of the order outlawing the network's graduated affiliates compensation plan. CBS asserted that the section was so vague as to constitute a violation of the network's right to due process of law and that it was adopted without sufficient notice.

SRA, however, said the rule couldn't be considered vague, since option time has been a familiar part of broadcasting for more than 20 years. The association added that the commission gave ample notice of its proposed action when it invited comments on what form a rule banning the option time practice might take.

PROGRAMING

Hollywood: a Negro pressure point

NAACP OPENS DRIVE ON FILM INDUSTRY—AND MAKES SOME HEADWAY

An organized campaign by Negroes to get a better break in employment and representation in Hollywood films began to take shape last week.

Representatives of Hollywood producers and unions met with the labor secretary of the National Association for the Advancement of Colored People in an exchange that was later described as conciliatory. The meeting, last Thursday afternoon, took place only hours after the NAACP official, Herbert Hill, had described to a news conference a militant program for Negro recognition in both television and theatrical films.

After Thursday afternoon's meeting, Mr. Hill said he was pleased to learn that the producers, unions and guilds had a "general awareness of the problems." He said the meeting had established a "working relationship."

Charles Boren, executive vice president of the Association of Motion Picture Producers, called the session "informative" and said the producers had

pledged full cooperation to NAACP. Individual meetings with guilds and unions will follow. For the first time the International Alliance of Theatrical Stage Employees — the biggest craft union in the studios — has agreed to talk with the NAACP. The IATSE had earlier been singled out by the NAACP's Mr. Hill for special criticism as a union that had discriminated against Negroes.

Although none of the company or union representatives at last Thursday's meeting admitted to discriminatory practices, the producers' representative, Mr. Boren, said that "improvements can be made in relations."

Tough Talk ■ At his news conference last Thursday morning, the NAACP labor secretary had charged television and motion pictures with discriminating against Negroes both in employment opportunities and in representation in films.

Mr. Hill said films had been "artistically dishonest" in depicting the Negro "as a menial, an outworn stereotype, or

else he is the invisible man who just isn't there at all."

He also demanded the integration of Negroes and whites in the technical crews of all film productions. He said that Negroes had been denied admission to craft unions, and he threatened to bring decertification proceedings, before the National Labor Relations Board, against unions that continued to discourage Negro membership.

In advance of his meeting with the production representatives Mr. Hill said that if no progress was made, protest demonstrations would be conducted at Hollywood studios, at corporate headquarters in New York, at film distribution centers throughout the country and at major motion picture theaters. He said also the NAACP would petition the California State Fair Employment Commission for action against studios and unions that resisted NAACP demands. Token accommodations would be unacceptable, he said.

"The Negro has been denied the right



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TV film series
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Final days of Mussolini to be seen on WPIX (TV)

A dramatic film re-creation of the final days of Benito Mussolini has been acquired by WPIX(TV) New York and will have its world premiere on the station in November or December. The unusual twist: though the film was made 18 years ago, shortly after Mussolini's death, it never has been presented in a theater or on TV in any country.

William L. Cooper, manager of

film programs for WPIX, told BROADCASTING in an interview last week that the station has obtained the worldwide theatrical and TV rights to the film, *The Death of a Dictator*, and hopes to syndicate it to TV stations in the U.S. and distribute it to theaters throughout the world. He reported he originally saw the film more than a year ago when he was in Europe on a film procurement

trip, and obtained the rights from the Italian producer.

The film was shot in Northern Italy, shortly after Mussolini's death, in the vicinity of Dongo near the Swiss border. The film is a re-creation of the event and many of the actual partisans involved served as performers. Professional actors depicted Mussolini and his mistress.

Why wasn't the film shown before this? It's Mr. Cooper's belief that the producer was fearful of releasing the film in the months after the end of the war and in the subsequent years because of the changing political climate in Italy. Another reason: the film required considerable editing and rearranging. As part of its agreement, WPIX edited about seven hours of rough film to 53 minutes for an hour TV program, and also added an original music score.

WPIX used two minutes from the film, dealing with Mussolini's actual capture, in a one-hour documentary it recently produced titled *The Rise and Fall of Benito Mussolini*. "No other portion of the film has been shown," Mr. Cooper added.

"We think the film is going to create quite a stir," he ventured. "We are now working on a deal to show the film in Italy in theaters. We haven't decided whether it will be a one-hour or longer version for theaters."

to work," said Mr. Hill at his news conference, "and he must now be given an equal chance. And he must further be depicted on the screen and television in truth and honesty."

Menials Or Ignored ■ Whether the Negro is being discriminated against in Hollywood today was a matter of disagreement by interested organizations. No one, however, disputed the fact that he has been subject to discrimination in the past by the producers of motion pictures and TV films which presented Negroes generally as menials or ignored them altogether.

A meeting of some 300 actors, writers and other creative craftsmen, was held July 12 at the Beverly Hilton hotel, Beverly Hills, Calif., under the auspices of the American Civil Liberties Union. The meeting adopted a resolution after a hard-fought floor debate over its wording. The resolution acknowledged that discrimination against Negroes "has existed and continues to exist" and expressed the resolve that "we shall bring it to an end . . . We members of the creative guilds can insist that our organizations integrate in a full, not token, way, affording equal opportunities to all qualified personnel." The resolution con-

tinued, "And we call on studio heads to do the same."

On Monday (July 15), the Writers Guild of America, West, made public a letter addressed to the "motion picture and television industries," which noted that "from the very beginning of our guild . . . there was no question that its membership would be open to all working writers, free of any racial or religious qualifications." The letter expressed intent of WGAW to follow the counsel of its late president, Charles Schnee, for the membership "to notify the guild whenever a part written for a Negro was not played by a Negro."

"We now intend to go further," the WGAW letter stated. "As our first step, we will waive minimum payments to those of our members who so request and who volunteer their skills as writers to those organizations of our fellow citizens who are in the vanguard of the fight for Negro rights. Finally, we urge all branches of our industry to eradicate what remnants of discrimination may remain—in casting, in the labor force, in the studio offices—and to do this vigorously, publicly and immediately."

But another note was sounded Tuesday (July 16) by Caleb Peterson, Ne-

gro actor, singer and head of the Hollywood Race Relations Bureau, an organization which he said had been in the forefront of the fight to win recognition for the Negro from Hollywood. Two years ago, he told a news conference in Los Angeles, the HRRB had picketed theaters and studios and the Oscar award ceremonies of the Academy of Motion Picture Arts & Sciences, for which activity he had been jailed. But so much improvement has occurred in the past year, he said, that "we're honoring the Hollywood movie-television people for the good job they have done." (An awards ceremony was scheduled to be held yesterday [July 21] at the Memorial Christian Church in Los Angeles.)

NAACP 'All Wrong' ■ Statements of Herbert Hill of the National Association for the Advancement of Colored People charging that discrimination is rampant in Hollywood today (BROADCASTING, July 8, 1) "are all wrong," Mr. Peterson declared. "The NAACP doesn't really understand Hollywood."

Instead of attacking the unions and producers for an attitude that no longer exists, Mr. Peterson reported that the HRRB is negotiating with the studios

to establish a workshop to train Negroes as cameramen, electricians and in the other studio crafts and also as writers, directors and actors.

To back up his assertion that the movies and TV have changed, Mr. Peterson showed film clips from three TV shows—Fred Astaire's *Alcoa Premiere*, *Laramie* and *87th Precinct*—all showing Negro actors in prominent roles, portraying a scientist, a cowboy and a police officer in charge of investigating a crime. He said that in the past year there have been 80 motion picture and TV productions showing the Negro in all walks of life, as he actually is in today's society, and not solely as a stereotyped menial.

The resolution adopted at the ACLU meeting by the writers, directors and actors called for collective action in three ways:

"1. As employers and employees, as guilds and unions within the entertainment and communication industries, to insist upon and to institute procedures whereby equal opportunity for employment shall be guaranteed to Negroes and to members of all minority groups.

"2. As artists, to present an honest and realistic image of the Negro as he exists in modern American society, one in nine, bad and good, rich and poor, ubiquitous in metropolitan and rural America, a person taking his equal place in the society he shares.

"3. As individuals, to be alert to any injustices against any minority group, and to assume individual responsibility to correct them or to bring them to the attention of those who can."

When the thought was expressed that the resolution should be gotten to everyone who was to attend last Thursday's meeting of union, guild and producer organization officials with the NAACP representatives, several individuals volunteered to underwrite the cost of having the resolution printed in full in the daily Hollywood entertainment industry trade papers in advance of that meeting.

Agriculture news available by wire

Leased wire reports of the Department of Agriculture's farm commodity market news service have been made available to radio and TV stations and others interested in buying the service on a day-long basis.

Most stations now get these reports from commercial wire services, but they are subject to the flow of other news. The 50-year-old market service can be obtained free plus cost of an AT&T line to one of some 200 connection points on the department's system.

Some stations get market reports in connection with regional wires of the Weather Bureau, but this is not provided nationally.



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on the move,

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BASEBALL, PAY TV REUNION?

Skiatron reported ready for Giant-Dodger comeback

Two major-league baseball teams in California were reported last week to be nearing an agreement to put their games on pay TV next year.

The report, attributed to an unidentified but "informed" source, was distributed last Thursday by the Associated Press in a dispatch from Los Angeles. The AP said its information was that the San Francisco Giants and Los Angeles Dodgers were negotiating with Skiatron Electronics and Television Corp., New York.

No other details were reported in the AP dispatch.

Other sources told BROADCASTING that there had been a revival of talks between the owners of the Giants and Dodgers and Matthew Fox, holder of a pay TV franchise issued by Skiatron. Mr. Fox, reached at his New York headquarters, said the reports were "premature."

A Long History ■ The Skiatron plan to open a pay TV system with Giant-Dodger baseball as the core of its programming goes back several years. In 1957 Mr. Fox, as head of Skiatron of America, a company licensed by Skiatron Electronics and Television Corp. to exploit pay TV systems using the electronics company's equipment, negotiated an agreement with the San Francisco Giants for exclusive rights to the team's games on pay TV. Mr. Fox's company paid the Giants \$750,000. That agreement has expired.

In December 1959 the Securities and Exchange Commission suspended public trading in the stock of Skiatron Electronics on the grounds the company's registration statement had been misleading. In October 1960 the SEC issued a stop order on the registration

statement itself. The SEC found that Skiatron Electronics and its licensee, Mr. Fox's Skiatron of America, lacked the capital to develop a wired pay TV system. According to testimony at SEC hearings, it was estimated that \$13 million would be needed as a minimum stake to set up a Skiatron system in Los Angeles or San Francisco.

Since the SEC's order of October 1960 Skiatron has been in eclipse.

After publication of last week's AP report, Mr. Fox said he had been "struggling" with the western pay TV project for more than nine years, and that although he was hopeful of eventually succeeding, he felt that published rumors at this stage would not "serve anybody."

Other sources in Los Angeles reported that Mr. Fox had enlisted at least one manufacturing company in his project, that there were active discussions with both baseball clubs and that the plan was for the formation of a new corporation, with substantial financial backing, that would tie up the baseball franchises for its pay TV system and then make a public offering of its stock.

The two California entries in the National League now show only nine road games each season on commercial TV. The Giant games in Los Angeles and the Dodger games in San Francisco are the only ones televised.

National Academy forms international group

An international organization has been formed by the The National Academy of Television Arts and Sciences.

The organization will be known as

the International Council and Academy of Television Arts and Sciences. Rod Serling, television playwright, has been appointed pro tem chairman of the group, and Ted Cott, head of Oakland Producing Ltd., pro tem president and Royal E. Blakeman, Redwing Productions, pro tem vice president.

Serving on a provisional board are: Evelyn F. Burkey, executive director, Writers Guild of America, East; Roger Englander, producer-director; Richard Reinauer, academy trustee, Chicago; Louis F. Edelman, TV producer; Burl Adams, Revue Productions; and Lloyd Burns, Screen Gems.

The board of the International Council and Academy of Television Arts and Sciences will ultimately be made up of seven members from the board of trustees of the National Academy, seven members representing companies with international activities; and seven members from foreign broadcast organizations including Japan, England, France and Canada.

NAFBRAT gives TV, radio annual awards

A Portrait In Verse, a special on CBS-TV, was named the "best" TV program of the year last Tuesday (July 16) by the National Association for Better Radio and Television at its 13th annual awards banquet at the Wilshire Country Club in Los Angeles. A special award was given to *TV Guide* for its series on broadcasting responsibility and another to Robert Maxwell for more than 20 years of radio and television family programming.

Other national TV NAFBRAT awards for top programs in individual program classes were: situation comedy, *My Three Sons*; comedy, *Hazel*; popular music, *Sing Along With Mitch*; classical music, Leonard Bernstein program; drama, *Hallmark Hall of Fame*; entertainment, *Wonderful World of Color*; daytime, *Today*; adventure-travel, *Across the Seven Seas*; news, *Eye-witness*; news column, *David Brinkley's Journal*; discussion-interview, *At the Source*; children's (daily), *Discovery*; children's (weekly), *Exploring*; teenager's, *College Bowl*; documentary, *Twentieth Century*; education, *Accent*; public service, *NBC White Paper*.

National radio awards were: entertainment, *Family Theatre*; daytime, *Flair*; news, *The World Today*; interview-discussion, *Capitol Cloakroom*; education, *Invitation to Learning*; public service, *Dimension*.

Three Los Angeles TV stations and two radio stations were honored for "exceptional excellence" in programming.

KNXT(TV) received the award for "special events programming" and KABC-TV for "special recognition of commu-

An eyebrow lifted, a show dropped

NBC-TV unlocked its 1963-64 schedule last week to drop one hour show and substitute another.

Out went the *Robert Taylor Show*, a Four Star production that had been scheduled for Thursdays, 7:30-8:30 p.m. Into the period went *Temple Houston*, a Warner Bros. western that had been under consideration for the 1964-65 season. Reportedly the network abandoned the Taylor show because of a dispute between Four Star and the U. S. Department of Health, Education and Welfare. In the series Mr. Taylor plays a trouble-shooter for HEW. Four episodes have been shot.

Harvey A. Bush, HEW director of public information, said the department had found inaccuracies in two

of the filmed programs. Thomas McDermott, president of Four Star, met with HEW officials in Washington last week and took under consideration proposals for changes in the shows. HEW reportedly objected that the Taylor show failed to give adequate recognition to the role that state organizations play in HEW operations. Mr. Bush described Mr. McDermott's attitude as cooperative. As far as HEW knows, Four Star intends to continue production of the series despite NBC's cancellation.

The *Temple Houston* series, which starts in the Taylor slot Sept. 19, is a Jack Webb production. It features Jeffrey Hunter as a lawyer in the Southwest and Jack Elam as a gun-fighter who has turned U. S. marshal.

1963 Ted V. Rodgers Awards
for publication writers and radio/TV producers

\$8,000.00 IN AWARDS

*for published or broadcast reporting on
metropolitan transportation problems*

Writers of published articles or editorials and producers of radio/television programs that contribute to public understanding of metropolitan transportation problems—and possible solutions—are eligible for the 1963 Ted V. Rodgers Awards.

The Awards are sponsored jointly by the ATA Foundation (American Trucking Industry) and Trailmobile (manufacturers of truck trailers). As leading members of the nation's transportation complex, the sponsors' purpose in offering these awards is to recognize outstanding contributions toward community understanding of the

problems of transporting people and goods to and from, and within metropolitan areas.

Awards are offered for published articles in three media: Newspapers . . . magazines . . . and radio/TV public service programming on the subject (local or network). First Award in each category is \$1,500; second award \$700; third award \$300. Entries from *weekly newspapers* will compete in the general newspaper category but are also eligible for a special \$500 award reserved for weeklies only. *Plaques* will also be awarded to winners in all categories.

rules:

1. Entries will be judged on the basis of scope, thoroughness, writing and reportorial skills as they contribute to public understanding of the problems, planning and financing of transportation facilities responsive to the efficient movement of people and goods to and from and within metropolitan areas.

2. Entries in the 1963 Competition must have been published or broadcast on or between the dates of January 1, 1963, and December 31, 1963.

3. Articles, editorials and programs of any length are eligible. A series of articles or broadcasts will be considered a single entry.

4. There are three categories of participation: Magazines; daily/weekly newspapers; radio/television. Material printed in publications devoted primarily to the transportation industries is not eligible.

5. Awards will be the same in the three categories: First—\$1,500; Second—\$700; Third—\$300. There is also a special \$500 weekly newspaper award.

6. Entries will be accepted until December 31, 1963 (postmark). They should be mailed to:

Ted V. Rodgers Awards, The ATA Foundation, Inc., 1616 P Street, N. W., Washington 36, D. C.

7. Material submitted will be returned only when specifically requested. Radio/TV stations may submit in addition to scripts other supporting material such as audio tapes, video tapes, film clips, etc. Decision of the judges will be final. In event of ties, duplicate prizes will be awarded. This awards program is subject to state and national regulations. Winners will be notified by special letter. A complete list of winners will be available to all entrants and those requesting it.

TRF-53

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nity interests, especially in the area of children's interests." Awards for "programming" went to KNX, CBS network affiliate, and KMPC, independent station.

Los Angeles regional TV "best of class" awards were: sports, KTTV for its sports specials; music-variety, KNXT for music specials; religious, KNXT's *Insight*; drama, KNBC(TV) for its uninterrupted broadcast of a college production of "Romeo and Juliet"; news, KNBC's *Comment*; discussion, KNBC's *Survey '62*; children's, *Romper Room* on KTLA; documentary (series), KNXT *Reports*; documentary (single), *Death of a Newspaper* on KTLA; education, *Communism: Myth vs Reality*, KNXT.

Program notes . . .

Programs on Ford ■ A new radio series of four programs on Henry Ford will be broadcast overseas through WRUL New York. The series, called *The Man from Dearborn*, is produced by the Dearborn public schools. It will begin July 30, on Mr. Ford's 100th birthday anniversary.

New SESAC recording ■ SESAC Inc., New York, producer of recordings for radio-TV stations, has released a new LP album, "Trombones After Five," featuring Warren Covington and his orchestra. SESAC's "Just a Minute" LP's are now carried on over 1,000 radio and TV stations.

New sports series ■ Moss-Herzfield Productions of New York has produced a new half-hour sports series, *Training with the Pros*, for syndication. The series will feature professional athletes from major sports. William Morris Agency is exclusive sales representative for the TV series.

Eisenhower returns, too ■ Former President Dwight Eisenhower will participate in an hour CBS-TV presentation commemorating the 20th anniversary of the D-Day invasion of World War II. The program, to be broadcast around June 6, 1964, will be filmed in France and England Aug. 4-Aug. 11 of this year at the Normandy beaches,

a cemetery nearby, and at Portsmouth, England, headquarters for allied forces prior to the invasion. The program, on which Walter Cronkite will also appear, will be titled *D-Day Plus 20 Years: Eisenhower Returns to Normandy*.

A pilot for Bunky ■ United Artists Television and Placebo Productions have announced co-production plans for *Bunky*, a half-hour situation comedy series. The show will be produced by Joshua Shelley with both pilot and series set for filming in New York City.

Situation comedy ■ Sylvan Productions has revealed plans for a pilot film for *Loveable Louie*, a proposed comedy series based on the exploits of a chimpanzee at a rocket launching installation. Charles Andrews has been named producer of the show.

Espionage series ■ A romantic espionage-adventure series, *John Stryker*, has been set as second TV project which Daystar Productions will produce for CBS-TV. New series will be

filmed in association with Walter Grauman Productions, with Daystar President Leslie Stevens producing the pilot which Mr. Grauman will direct. United Artists is partnered in the *Stryker* series as well as in *Magnificent Seven*.

Weekly music gala ■ WPIX(TV) New York has begun a weekly hour-length musical show, *Clay Cole at the Moon Bowl*, featuring interviews of recording artists, hit tunes and dancing. The program, of which Mr. Cole is host, is taped weekly at Freedomland amusement park and telecast Saturdays.

Background library ■ A new library of background music has been released by Capitol Library Services, Hollywood. The 14 album library of double-faced 33 $\frac{1}{3}$ discs, called Production Music Series, contains music suitable for all types of news, humor and dramatic shows. It is priced at \$85. Information is available from Capitol Library Services, Hollywood and Vine, Hollywood 28.

ASCAP pay structure probe continues

MUSIC PROGRAMING DETAILS SOUGHT IN QUESTIONNAIRE

On Oct. 6, 1961, John E. McGeehan, a New York attorney, wrote to broadcast stations asking them to supply logs of musical selections performed on the air. Mr. McGeehan had been named trustee by the U. S. District Court for the Southern District of New York to survey performances of the American Society of Composers, Authors and Publishers (BROADCASTING, Oct. 23, 1961).

Twenty-two months later he has written a second letter to the stations, reminding them of his original letter, thanking them for their responses and asking for answers to an enclosed questionnaire.

In 1961 a dissident ASCAP group, unhappy with the way the society was cutting up its annual receipts (estimated

at \$32 million at that time), began litigation to change the pay structure which is based on the ASCAP-conducted survey.

In his current letter Mr. McGeehan outlines his function as the court appointee to make an objective survey of stations. The purpose of the survey is to see if station log listings contain enough information for ASCAP to use as a base for payments to its members.

ASCAP now employs a survey firm which tapes station programming for performances of ASCAP-licensed works, and distributes performance fees based on the tapes.

The four-page questionnaire asks for information on affiliation, time on air, size of staff, hours and type of programming, what type of music is played, who picks it, music logs and top tune listings.

On music performance information, the attorney asks if the station keeps a music log and if so how extensive, if the log is kept on all music performed or only certain performances, if the information is made available to music licensing agencies and if "you were asked, could you furnish the information which you presently maintain—on a continuous basis?"

Mr. McGeehan asks for a sample copy of the type of information stations currently maintain on music performance and notes that the questions will be considered in detail "in order to develop and support my final recommendations to the court."





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reports a highway patrol department. "Hundreds of dollars saved in program interruptions," reports a TV station. "Less costly in the long run," discovered a county government. Similar results can be yours with a truly reliable, genuinely interchangeable GB Gold Brand Tube.

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PROMOTION IS A PRETTY GIRL

It could be the annual Kosher Dill Pickle Festival of Zebulon, Ga.; the monthly parade down Main Street in Winnemucca, Nev., or a station party to impress timebuyers. Whatever the occasion a pretty girl has always been considered an asset in attracting a crowd and helping a publicity man keep his job—especially in summer when a girl can wear a bathing suit without catching cold.

In tribute to all the Strawberry Festival queens yet unchosen, BROADCASTING presents this once-a-year tribute to the pretty girls and the men whose jobs they insure.



Rogers and Hammerstein said "There Is Nothing Like a Dame," and the disc jockeys of WABC New York seem to agree as they admire Eva Sloan, Miss

WABC Safe Boating. Second from right is Dan Ingram who won the station's 'round Manhattan Island boat race.



Milla McCord of Guntersville, Ala., is now representing WAPI-TV Birmingham as Miss Channel 13. At 36-23-36, she figures to win several contests.

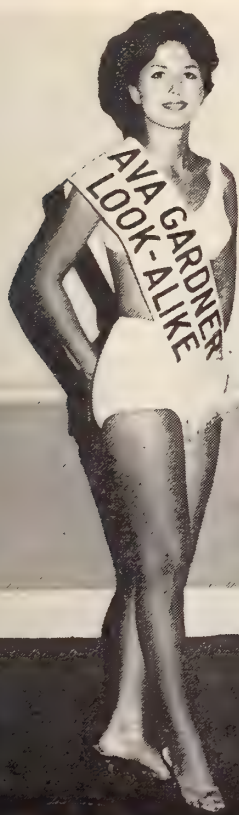


Kitten Tangee is one of six kittens who promote KIX(TV) Los Angeles and help merchandise sponsors' products in drug, furniture and food

stores. At 23, Tangee is one of the older kittens, but reportedly does the station dance, the "Kiix," as well as any of her 22-year-old colleagues.



Dianne Libby spent last week passing out news releases on KTTV(TV) Los Angeles's "In This Corner: Joe Louis." Dianne makes a pretty second.



Emily Simon of Malverne, N. Y., won the WINS New York-Allied Artists "Ava Gardner Look Alike" contest (note ribbon for verification).



Sue Shafer, Dairy Princess of WKJG-TV Fort Wayne, Ind., is crowned by Hilliard Gates, general manager of the station. Miss Shafer became the

title holder by winning a milking contest conducted in conjunction with a special Dairy Month program on the Indiana station.



Miss Kansas of 1964 is 19-year-old Karen Schwartz of Wichita, who won over a field of 30 girls in a local contest held by KAKE-TV Wichita.



Rosalie Bowman at 18 is "Iowa's Favorite Farmer's Daughter," the sixth winner of the annual contest sponsored by WMT-AM-TV Cedar Rapids.

Mobility becomes reality with the MVR

ABC-TV GETS PORTABLE RECORDER READY FOR AUSTRIA

ABC-TV claims a breakthrough in tape coverage mobility in its use of the new Machtronics portable tape recorder. The recorder, MVR, which weighs only 60 pounds, was announced this spring and placed into operation almost immediately by the network. It was developed by Machtronics Inc., Mountain View, Calif., with the help of ABC engineering division.

The recorder is about one-tenth the size of conventional tape machines, and in the past several weeks has been carted to such diverse places and events, as President Kennedy's European tour and the July 4 Daytona "Firecracker 400" stock car championship race. On July 28, the recorder will be in action at Hayward, Wis., for the "world's lumberjack championship contest," which is to be telecast on ABC's *Wide World of Sports*.

In late June when boxer Cassius Clay returned to New York after his victory in the ring in London, ABC engineers placed the machine in the back of a station wagon in the afternoon, connected it to a hand-held camera and taped an interview at the airport. The interview was seen that night on the network's news show.

Up And Away ■ The machine was carried aloft, held secure by standard safety belts, on the seat of a small three-man helicopter at Daytona, and along with a new Sylvania 800 portable

hand camera recorded the stock car race from above.

During the President's trip in Europe, the MVR was used as a backup for satellite transmissions, recording in case of transmission failure all material in London that ABC News sent by satellite. This use of the MVR, ABC engineers explain, was important in that it indicated the quality of the picture. Again, the machine was put to use for the network's coverage of the *All American Football Game* in Buffalo last month.

ABC plans to continue its field testing and development of the MVR and wants to use the machine for the 1964 Winter Olympics which will be held in Innsbruck, Austria.

TWINKLE, TWINKLE Telstar II's silence leaves Relay as lone space voice

Almost on the eve of the second attempt to orbit a synchronous satellite for communications across a third of the earth (BROADCASTING, July 15), Telstar II went silent and AT&T engineers were working vigorously to restart their communications satellite.

Telstar II ceased operating last Tuesday (July 16) in its 450th orbit while it was over the Indian Ocean. Attempts to trigger responses from the Bell Sys-

tem's 175-pound satellite were unavailing up to last Thursday night (July 18). These will be continued, AT&T said.

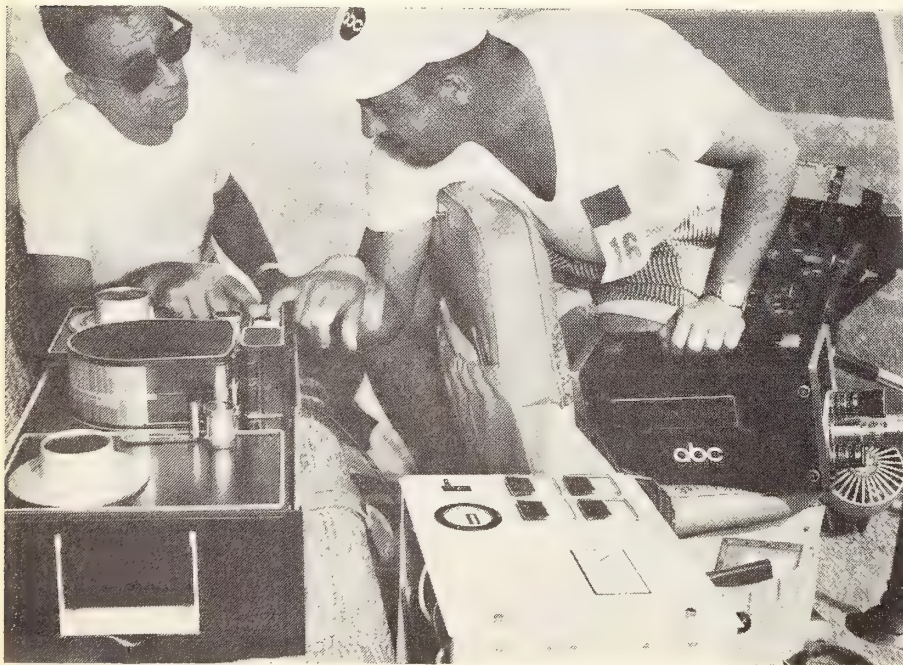
The second AT&T owned Telstar was put into orbit May 7 from Cape Canaveral. It circled the earth every 3 hours 45 minutes, ranging from a 6,600-mile apogee to a 600-mile perigee. It had been designed to overcome radiation effects which put Telstar I out of commission. Telstar I was launched July 10, 1962 and operated four-and-a-half months before failing completely.

Failure of Telstar II leaves Relay as the only operating active space satellite. Built by RCA for the National Aeronautics & Space Administration, Relay was placed in orbit last December. And after a few days of initial difficulty has been operating satisfactorily since.

Also still in orbit is Echo, a 100 foot high balloon which acts as a passive reflector for radio signals. It has been orbiting for three years, although its efficiency has been reduced as its spherical shape has become distorted through solar radiation. It is also slowly sinking toward the earth's atmosphere where it will begin to burn up.

Telstar II was used extensively for transoceanic TV programs; the latest for the one-hour CBS *Town Meeting of the World* (BROADCASTING, July 15). CBS is planning a second transatlantic talk among world leaders in the fall.

With Telstar dead and Relay's lower orbit (from 600 miles to 3,500 miles out in space) limiting its usefulness to short periods (15-20 minutes at a time), there is the possibility that the CBS plan may have to be shelved—unless Syncom II goes up successfully July 24.



ABC-TV's Pat Distasi (l) and Robert Lopes check out the MVR portable

tape recorder before recording Daytona 400 auto race from a helicopter.

Technical topics...

First showing ■ Storer Programs Inc., Miami, will hold its first demonstration of the Machtronics MVR-15, a 68-pound portable video tape recorder at WITI-TV Milwaukee, July 23-24. Similar demonstrations will be held in key cities in August, according to Hank Davis, SPI marketing manager (BROADCASTING, July 8).

Technicolor expansion ■ Technicolor Corporation of America, Beverly Hills, Calif., has expanded into the processing of color and black-and-white film for television. TCA plans to lease a building to be constructed by Music Corp. of America in Beverly Hills. It will be staffed and managed by TCA.

Reduced price ■ The Television Zoomar Co., New York, has redesigned its Angenie Zoomar 10-2-1 lens and reduced the price from \$8,300 to \$6,000. The firm's Super Universal, renamed the Hyper-Universal Zoomar, has been reduced from \$9,500 to \$6,000.

Equal time, commercial limits hit in Idaho

FCC'S RESTRICTIVE PROPOSALS SCORED BY SPEAKERS

Delegates to the 13th annual convention of the Idaho Broadcasters Association in Moscow, July 11-13, unanimously passed strong resolutions dealing with the FCC's actions and proposals affecting broadcasting.

One resolution seeks the repeal of the equal-time provisions of Section 315 of the Communications Act. It also opposes the pending congressional action limiting editorializing on radio and television stations. It stated: "Idaho broadcasters vigorously oppose any limitation of the individual broadcast licensee's right to express his views, through broadcasting, if, in his own judgment, such expression would serve to stimulate and inform the public."

Another resolution dealt with the commission's proposal to limit the amount of commercial time to be broadcast. The resolution said the association . . . "regorously opposes" any commercial time limits.

Earlier, the 90 delegates and associate members heard current FCC proposals described as a threat to "free enterprise." Douglas A. Anello, gen-

eral counsel of the National Association of Broadcasters, told the convention that the FCC's proposal to limit commercial time "will destroy free enterprise in broadcasting. If a federal agency has the right to determine advertising requirements of each town, it will give the federal government a stranglehold on every community," Mr. Anello said.

Threats to "our freedom not only come from the FCC, but from Congress," Mr. Anello added. The atmosphere on Capitol Hill, he said, "is basically not friendly"—and in some cases—"hostile towards broadcasting." Referring to editorializing, he noted that "congressmen seem aghast that a broadcaster should be able to take a stand." The congressman, he said, "thinks nothing of challenging the broadcaster's right to express himself." Mr. Anello continued, "if we are going to be called more than an entertainment medium, we must take a more active part in everyday activities. The FCC is more or less—and I say less—on our side of our right to editorialize. Editorializing

is a matter for the rights of each licensee." The NAB, Mr. Anello said, "would resist . . . and we hope the FCC will join us" in opposing a bill pending in Congress to restrict editorializing.

During an afternoon panel session devoted to FCC topics, Mr. Anello and FCC Commissioner Kenneth A. Cox debated over subjects undertaken by the commission which have brought protests from broadcasters. Included were limitation of commercial time, third-class operator's ticket requirements by all stations, broadcast of horse racing results and other topics.

Another featured speaker, Rex Howell, president and general manager of KREX, Grand Junction, Colo., and an NAB director, struck out at recent FCC proposals as "over-regulation and infringements of basic rights and freedoms" (BROADCASTING, July 15).

Robert Alter, Radio Advertising Bureau vice president, told the convention his group is embarking on studies to determine the actual audience of radio as it is today, based on "methodology studies." Mr. Alter said that "making radio more prosperous is our number one goal."

James Murphy, president of the

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With the exception of the image tube ("Visicon" 7038), the "Melvision" TV Camera is completely transistorized, thus assuring a more compact and lighter camera. Besides functioning as a completely self-contained unit, "Melvision" can be combined with various receivers, remote control units, and other accessories for use in plants, banks, offices, stores, laboratories, — almost anywhere, in or outdoors.



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Texas breeding another industry revolution

A large majority of the television stations in Texas expressed strong disapproval last week with the leadership provided by the Texas Association of Broadcasters and made tentative plans to form a TV-only group.

Thirty of 35 Texas TV stations met in Houston Monday (July 15) in a revolt against the TAB led by Jack Harris, vice president-general manager of KPRC-TV there (CLOSED CIRCUIT, June 10). The meeting was sponsored by KPRC-TV and the two other commercial TV stations in Houston—KHOU-TV and KTRK-TV.

The TV outlets reportedly agreed unanimously that the TAB is radio dominated and favors small market stations. TV is not adequately represented on the association's board,

according to the visual stations. Mr. Harris said there was "unanimity among those present that the TAB cannot adequately represent TV under its present setup."

A loosely formed organization was outlined by the TV stations to operate on an interim basis pending a final decision on forming a separate association. In the interim, TAB was served notice that the TV stations want a separate TV board in the association. But, Mr. Harris said, even if this condition is granted, the TV stations still may organize outside TAB. A final decision will not be made until October, he indicated, when TAB next meets.

"TV needs a firmer and stronger voice in Austin and in Washington,"

Mr. Harris said. The TV stations plan a second meeting within a month and Mr. Harris has been authorized to name a temporary committee to guide future actions.

Jack Roth, president of KONO San Antonio and of the TAB, was present at the meeting of the TV stations but was unavailable for comment last week. Mr. Roth has been waging a one-man revolt against the National Association of Broadcasters and has been trying to form a federation of state associations outside the aegis of the NAB (BROADCASTING, May 27).

He maintains the NAB is not providing effective leadership in Washington for broadcasting. To date, not a single state association has publicly joined his revolt.

Washington State Association of Broadcasters, spoke on his state's interpretation of music licensing and felt that the fees should be paid "at the source." Mr. Murphy went on to explain that his association took the stand that license fees should be included in the price of every record, eliminating the need for payment by individual sta-

tions and audits of their records to determine payment. He pointed out that "blanket fees" are illegal in Washington and reported that some 13 suits brought by music licensing agencies are currently in the courts of his state.

Later, J. Allen Jensen, vice president and general manager of KID-AM-TV, Idaho Falls, and a member of the All-

Industry Music Committee, reported that negotiations for a new music contract between ASCAP and the radio industry would begin shortly after the first of the year. He asked for support from individual stations to help finance the talks.

(For new officers of the Idaho association see page 78.)

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Changing hands

ANNOUNCED ■ The following sales of station interests were reported last week subject to FCC approval:

■ WHHM Memphis, Tenn.: Sold by William H. Grumbles and associates to Paglin-Ray group for \$135,000. Buyers already own WLOK Memphis and are negotiating to sell the 5 kw daytimer (on 1480 kc). Other Paglin-Ray stations: WBOK New Orleans, KAOK Lake Charles, WXOK Baton Rouge, all Louisiana; KYOK Houston, and WGOK Mobile, Ala. WHHM operates fulltime with 1 kw daytime and 250 w nighttime on 1340 kc.

■ WRON Roncerverte, W. Va.: Sold by Betty Ann Sanders and associates to Nash L. Tatum Jr. and group for \$135,000, including \$36,000 consulting and non-competing agreement. Mr. Tatum is with Duncan Advertising Inc. in Richmond, Va. WRON is a fulltime station with 1 kw daytime and 250 w nighttime on 1400 kc. Broker was Blackburn & Co.

APPROVED ■ The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 82).

■ WDBO-AM-FM-TV Orlando, Fla.: Sold by the estate of the late William S.

Cherry Jr. to the Outlet Co. for \$6.1 million. Outlet Co., Providence, R. I., department store, owns WJAR-AM-TV in that city. The transaction does not include the Cherry-Plaza hotel in Orlando, which is owned by Cherry Broadcasting Co. WDBO-TV, on channel 6, is affiliated with CBS-TV. WDBO is a 5 kw fulltime station on 580 kc. WDBO-FM operates on 92.3 mc with 25 kw. Both radio stations are CBS affiliates.

Cross ownership ended in Wisconsin papers

Cross ownership between the *Appleton* (Wis.) *Post-Crescent* and the *Green Bay* (Wis.) *Press-Gazette* was ended last week when the Minahan family acquired controlling interest in the Appleton newspaper and the Turnbull family in the Green Bay publication.

The transaction occurred when the Turnbull family sold its interest in the Appleton firm to the Minahan family, and the Minahan family sold its interest in the Green Bay newspaper to the Turnbulls. The Minahan family is composed of heirs of the late V. I. and Eben R. Minahan. The Turnbull family is comprised of the heirs of the late Andrew B. Turnbull.

The consideration involved was not announced.

The Appleton newspaper owns WEAU-TV Eau Claire, Wis. The Green Bay newspaper owns WJPG of that city.

WABC-FM stereo entry could set pattern

WABC-FM New York on Aug. 1 will become the first ABC-owned FM station to institute stereo broadcasts, with the possibility suggested that the other five ABC-owned FM's may follow suit.

In an announcement last week, Leonard Goldenson, president of American Broadcasting-Paramount Theaters, said further moves into stereo by the stations would hinge on advertiser reaction to the New York operation.

Alexander Smallens, director of WABC-FM estimated the cost of stereo equipment installation at \$25,000; about \$20,000 in equipment costs and the balance in engineering expenses. Mr. Smallens said the station would stereocast from 6 p.m. to midnight daily with programs of show music, classics, light classics, folk music and drama. He said principal advertiser interest to date had been expressed by stereo equipment manufacturers, banks, stock brokers, the automotive field and national carriers.

The New York metropolitan area now receives stereocast programs from WTFM-FM Lake Success (fulltime) and WQXR-FM (approximately four hours daily).

SCBA hears more on commercial limits

Wherever broadcasters gather these days, the principal topic of conversation nearly always centers around the FCC's threat to place a maximum on the number of commercials a radio or TV station can program.

And, the convention of the South Carolina Broadcasters Association in Myrtle Beach last week was no exception. "It well could be the deadliest battle in the whole history of American broadcasting," Harold Essex, National Association of Broadcasters board member from WSJS Winston-Salem, N. C., told the SCBA.

Charles M. Stone, radio manager of the NAB code authority, charged that government adoption of the radio and TV codes' time standards would end the industry's own self-regulatory efforts. Also, he said, the FCC proposal would do nothing to improve broadcasting or the quality of commercials.

Mr. Essex said that he is a "frightened broadcaster" because of the trend of government regulation. "If you're not frightened, then you don't understand what's going on in Washington," he told his audience. All of the FCC's recent attempts to encroach on the free-

dom of radio-TV "pale into comparative insignificance" in the face of rule-making which would adopt the industry's voluntary time standards as government rules (BROADCASTING, May 13), he said.

"If a federal agency were given power to determine the advertising requirements of every community in America and then relate these data to income requirements needed to support a broadcasting operation in the public interest, it would give the federal government a stranglehold over private business in every city, town and hamlet in this country," Mr. Essex charged. "This latest proposal leapfrogs gradualism and signals the beginning of an effort for complete takeover."

Once the FCC is allowed to limit commercial time on stations, it is then only a matter of time before the government will concern itself with rates and programing, the NAB director said. Then, he added, "your days as a free broadcaster will be over and you'll be a regulated public utility."

Mr. Stone said the FCC proposal would no more assure tasteful broadcasting than a Broadway play can be assured success by limiting the amount of dialogue delivered by a bad actor. The radio code, he said, points the way

EXCLUSIVE WESTERN STATIONS PRICED AT 1½ TIMES GROSS!

WASHINGTON—This excellently equipped radio station grossed \$45,000.00—plus in 1962. Land and building included in sale price of \$75,000.00. Requires \$30,000.00 down with long payout.

OREGON —Full time facility that had cash flow of \$21,000.00 in 1962 gross of \$63,000.00. Priced at \$100,000.00 with \$29,000.00 down and long terms.

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to broadcasters' leadership in public service. "We must resist—and with such resistance assure the rejection of a law which will only tear at broadcasting's throat until, inevitably, the free, enterprising voice of our great economy dies," he said.

The NAB and numerous state associations have launched an attack on the FCC rulemaking in a fight NAB President LeRoy Collins said the industry must win to remain free (BROADCASTING, July 15). Comments originally were due at the FCC July 30, but the date has been extended to Sept. 15.

SCBA also heard a speech on states rights from Alabama Governor George Wallace (D) and adopted a resolution praising Senator Strom Thurmond (D-S. C.). Other approved resolutions (1) denounced the FCC's new schedule of fees and asked "Congress to relieve broadcasters of this specific menace"; (2) asked the FCC to permit any holder of a first class operator's license to give tests in the field to applicants for a third class permit; (3) opposing the FCC's commercial time standards rulemaking, and (4) endorsing S 405, which would relieve broadcasters from copyright infringement liability if the copyright holder is not identified on the label of a recording (see this page).

FCC, HEW explaining processing technique

The joint processing technique to be employed by the Department of Health Education and Welfare and the FCC in handling applications for grants authorized by the Educational Television Facilities Act, is being explained at HEW regional offices.

Members of both agencies, on a national swing through the nine HEW regional offices, are explaining application procedures to interested parties. Dr. Lawrence Frymire, chief of the educational branch at FCC, and Dr. John Bystrom, assistant to the undersecretary of HEW, are describing the liaison activity between the two agencies which will prevent authorization of grants for ETV facilities by HEW without prior indication from the FCC that proposed projects will be approved.

Under the Educational Television Facilities Act, enacted in May 1962, \$32 million was authorized for allocation through 1968. However, a first appropriation of \$1.5 million under the act, became available only two months ago.

At the New York meeting last week, Dr. Bystrom said HEW was currently processing 16 applications, totaling

\$2.5 million in requested aid. The funds are provided on a matching grant basis.

Meetings still to be held in HEW offices are in San Francisco, July 26; Denver, July 29; Dallas, July 31; Kansas City, Mo., Aug. 1, and Chicago, Aug. 2. Earlier meetings were in Boston, Atlanta, and Charlottesville, Va., in addition to New York.

Jones charges SESAC with contract coercion

Clarence Jones, owner of wqiz St. George, S. C., has filed complaints with federal agencies against the Society of European Composers, Authors and Publishers (SESAC). He charges that SESAC is using coercion and threats of litigation as its chief means of securing performance licenses from stations.

Mr. Jones claims that SESAC monitored his station for a month and claimed wqiz used 17 SESAC songs. SESAC, he says, threatened to sue the station for \$4,200 unless the station signed a five-year, \$20 a month licensing contract. This wqiz did, Mr. Jones says, in return for an agreement by SESAC not to sue the station for purported infringement of copyright.

When he asked for a list of SESAC titles, Mr. Jones declares, he was told there is no complete listing which would be correct.

He also attacks the five-year term of the SESAC contract, alleging that since a station is licensed for only three years at a time, should it lose its license, it would be legally responsible for continuing payment for two years after it ceased broadcasting.

Mr. Jones persuaded the South Carolina Broadcasters Association to endorse a bill (S-405) by Senator Allen J. Ellender (D-La.) which would remove liability from broadcasters to pay for damages for performing rights unless the label of a composition bears the name of the proprietor of the copyright. The SCBA at its convention last week also voted to send a copy of its resolution to the state's congressional delegation.

NAB gets shortwave member

WRUL New York last week became the first commercial, shortwave station to become a member of the National Association of Broadcasters. The station, which beams Spanish and English programming to Europe, Africa and Latin America, broadcasts with five, 50 kw transmitters.

Ralf Brent, WRUL president, has asked other NAB members to loan WRUL its outstanding programs for international broadcast. "We want to go beyond our programming to reflect America and that is why we are asking domestic radio stations to lend us their best programs," he said.

89,000 earn their way from radio-TV

The radio-TV industry provided a livelihood for 89,000 men and women at the time of the 1960 U. S. Census, the Census Bureau disclosed last week. Of the total employed by radio-TV, 67,000 are men and 22,000 women.

Employment figures were contained in a bureau report, "Occupation by Industry," published last

week. In the 1960 census, broadcasting employes and executives were listed under the broader industry group "communications." Radio-TV were listed under "entertainment and recreation services" at the time of the 1950 census and then employed 47,000 men and 16,000 women.

Employes by occupation:

Occupation	Men	Women
Accountants and auditors	500	342
Actors and actresses	585	299
Artists	563	60
Authors	407	478
Editors and reporters	2,291	1,103
Technical engineers	6,511	21
*Entertainers	1,367	259
Musicians	743	362
Photographers	470
Public relations men and publicity writers	403	179
Radio operators	2,421
Electrical and electronic technicians	5,973	120
*Professional, technical, and kindred workers	13,539	982
*Managers, officials, and proprietors		
Salaried	14,579	3,201
Self-employed	1,393	139
Bookkeepers	101	1,703
Receptionists	20	1,259
Secretaries	82	5,628
Telephone operators	62	518
Typists	80	606
*Clerical and kindred workers	807	1,959
Advertising agents and salesmen	3,960	301
*Salesmen and sales clerks	1,191	79
Radio and television repairmen	678
Stationary engineers	1,453
Janitors	665	83
*Not elsewhere classified		

Record promoters bring grievances to NAB

Problems of record companies in bringing new recordings to the attention of radio stations were presented to the National Association of Broadcasters last week in a letter from the Recording Industry Promotion Association. Grievances and suggested reforms were also outlined by RIPA in a public statement on station and record company relations.

The statement said, among other things, that record promotion personnel "are gradually developing into high priced delivery people due to restrictions enforced upon them at many stations around the country." The letter to the NAB and the public statement, both drafted by Bob Kerr, chairman of the promotion association's steering committee, are said to reflect the opinion of an RIPA meeting held in Miami last month.

RIPA contends that the recording and broadcasting industries "operate far more removed from each other than should be." According to the association's statement, most record promotion people never get beyond a station's reception desk with their records and are forced to leave their product, never having a chance to talk to station personnel. The statement makes reference to recent years when "much of our competition was far from good or healthy." It is reported that RIPA feels that a number of smaller record companies are flailing the ear of stations by methods in which larger record companies would not indulge.

The RIPA statement suggests that record company representatives be invited to future NAB conventions as one method of solving mutual problems of the broadcasting and recording industries.

3 stations join CBS Radio

CBS Radio has signed three new affiliates in Monroe, La., Pittsburg, Kan. and Hot Springs, Ark. The stations, which will begin active affiliation with CBS on July 28, are KNOE Monroe; KSEK Pittsburg and KZNG Hot Springs.

KNOE operates on 540 kc with 5 kw day, 1 kw night; KSEK on 1340 kc with 1 kw day and 250 w night and KZNG, a daytimer, on 1470 kc with 1 kw.

XERF returns to air

Radio station XERF Villa Acuna, Mexico (Del Rio, Tex.), operating on 1570 kc with 250 kw, has resumed operating after a three-month shutdown due to a labor dispute. A spokesman said a dispute with employees had been settled and the station returned to the air July 12 with most of its old employees.

Goldwater vetoes CBS-TV political debate

A CBS-TV proposal for a debate this summer between Republicans Governor Nelson Rockefeller of New York and Senator Barry Goldwater of Arizona was declined last week by Senator Goldwater.

Both men, considered undeclared aspirants for the Republican presidential nomination in 1964, received telegrams on Wednesday from CBS News President Richard S. Salant suggesting the debate.

Senator Goldwater, in turning down the proposal, said he did not intend "to engage in any TV programs or other actions which would have the effect of contributing to disunity in the Republican Party."

Governor Rockefeller later said

that he felt a debate would strengthen the party.

Mr. Salant, in his invitation, described the proposed debate as dealing with "the appropriate policies" for the Republican Party in 1964 and "related subjects," and said he felt "such a discussion would have widespread public interest and would be an important service to American voters."

Mr. Salant suggested three possible dates for the debate—July 24, Aug. 7 and Aug. 21—7:30-8:30 p.m. EDT, and said that the format would be planned by CBS News in conjunction with representatives of the two participants.

Media reports...

New sound in Salinas ■ KRSA Salinas, Calif., a station programming country and western music exclusively, has gone on the air. The 250 w daytimer on 1570 kc is owned and operated by Robert T. McVay, who also owns KRKC King City, Calif. Sandeberg Co. is national representative.

Mountainous move ■ KBBI(FM) Los Angeles, on 107.5 mc, has begun transmitting from Mount Wilson with a new power of 34 kw. Its transmitter move and power increase gives the station five times its former geographical coverage and a potential of over 2 million more listeners, KBBI claims.

Schenectady green ■ WRGB(TV) Schenectady, N. Y., a General Electric station, has given \$3,000 to WMHT(TV), Schenectady's educational outlet. This brings to \$32,000 the total contributed by GE to the educational station in the past decade.

WEMP adds FM ■ WEMP-FM Milwaukee, which duplicates its AM outlet, has gone on the air on 99.1 mc with 25 kw. It is a fulltime station.

Church council position attacked by McKinney

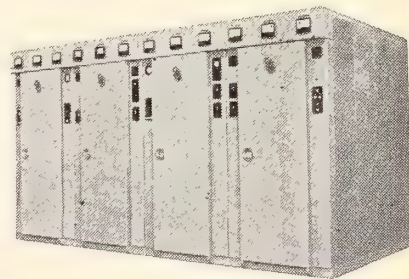
At least one broadcaster has taken violent exception to the National Council of Churches' resolution of six weeks ago calling for stricter FCC regulation of radio and TV (BROADCASTING, July 1, June 8).

W. N. McKinney, general manager of KELD El Dorado, Ark., attacked the council's position in a letter to S. Franklin Mack, executive director of NCC. Mr. Mack had sent a memorandum to all stations explaining the council's posi-

tion because, he said, news accounts had given an inaccurate picture.

"We broadcasters do not, for a minute, judge all churches and ministers by the malpractice of a few," Mr. McKinney said. "We have not asked Congress or any other government body to pass rules and regulations because of the actions of a few pastors or religious groups." Maybe, he said, broadcasters

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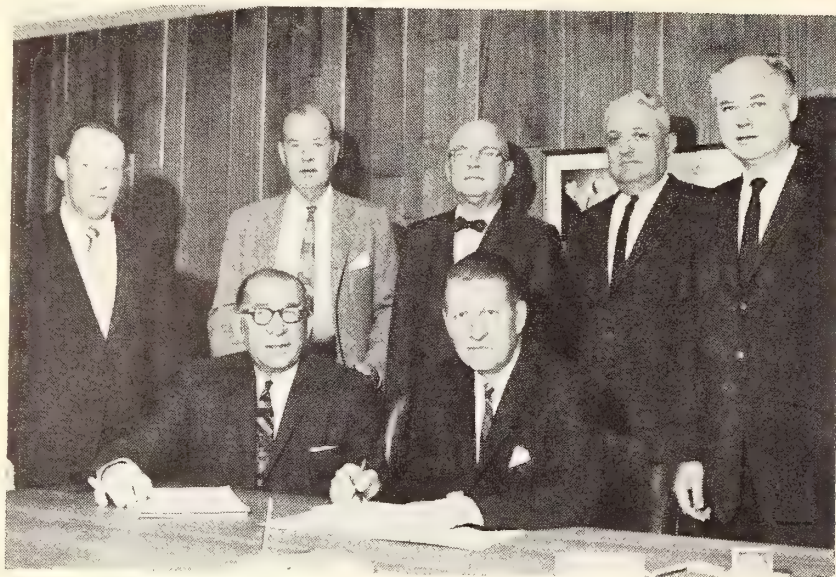
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Contract signed for WREX-TV purchase

Paul Miller, president of Gannett Co., Rochester, N. Y., is shown signing the contract with which Gannett bought WREX-TV Rockford, Ill., from the Greater Rockford Television Inc. The \$3.4 million sale was approved by the FCC June 26 (BROADCASTING, July 1).

Seated (l-r): Swan Hillman, former president of Greater Rockford, and Mr. Miller, president of new licensee, WREX-TV Inc.

Standing (l-r): Cyril Williams,

Gannett Co. treasurer; Justin Doyle, attorney, Rochester; Stanley H. Guyer, secretary and attorney, Greater Rockford; Lynn Bitner, general manager of the Gannett Co., and Joe M. Baisch, vice president, WREX.

Messrs. Miller, Williams, Bitner, Hillman and Baisch are directors of WREX-TV Inc.

Other Gannett stations are WHEC-AM-TV Rochester, WINR-AM-TV Birmingham, and WENY Elmira, all New York, and WDAN Danville, Ill.

have been derelict in not speaking out against the trends that some of the churches have taken in recent years.

Maintaining that the council had attacked the provisions of free speech in the First Amendment, Mr. McKinney wrote Mr. Mack that this same amendment "gives you and your group the very right to exist. . . . For the record, may I state that in over a quarter century of experience in the radio field, I have had less abuse of my facilities by

the commercial advertiser than by ministers using free time."

Paul Comstock, vice president of the National Association of Broadcasters, said last week that the NAB planned to arrange a series of meetings between the church council and broadcasters to discuss the former's stand on radio and TV regulation. Mr. Mack also has asked for these meetings but neither party is clear on what might be accomplished.

The NAB tried to forestall the church

resolution until such a series of discussions could be held between the two groups but the council rejected the industry plea.

NBC-TV outlines fall plans on closed circuit

NBC-TV last week held a special 45-minute closed-circuit color TV program for more than 200 affiliated stations to outline its advertising, promotion and publicity plans for the fall season.

The telecast was prompted by promotion manager response to previously held seminars in New York, Chicago, New Orleans and San Francisco. The promotion men had asked the network to repeat the regional presentations for station management and other key personnel.

On the program were Louis Hausman, vice president and general executive, who introduced the presentation; Al Rylander, vice president, promotion, who explained highlights of his department's planned events; Syd Eiges, vice president, public information, who described the new season promotional activity by NBC press and Lawrence Grossman, director, advertising, who covered advertising plans, including promotional announcements and print advertising. The program was produced by Gerald Rowe of the NBC advertising department.

New York's ETV Squeaks by first year

New York educational television station WNDT(TV) financially weathered its first year but chances are that the second year may be even more arduous.

WNDT president Dr. Samuel Gould reported last week that the station successfully met expenses which actually fell short of the projected budget of \$3,191,000. Expenses, said Dr. Gould, were slightly less than \$3 million, and he said the station met expenses "with a little room to spare."

Of the estimated \$3 million raised by the station, Dr. Gould reported that \$1,463,000 came from foundations, and \$463,000 from business and industry. Of the latter amount, some \$325,000 came from commercial broadcasters.

A gradual reduction in foundation gifts is expected during the next few years, with a drop of \$500,000 in foundation grants anticipated next year.

Dr. Gould stated that while he will try to avoid such a reduction in foundation gifts, he will seek to bolster gifts from business and industry, schools and individual viewers to compensate for the possible loss.

The station budget has also been reduced from the \$3 million of the first year to approximately \$2.7 million for next year.

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Rollins' leaders to sell stock to public

SALES SHOULD RAISE OVER \$3 MILLION FOR COMPANY

The sale of 166,376 shares of Rollins Broadcasting Inc. to the public by O. Wayne Rollins and John W. Rollins was announced last week following registration with the Securities & Exchange Commission.

The company expects to raise a maximum of \$3,327,520 at an estimated \$20 maximum per share. Rollins common stock has hit a high of 17¾ and a low of 16½ in June on the American Stock Exchange. On July 18, it stood at 15½ bid, 16 asked. Underwriters for the public offering are headed by New York Securities Co.

O. Wayne Rollins, president of RBI, is selling 7,780 shares of common and

609,400 shares of Class B common. John W. Rollins, is selling 12,696 shares of common and 200,000 of Class B. After the sales, O. Wayne Rollins will own 2.5% of common and 75.5% of Class B shares; John W. Rollins, 1.2% of common and 24.5% of Class B. Outstanding as of June 30 were 148,871 shares of common and 809,400 shares of Class B common.

Rollins Broadcasting owns seven AM and three TV stations. They are: WAMS Wilmington, Del.; WNJR Newark, N. J.; WBEE Harvey, Ill.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind.; KDAY Santa Monica, Calif.; WCHS-AM-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla., and WPTZ-TV Plattsburg, N. Y.

TV film sales raise Seven Arts '63 net

The sale of feature films and other programs for TV accounted for \$14,739,109 of the \$19.4 million grossed by Seven Arts Production Ltd. during the company's fiscal year ended Jan. 31, it was announced last week by Eliot Hyman, president.

Seven Arts Productions also earned \$3,409,893 from theatrical distribution and \$1,258,903 from producers' fees and interest.

Year ended Jan. 31:

	1963	1962
Earned per share*	\$ 1.08	\$ 0.85
Income	19,407,905.00	15,990,874.00
Expenses	6,461,918.00	5,597,734.00
Amortization of motion pictures in television and theatrical distribution	10,049,194.00	8,337,585.00
Earnings before income taxes	2,896,793.00	2,055,555.00
Net earnings	1,705,793.00	1,100,555.00

*Based on 1,576,998 shares outstanding in 1963 fiscal year, compared to 1,292,384 shares outstanding in 1962.

Home Entertainment cuts ties with Kahn

Home Entertainment Co. of America has severed all contractual relations with Bernard M. Kahn & Co., brokerage firm, which has been handling the public offering of 300,000 shares of HECA common stock (BROADCASTING, April 8).

HECA is the parent company of

Home Entertainment Co. of Los Angeles which plans to install a pay TV system covering Santa Monica, seaside neighbor of Los Angeles, scheduled to start early next year. The HECA board at a meeting called for Friday (July 19) planned to consider alternative plans for marketing the stock. Mr. Kahn has resigned as a member of the board of directors of HECA.

Wometco has dividend on increased earnings

Wometco Enterprises has declared regularly quarterly dividend on stock, payable Sept. 13, to stockholders of record Aug. 30. Class A stockholders will receive 15 cents; Class B stockholders, 5½ cents.

Twenty-four weeks ended June 15:

	1963	1962
Earned per share*	\$ 0.72	\$ 0.64
Gross income	9,950,741.00	8,915,101.00
Net income before income taxes	2,022,459.00	1,752,397.00
Federal, state and foreign income taxes	979,000.00	836,200.00
Net income**	1,043,459.00	916,197.00

*Based on 1,448,839 shares of Class A and B stocks outstanding as of June 15, 1963, and 1,439,128 shares for comparable period in 1962 after adjustment for 30% stock dividend in December 1962.

**Includes operations of Shanks Distributing Co. acquired in 1963.

MGM reports loss in 3rd quarter

MGM Inc., whose third quarter ended June 6 resulted in an overall loss, slipped also in its television revenues and income.

In a report to stockholders dated July 8, gross revenues for TV for the three months were \$4,862,000 compared to 1962's same period of \$4,887,000. Income for TV also fell;

in the current three months it was \$1,107,000; in the 1962 period, \$1,738,000.

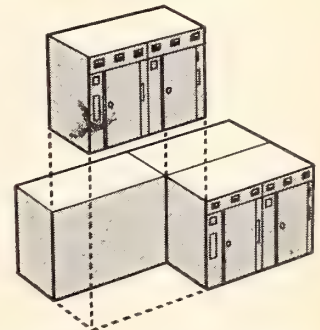
In his report, MGM President Robert H. O'Brien said that MGM-TV, in association with NBC-TV, is producing *Flipper*, a half-hour adventure series for the 1964-65 season. The series is based on the recently released MGM motion picture of the same title. Also announced by MGM-TV: *Science Kids*, half-hour series for ABC-TV in January, and a new one-hour series, *Great Stories from the Bible*, also for ABC-TV.

Mr. O'Brien said that extensive use of network television advertising will be a highlight of the national saturation pre-selling campaign for "The V.I.P.s," starring Elizabeth Taylor and Richard Burton among others (BROADCASTING, July 8).

Twelve weeks ended June 6:

	1963 () loss	1962
Earned per share	\$ (1.40)	\$ 0.30
Gross revenues	\$ 31,418,000.00	\$ 33,952,000.00
Net income before interest and taxes	(6,965,000.00)	1,964,000.00
Interest	407,000.00	259,000.00
Taxes (U.S. and foreign)	(3,750,000.00)	950,000.00
Net income	(3,622,000.00)	755,000.00

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SEC sale and purchase report for June

The following purchases and sales of common stock by officers and directors of registered companies in broadcasting and allied fields have been announced by the Security & Exchange Commission in its June *Official Summary*.

CBS—Peter Mead Abel acquired 297, holds 307; Samuel R. Dean, acquired 3,376, holds 3,376; Lewis Gordon, acquired 1,000, holds 2,116; Clarence H. Hopper, acquired 1,000, holds 1,483; Merle S. Jones, acquired 6,380, holds 9,071; E. K. Meade Jr.,

acquired 105, holds 105; Edmund W. Pugh Jr., acquired 4,502, holds 4,731. All acquired by option.

H&B American—Arnold H. Maremont, sold 88,455, holds none; sold \$377,305 in debentures, holds none; Video Independent Theatres Inc. (RKO General), bought 7,300, holds 343,855.

Macfadden-Bartell—David B. Bartell, bought 400, holds 222,638; Lee B. Bartell, bought 400, holds 221,672; Frederick A. Klein, as custodian, bought 300, holds 1,300.

Metromedia—John W. Kluge, sold 10,000, holds 110,275; sold \$24,000 debentures, holds none; Jean Apple & Co., bought 400, holds 400.

Plough reports dividend

A quarterly dividend of 15 cents a share was paid July 1 by Plough Inc. to stockholders of record June 12. The Memphis, Tenn., pharmaceutical house, which also owns five radio stations, reported that operations of the radio subsidiary "reflected marked improvement."

Six months 1963:

	1963	1962
Earned per share	\$ 0.80	\$ 0.71*
Sales	28,800,000.00	27,100,000.00
Net earnings before taxes	4,400,000.00	4,000,000.00
Federal income taxes	2,200,000.00	2,080,000.00
Net earnings	2,200,000.00	1,920,000.00

* Adjusted for July 2, 1962 stock split.

Universal declares dividend

Universal Pictures declared last week a quarterly dividend on its 4¼% cumulative preferred stock, and announced

plans for the redemption of all such shares outstanding in the public hands.

The redemption of the 14,800 shares at \$104 per share will be made on and after August 30. The dividend of \$1.0625 per share will be payable September 3 to stockholders of record at the close of business August 15.

Financial notes . . .

Gross net ■ Gross Telecasting Inc. reported revenue for the first six months of 1963 increased 15% to \$1,315,607 compared to \$1,145,517 in 1962. Directors declared the regular quarterly dividend of 40 cents a share on common stock and 7½ cents a share on Class B common, both payable Aug. 9 to stockholders of record July 25.

Stock dividend ■ National General Corp. has declared a 4% stock dividend, payable Sept. 20 to shareholders

of record Aug. 20. NGC owns 38% of National Telefilm Associates, five community TV systems and plans a nationwide system of closed circuit color TV in theaters in 1964 using a new General Electric projector.

24% increase in net reported

Increased shipments of UHF television tuners and military equipment contributed to a 24% increase in the net income of General Instrument Corp., New York, for the three months ended May 31, compared to the 1962 period.

Total corporate backlog of orders as of May 31, 1963 was \$44,467,000.

General Instrument is a leading producer of semiconductor devices and capacitors for entertainment, military and industrial use. Three months ended May 31:

	1963	1962
Earned per share	\$ 0.10	\$ 0.08
Sales	24,183,152.00	21,188,438.00
Pre-tax income	529,180.00	324,350.00
Net income	250,680.00	202,050.00

Banner goes Broadway

Bob Banner Associates Inc., TV production firm, will be the general partner in a company being put together for the production of "Apollo and Miss Agnes," a musical planned for the New York stage. In a registration statement filed with the Securities & Exchange Commission, the Apollo Co. is seeking to raise \$450,000 through public subscription. Investors will have no voice in production.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Norman



Mr. de Tarr

Henry J. Norman, marketing supervisor, and **James A. de Tarr**, account group head on Pepsi-Cola, elected VP's of BBDO, New York. Mr. Norman, who joined agency in 1960, is former general sales manager of Pharmaco division of Schering Corp. and VP and sales manager of Union Pharmaceutical Co., also a subsidiary of Schering. Mr. de Tarr joined Chicago office of BBDO as account executive

on Pepsi-Cola, later moving to New York as group head. He formerly was with Leo Burnett and Coca-Cola Co. as a district manager.

Perry L. Brand, who recently joined Klau-Van Pietersom-Dunlap as marketing VP and manager of branch offices,

elected senior VP and member of board of directors, with headquarters in Chicago. At same time agency announced new headquarters for Chicago operation are in Blair Building, 645 North Michigan Street. Firm's offices were formerly located at 520 North Michigan Street.

Rod Turner, previously VP and account supervisor at Benton and Bowles, New York, joins Colgate-Palmolive Co., that city, as group product manager in toilet articles division. Mr. Turner replaces **Larry Barnard**, who is taking new position with Colgate's international division in England.

John H. Morris elected VP of Smith, Dingwall Associates Inc., New York agency consultants. Mr. Morris was a vice president with Benton and Bowles for past eight years.

Albert S. White, former copy group head in New York offices of J. Walter Thompson and Dancer-Fitzgerald-Sample, joins Weightman Inc., Philadelphia advertising firm, as VP-copy director.

Warren C. Rossell named manager of TV-radio production at Ketchum,

MacLeod & Grove Inc., New York. Mr. Rossell was TV-radio production supervisor at agency.



Mr. Spiegel

Harvey Spiegel, VP in charge of research for Television Bureau of Advertising, elected president of Radio and Television Research Council. Mr. Spiegel succeeds **Henry Brenner**, president of Home

Testing Institute. **Dr. Philip Eisenberg**, president of Motivation Analysis Inc., elected VP of Research Council and **Avery Gibson**, VP in charge of sales development for H-R Representatives, elected secretary-treasurer. Council has 60 active and 25 honorary members.

Harry B. Stoddart, former manager of commercial TV and radio production at Kenyon & Eckhardt, named creative services group head at agency.

Irwin (Ike) Feldman, VP and general merchandise manager of Davison-Paxon Co., one of Atlanta's larger department stores, joins Sealy Mattress

Co. of New York as VP and general manager for firm's marketing activities in New York metropolitan area.

Edward Libov and **Russ Alben** elected VP-account supervisor and copy chief, respectively, for Helitzer, Waring & Wayne, New York advertising agency. Most recently, Mr. Libov was VP of I. L. Candy & Tobacco Co. and I. L. Toy Co., both Baltimore, Md. Mr. Alben is former sales promotion manager of Ideal Toy Co.

John A. Broomhead elected assistant treasurer of Kenyon & Eckhardt, New York. He joined agency in 1945.

William M. Nagler, VP and account supervisor at Young & Rubicam, Chicago, joins client services division of Leo Burnett Co. Before joining Y&R seven years ago, Mr. Nagler served in Philadelphia, San Francisco and Chicago offices of N. W. Ayer & Son.

Charles E. Overholser elected VP of Young & Rubicam, New York. Mr. Overholser joined Y&R's research department as account executive in 1957 and was appointed director for research account management in 1960.

B. Russell Buck Jr., account supervisor at Needham, Louis and Brorby, Chicago, elected vice president. With exception of 1961 when he was with Aves Adv. Agency in Grand Rapids, Mich., Mr. Buck has been with NL&B for seven years. He has also served as executive trainee and account executive.



Mr. Buck

Jerome A. Friedland, product research manager in New York for *Look* magazine, joins D. P. Brother & Co., Detroit-based advertising agency, as senior project director in marketing and research department.

Wilbur E. Saylor, for past nine years director of advertising and sales promotion for Kelvinator division of American Motors Corp., joins Geyer, Morey, Ballard in Detroit as copy chief in charge of Kelvinator creative work.

James P. Clinton, associate media director at BBDO, New York, joins Charles W. Hoyt Co., that city, as director of media.

Joseph E. Barker, recently associated with Donahue & Coe, New York, joins Gray & Rogers, Philadelphia and Newark, as radio-TV time buyer.

Dave Nagata and **Aaron Ehrlich** join Doyle Dane Bernbach as TV producers. Mr. Nagata, who will be in Los Angeles office, was with Saul Bass Associates. Mr. Ehrlich, who will work in New York office, was producer with

Reps return Ed Codel



Mr. Codel

Edward Codel, VP of The Katz Agency, New York, re-elected to second term as president of Station Representatives Association. Also elected to office at SRA's annual membership meeting last week were **Adam Young**, president of Adam Young Inc., VP; **Robert E. Eastman**, president of Robert Eastman & Co., treasurer and **Bob Dore**, president of Bob Dore Associates, secretary. At meeting SRA received special award from American Cancer Society, recognizing broadcast time given to Cancer Society's fund raising and educational drives by U. S. radio and television stations.

Elliot, Unger & Elliot. Frank A. Yahner Jr., formerly with Young & Rubicam, joins DDB as account supervisor.

Francis G. Toth, former art director at MacManus, John & Adams, Los Angeles, joins Donahue & Coe, that city, in similar capacity.

William A. Smith, formerly with Voge & Taylor, Chicago art design house, joins Earle Ludgin & Co., Chicago, as art director.

William J. Steinmetz, public relations representative for General Electric Co., joins Rogers & Cowan, Beverly Hills public relations firm, as account executive on *The Danny Kaye Show* for Armstrong Cork Co.

Gerald Lawrence joins T. L. Reimel Adv., Philadelphia, as director of client's publicity and promotion.

THE MEDIA

Robert B. Beusse, advertising and promotion manager for WOR-AM-FM-TV New York, promoted to director of advertising and sales development, succeeding **Martin S. Fliesler**, recently elected VP and general manager of KHJ-AM-FM Los Angeles. Both facilities are owned by RKO General Inc. Mr. Beusse will be responsible for all advertising, research, sales promotion and public relations. He joined WOR-AM-FM-TV in 1960 in his present capacity from Schering Corp. where he had served as assistant advertising director.



Mr. Beusse

Donald E. Tykeson, general manager of KEZI-TV Eugene, Ore., elected VP of Liberty Television Inc., licensee of station. Mr. Tykeson joined KEZI-TV early this year from KPTV(TV) Portland, Ore., where he served as general sales manager since 1956.

Larry Mazursky, assistant general manager of KWKW Pasadena, Calif., assumes duties and responsibilities of national sales director.

Howard W. Meagle, general sales manager of WWVA-AM-FM Wheeling, W. Va., promoted to assistant general manager. WWVA is owned and operated by Basic Communications Inc.



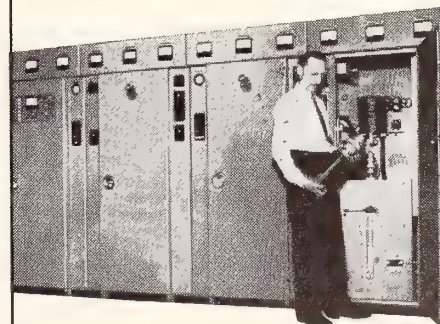
Mr. Meagle

Irv Trachtenberg, account executive at KXL Portland, Ore., and former group sales manager in New York for Radio Advertising Bureau, joins KATU(TV) Portland, Ore., as account executive.

John R. Hibbard, account executive with WLPO LaSalle, Ill., joins WVMC Mt. Carmel, Ill., as general sales manager.

Brian Loughran, sales manager of KGMS Sacramento, Calif., appointed general sales manager of KXOA-AM-FM, that city. **Al Daneri**, KGMS program

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 3: AMPLIFIER for Continental's 317B 50 kw transmitter is a high efficiency linear stage using the "Weldon Grounded Grid*" circuit which provides high overall efficiency, extreme stability and the absence of critical neutralizing and tuning adjustments. Write for details today.

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NAB selects 1964 convention committee

Richard W. Chapin, KFOR Lincoln, Neb., and **Glenn Marshall Jr.**, WJXT(TV) Jacksonville, Fla., appointed co-chairmen of National Association of Broadcasters' 1964 convention committee. Mr. Chapin is vice chairman of NAB radio board of directors, and Mr. Marshall is vice chairman of association's TV board of directors.

The committee is responsible for overall planning and operation of NAB's 1964 annual convention to be held April 5-8 at Conrad Hilton hotel in Chicago.

Other committee members are **Otto P. Brandt**, KING-TV Seattle; **George T. Frechette**, WFHR Wisconsin Rapids, Wis.; **Gordon Gray**, WKTV(TV) Utica, N. Y.; **Julian F.**



Mr. Chapin



Mr. Marshall

Haas, KAGH Crossett, Ark.; **Willard Schroeder**, WOOD Grand Rapids, Mich.; **Mike Shapiro**, WFAA-TV Dallas; **Loyd C. Sigmon**, KMPC Los Angeles; **Lester G. Spencer**, WKBV Richmond, Va.; and **Eugene S. Thomas**, KETV(TV) Omaha, Neb.

director, joins KXOA in same capacity. **Charles Preston** and **John LaGuardia** join KXOA's sales staff. **Ron Garner** and **Charles Holliday** named to KXOA's announcing staff.

William J. Mathews Jr., formerly of Young & Rubicam and Edward Petry & Co., named sales manager of WGHQ Kingston, N. Y.

Ed Dunbar, formerly on sales staff of KFRC San Francisco, joins KNBR, that city, as local account executive.

Michael Chipko, formerly of WIBF Jenkintown, Pa., joins Franklin Broadcasting Co. (WFLN-AM-FM Philadelphia and WFMZ-FM Allentown, Pa.) as account executive.

Clark Andrews, writer-producer-director with ABC for 17 years, named executive producer of afternoon programming for WCBS-AM-FM New York.

Dean Miller, star of *December Bride* and *Here's Hollywood*, joins WLWC(TV) Columbus, Ohio, as host of his own

show (weekdays, 9-10:30 a.m.) starting July 29.

Robert Norvet appointed to newly created post of general manager of film operations for CBS-TV network in Hollywood. Mr. Norvet joined network in 1960 and is former production executive with MGM Studios in Culver City, Calif.

Fran Balzer, formerly of advertising department of Music City, named exploitation and publicity assistant to Virgil Mitchell, director of advertising, promotion and publicity for KTLA(TV) Los Angeles and Paramount Television Productions.

Charles Peterson, formerly of WSGN Birmingham, Ala., joins air staff of WFLA Tampa-St. Petersburg, Fla.

Arthur Salzburgh, assistant director of research for TV stations division of CBS Inc., joins ABC Radio network in New York as research manager. Mr. Salzburgh is former special studies manager for American Research Bu-

reau in Washington and sales development manager for SRDS-Data Inc. in New York. **William A. Cummings**, most recently of New York sales staff of *This Week* magazine, joins ABC Radio as account executive. Mr. Cummings is former advertising manager of Sylvania Electric Products' photolamp division.

Thomas H. Hagner, account executive in Chicago for CBS-TV Stations National Sales, transfers to organization's New York office in similar capacity.

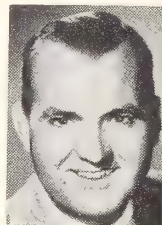
Joseph R. Dawson, formerly with promotion department of WBTV(TV) Charlotte, N. C., named research assistant and sales presentations writer for Jefferson Standard Broadcasting Co. and Jefferson Productions Inc. Jefferson Standard Stations are WBT and WBTV(TV) Charlotte; WBTW(TV) Florence, S. C.; WBIG and 19% of WMFY-TV Greensboro, N. C.



Mr. Dawson

Marion Dean and **Jasper Rowland** appointed to sales staff of KSRE Santa Monica, Calif., on fulltime basis.

Barnard B. Wilson and **George Utley** join local TV and radio sales staffs respectively of WFAA-AM-FM-TV Dallas-Fort Worth, Tex. **Terrence S. Ford**, former assistant promotion manager of WJW-TV Cleveland, appointed to WFAA's radio promotion department.



Mr. Metcalfe

Edwin C. Metcalfe, for past two years in charge of RKO General's national sales office in Los Angeles, appointed director of sales operations for organization's CKLW-AM-TV Windsor, Ont.-Detroit, Mich. Mr. Metcalfe began his broadcast career with KDKA Pittsburgh in 1942 and subsequently held sales posts with CBS Radio and served as VP-general manager of Weed Television in New York. Norman Hawkins and Charles Gunn will continue to direct sales activities of CKLW-TV and CKLW, respectively, reporting to Mr. Metcalfe.

Raymond Padden joins Los Angeles staff of McGavren-Guild Co. Mr. Padden was formerly with Venard, Torbet and McConnell in Los Angeles.

Mike Greywitt, of KMPC Los Angeles, joins KNX-AM-FM, that city, as in-studio coordinator for *Megalopolis at Night*, four-hour evening show.

Albert L. Harmon, technical operations supervisor at WTTG(TV) Wash-

MORE THAN 1700 RADIO STATIONS THROUGHOUT THE U.S. & CANADA HAVE USED THE UNIQUE SERVICES OF RECORD SOURCE INTERNATIONAL FOR...

- Convenience
- Economy
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YOU, MR. BROADCASTER, ARE INVITED TO TRY THE POPULAR "HOT 100" SERVICE OF RSI FOR NINE WEEKS—AT THE SPECIAL INTRODUCTORY PRICE OF JUST \$30.

You will receive the 10 best new "Spotlight" singles, selected by the expert reviewing panel of Billboard... mailed directly to your station each week.

A systematic, time-saving, economical method of providing your record library with the best of the new popular singles.

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(A Division of Billboard)

ington, promoted to chief engineer. Mr. Harmon joined WTTG in 1947.

Roger Martin, former staff announcer at WYOS Liberty, N. Y., joins KGLA Los Angeles in same capacity.

Larry Dent joins announcing staff of WTMJ-AM-FM-TV Milwaukee.

Daniel Resh, formerly of WKVA Lewistown, Pa., joins announcing staff of WFBG-AM-TV Altoona, Pa.

Richard Siemanowski named executive producer of *Chronicle* series on CBS-TV network. Mr. Siemanowski has been with public affairs department of CBS News since 1956 and has produced such shows as *Americans: A Portrait in Verses*, *Russians: Self-Expressions*, and *John Brown's Body*.

Orrin Lahue, formerly of WUPI-FM Lynn, Mass., joins WCAT Orange, Mass., as air personality and newsmen.

Thomas J. Knott, producer-director at WBZ-TV Boston, named public affairs director, succeeding **Albert Waller**, who resigned. **Robert Weinstein**, producer-director at WNBC-TV Binghamton, N.Y., joins WBZ-TV production department.

Bil Rodgers, for past three years copy chief and production manager for Dunshee & Co., Denver advertising agency, appointed promotion manager of KLZ-AM-FM, that city.

Cecil Woodland, general manager of WEJL Scranton, appointed chairman of national affairs committee of Pennsylvania Association of Broadcasters.

Stanley Zipperman named publicity-PR director of KPIX-TV Los Angeles.

John E. James, recently of WTAQ La Grande, Ill., and former station manager of KVFC Cortez, Colo., appointed Southern California assistant publicity officer for Bank of America.

Peter Stanley and **Kenneth Knecht** join WCR Lima, Ohio, as community affairs director and engineer, respectively. New 250 w AM station on 940 kc has proposed target date of Aug. 15. **James B. Luck** is general manager.

Charlotte K. Sears, member of PR staff of Pacific Science Center Foundation, joins PR staff of William L. Simpson and Associates, regional station representatives, Seattle, Wash.

Michael B. Styer, member of promotion department of WSYR Syracuse, N. Y., joins public relations and promotion staff of WHIC-TV Pittsburgh.

Dick Moreland appointed announcer and public service director of KRLA Pasadena, Calif., replacing **Bill Keffury**, who was called into military service.

Donald H. McGannon, president of Group W (Westinghouse Broadcasting Co.), appointed by Governor John N.

Snyder elected president



Mr. Snyder

Franklin C. Snyder, VP and general manager of WTAE-TV, elected president of Pittsburgh Radio and Television Club for 1963-64. Other officers elected are **Bill Morrissey**, William Morrissey Adv., VP for programs; **Roger D. Rice**, WHIC-TV, VP for membership; **B. B. Randolph**, Aluminum Co. of America, VP for social activities; **John D. Gibbs**, KQV-AM-FM, VP for publicity; **Eleanor Schano**, WTAE-TV, VP for women's activities; **Flurence Herlick**, Fuller & Smith & Ross, secretary; and **Harry Brooks**, WHIC-TV, treasurer.

Dempsey to newly formed Connecticut Transportation Authority. According to announcement issued by governor's office, authority will have powers to keep New Haven Railroad running.

INTERNATIONAL

Everett Hart appointed director of European production for Filmex Inc., with headquarters in Paris. Prior to joining Filmex, Mr. Hart was senior producer at BBDO for 10 years. While there he produced commercials and/or sales presentations for Lever Brothers, Campbell Soup, Philco, U. S. Steel and others. Mr. Hart was TV advisor for President Eisenhower and Vice-President Nixon.

Bob Macpherson appointed promotion manager for Toronto offices of CTV Television Network Ltd. Mr. Macpherson replaces **Edward Hausmann**, who resigned.

ALLIED FIELDS

John M. Taff, engineer with Federal Communications Commission since 1949, appointed engineering assistant to FCC Commissioner Lee Loevinger.

Dr. Milton U. Clauser, former VP of Space Technological Labs, and **Dr. J. P. Ruina**, an electrical engineering professor at Massachusetts Institute of Technology, join Communications Satellite Corp., Washington, as fulltime consultants. The scientists will serve for several months and assist in technical evaluations in connection with

planning for development and operation of commercial communications satellite system.

Clarence A. Kellner, manager of midwest station services for American Research Bureau, appointed alumni representative to board of trustees for Doane College, Crete, Neb.

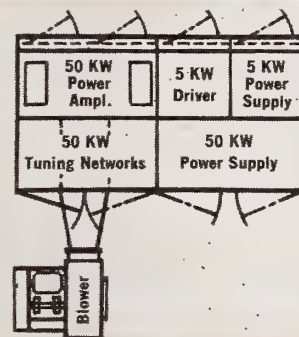
PROGRAMING

Robert D. Mitchell, VP in charge of operations for Association Films Inc., New York, elected president, succeeding **J. R. Bingham**, who becomes vice chairman of board and treasurer. Other executive changes announced are **A. L. Fredrick**, VP and midwestern representative; **Robert M. Finehout**, VP for corporate advertising and PR; and **Robert W. Bucher**, VP for association instructional materials. Mr. Mitchell joined AFI in 1958.

Ben Kranz, formerly of MPO, Screen Gems and Robert Lawrence Productions, joins VPI, New York production company, as general manager.

Phillip E. Schrager, producer-consultant on educational television, joins Daystar Productions as head of new ETV department. His first duties will be to explore field of in-school instructional television to determine where

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PART 4: COMPACTNESS

Entirely self-contained except for PA blower, Continental's 317B requires only 72 square feet of floor space. All transformers, chokes and switchgear are contained in aluminum cabinets.

Write for details today.

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production organization can be of most assistance to educators.

Sam Leavitt joins Theatre-Vision Color Corp., Beverly Hills, Calif., as production consultant. Company is currently developing national closed-circuit color TV network for theaters.

Les Goldman resigns as producer at Quartet Films Inc., Hollywood producer of animated and live action TV commercials and related films.

B. F. Adcock appointed Dallas resident VP of Alexander Film Co. of Colorado Springs, Colo. Mr. Adcock served company as southwestern area manager prior to new appointment.

Milas Hinshaw, staff producer at Bill Burrud Enterprises, who covered Guadalcanal and other South Pacific islands last year for the special, *The Pacific Then and Now*, is on his way to Tarawa for two new Burrud projects, an hour special, *Tarawa Today*, and a syndicated series as yet untitled.

Malcolm Arnold, British composer and writer of motion picture scores, signed to compose and conduct music for *Espionage*, NBC-TV's new Wednesday night (9-10 p.m.) suspense-drama series that begins Oct. 2. Mr. Arnold won Oscar award in 1958 for scoring "Bridge On the River Kwai." *Espion-*

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For the first time in the history of the broadcasting industry, a franchise offer is being made in one of the most basic and vital facets of the business—never before opened to outsiders. The franchiser is one of the best known companies in our field; the name will be instantly recognizable to you. Qualified franchisees will have an immediate assured income following a most modest investment, and the cherished opportunity to be in business for themselves. Applicants must be responsible members of their communities and broadcast professional, heavy in sales background. Only 13 men in the nation will qualify—one each in the following major markets: Boston, Minneapolis, Dallas, Memphis, San Francisco, Seattle, Pittsburgh, Atlanta, St. Louis, Denver, Houston, Richmond, Kansas City. Reply today; this is the opportunity of a lifetime.

Box H-81, BROADCASTING

IBA elects Ainsworth

David Ainsworth, president and general manager of KSRA Salmon, elected president of Idaho Broadcasters Association last week at association's 13th annual meeting in Moscow. He succeeds **Henry H. Fletcher**, president and general manager of KSEI Pocatello. Other officers elected are **Earl Glade Jr.**, KBOI Boise, VP; and **Shirley Mix**, KRPL Moscow, secretary-treasurer. New directors are **J. Allen Jensen**, KID Idaho Falls; **John Mix**, KRPL Moscow; **Ed Miller**, KWEI Weiser; **Robert Saxvik**, KBAR Burley; and **Tom Fairchild**, KTEE Idaho Falls.

age is being filmed in London and on location throughout Europe for Herbert Brodtkin's Plautus Productions.

Peter M. Roland, of ABC Films Inc., joins Jayark Films Corp., New York, as booking and operations manager.

Tom McHugh, producer-director-cameraman for Jack Douglas Productions, named producer for pilot film of organization's new nonfiction series, *America*, which will consist of 39 episodes yearly in color. **Joe Tiffenbach** named associate producer of pilot film.

Tony Regan named president of Screen Extras Guild, according to election returns certified by Nathan Cayton, retired chief judge of District of Columbia Court of Appeals, acting as an impartial referee. Judge Cayton rejected all challenges by both factions in the disputed election. Other new SEG officers are **Bob Burrows**, first VP; **Tex Brodus**, second VP; **Jack R. Clinton**, third VP; **John R. Albright**, recording secretary; and **Joseph Brooks**, treasurer.

Andrew M. Wiswell, executive producer for Capitol Record's east coast popular operations, appointed popular A&R producer for RCA Victor Records, New York. Before joining Capitol, Mr. Wiswell was VP in charge of recording for Muzak Inc., New York.

Robert Vale, formerly with Canadian Film Board, and **Bill Stout**, of ABC-TV, join Desilu Sales Inc. as sales representatives. Mr. Vale will cover mid-Atlantic region with headquarters in Pittsburgh. Mr. Stout will service South Atlantic states, with headquarters in Atlanta.

Goddard Lieberman, president of Columbia Records, re-appointed honorary curator for three years of Yale University collection of literature of American Musical Theater.

William Gordon, writer-producer, joins production staff of *The Richard*

Boone Show as special assistant to producer Buck Houghton. His writing credits include *Alfred Hitchcock*, *The Americans*, *The Outlaws* and *Thriller*.

Basil Rathbone, star of stage and screen, joins NBC Radio's *Monitor 63*, effective Aug. 3, as host of "Monitor Theatre Time" which will be heard at various times on Saturday and Sunday.

NEWS

Norm Woodruff, formerly of KRLA Pasadena news staff, appointed news director of KXOA-AM-FM Sacramento, both California.



Mr. Woodruff

Ken Rogers, program and news director of KITE San Antonio, Tex., joins WQMR Silver Spring, Md., and WGAY-FM Washington as news director. Mr. Rogers replaces **Paul Hallett**, who resigned to join The Extension Lay Volunteers, a missionary arm of Roman Catholic Church.

Don Richardson, assignment editor for CBS News, Washington, named assistant news director of bureau.

Charles Keller, executive director of film production unit at WFIL-TV Philadelphia, appointed director of news and special events for WFIL-AM-FM-TV. Mr. Keller replaces acting news and special events director, **Rex Morgan**, who will concentrate on program assignments.

Frank Wilson, member of news department of WTOP-AM-FM Washington, appointed to newly created post of general production manager, responsible for all of station's local and network programs. Prior to joining WTOP in April 1959, Mr. Wilson was with WRVA Richmond, Va.

Frank Leslie, news editor at WKBN Youngstown, Ohio, joins WERE Cleveland as news editor and announcer.

William E. Clayton Jr. named manager of Houston bureau of United Press International. Mr. Clayton, who was formerly with Texas bureau, succeeds **Alex K. Adwan**, who was named manager of Oklahoma City bureau.

Ed Hersch joins news department of WHK Cleveland.

Kay Jordan, former reporter for *Austin* (Minn.) *Daily Herald* and recent graduate from Fletcher School of Law and Diplomacy, joins news staff of KING-AM-FM-TV Seattle, Wash.

Charles E. Mahon, manager of United Press International's Richmond, Va., bureau, named Atlanta bureau manager. **Alfred McCormack**, Greensboro, N. C., manager, succeeds Mr.

Mahon. **Jack Walsh**, formerly member of *Charlotte Observer* staff, named manager of UPI's Nashville, Tenn., bureau. **Edward Hale**, member of UPI's Richmond staff, succeeds Mr. McCormack as Greensboro manager.

Gordon K. Thomas, former news director of WWSA Williamsport, Pa., joins news staff of WIP-AM-FM Philadelphia.

Regis D. Bobonis, executive editor of *Pittsburgh Courier*, joins news staff of WHC(TV) Pittsburgh to handle general news assignments and interviews.

Stanhope Gould, editor of *Six O'Clock Report* news program at WBBM-TV Chicago, promoted to supervising news and assignment editor, responsible for assignment of reporters and camera crews. **Walter Jacobson**, of *Chicago American*, and **Jerome M. Mallek**, former associate editor of *Elmhurst Press*, join WBBM-TV news staff as writers.

Randall Loutaine, news director, WHAY Hartford-New Britain, Conn., and **Douglas Cole**, WIRD Lake Placid, N. Y., join news staff of WPTR Albany, N. Y.

EQUIPMENT & ENGINEERING

Robert E. Allen, president of Fuller & Smith & Ross, New York-based advertising agency, elected to board of directors of Reeves Industries Inc., New York. Firm manufactures magnetic tape recording products, motion picture sound equipment, cables and specialized metal products for industry. Mr. Allen has been associated with FSR for 25 years and was elected president in 1953.



Mr. Allen

Ed Stern, advertising and sales promotion manager of Webcor Inc., Chicago, named to newly created post of marketing manager. He joined Webcor in 1958.

Robert W. Jennings, former manager of equipment assembly for video and instrumentation division of Ampex Corp., Redwood City, Calif., appointed division's manufacturing manager. Mr. Jennings succeeds **Robert Weismann**, recently named division's engineering manager.

Robert Hildebrand named product development manager for TV products division of Corning Glass Works, Corning, N. Y. Mr. Hildebrand joined Corning in 1954 and since 1962 has served as supervisor of product and applications engineering in firm's industrial bulb sales department.

William S. Hepner Jr. named director of public relations for Electronic Industries Association. Mr. Hepner was manager of EIA office of informa-

AFTRA elects Vicki Vola

Vicki Vola of New York has been elected president of American Federation of Television and Radio Artists for coming year. She succeeds **Art Gilmore** of Los Angeles. Other AFTRA national officers elected are: first VP: **Tyler McVey**, Los Angeles; second VP: **Arwin Schweit**, Chicago; third VP: **Dave Schnabel**, Kansas City; fourth VP: **Evelyn Freyman**, Washington; fifth VP: **Bill Deal**, Philadelphia; sixth VP: **Larry Ward**, St. Louis; seventh VP: **John M. Kennedy**, Los Angeles; recording secretary: **Jud Conlon**, Los Angeles; treasurer: **Ray Heatherton**, New York.

tion from 1960 to January of this year when he was appointed manager of special projects and publications and of industrial electronics marketing services. He succeeds **Robert T. Devore**, who resigned to join Washington bureau of Fairchild Publications.

Brian Keane appointed to engineering applications staff of data systems division of Harman-Kardon Inc., a subsidiary of Jerrold Corp., Philadelphia.

George A. Lubenow, for past two years regional manager in Minneapolis for Emerson Radio Co., joins Admiral Corp. as regional sales manager of Phoenix, Reno, Salt Lake City and Fresno, with headquarters in Phoenix.

DEATHS

Harry Johnston Grant, 81, board chairman of Journal Co., which publishes afternoon *Journal* and morning *Sentinel* and owns and operates WTMJ-AM-FM-TV Milwaukee, died July 12 at his Milwaukee apartment. Mr. Grant served as president and editor of Journal Co. from 1935 until 1937 when he initiated plan for employee ownership of paper. A total of about 1,050 employees now own 75% of Journal Co.'s capital stock.

Donald E. Allen, 50, manager of promotional services for NBC, West Coast, died July 15 at St. Joseph's Hospital in Burbank, Calif. Mr. Allen joined NBC in 1947 at KOA Denver. He was transferred to network's West Coast press department in September 1954.

Eugene Kuhne Jr., 47, senior TV commercial writer at J. Walter Thompson Co. since 1959, died July 7 at his home in New York City.

Sidney W. Winslow Jr., 83, chairman of Boston Herald-Traveler Corp., died July 15 at New England Deaconess Hospital in Boston. Mr. Winslow had been associated with Herald-Traveler

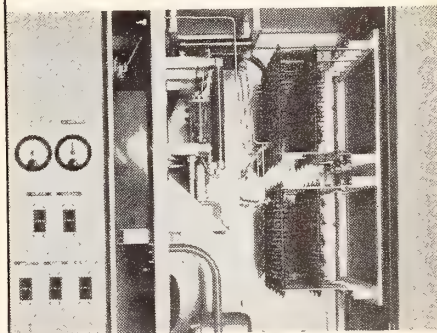
Corp. since 1917 and was its president and director before becoming board chairman in 1960. The corporation publishes morning *Herald* and afternoon *Traveler* and also owns and operates WHDH-AM-FM-TV Boston.

William B. Miller, 56, moderator of *The American Way* on KFI Los Angeles since program's inception in 1948, died July 11. Mr. Miller for 21 years had been executive VP of The Town Hall of Los Angeles, a position he held at time of his death.

Jacob L. Holtzmann, 75, senior member of law firm of Holtzmann, Wise & Shepard, New York, and active crusader for educational TV for many years, died July 11 at Columbia-Presbyterian Medical Center. Mr. Holtzmann's labors were largely responsible for daytime educational programs that began on WPIX(TV) New York (ch. 11) and are now shown on WNDT(TV) Newark-New York (ch. 13).

Frank J. A. McCarthy, 74, assistant general sales manager of Universal Pictures Co., died July 15 at his home in Pelham, N. Y. Mr. McCarthy joined Universal in 1931 and served successively as Eastern sales manager, Southern and Canadian sales manager, and was named assistant general sales manager in 1956.

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PART 5: SILICON RECTIFIERS are used throughout Continental's 317B. Only four tubes larger than the 4-65A. Transmitter uses a total of 19 tubes, only eight tube types. One man can change any tube without help.
Write for details today.

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PARLIAMENT ATTACKS APPOINTMENT

Bevins supports naming of Lord Hill as ITA chairman

The appointment of Lord Hill, formerly conservative member of Parliament Dr. Charles Hill, as chairman of the Independent Television Authority has been attacked in the House of Commons and the House of Lords as political patronage.

Postmaster General Reginald Bevins defended the appointment, saying he was sure most of Lord Hill's critics would have to eat their words.

Labor leader Harold Wilson in the Commons suggested that Lord Hill should not have been appointed because ITA is responsible for "censorship and questions where political bias may be involved."

Unlike the U. S., appointments of this kind are not subject to ratification by any part of the legislature.

In the House of Lords, Labor peer Lord Morrison, speaking on the second reading of the new television bill, called the appointment "a public scandal." He said that Lord Hill had been a government minister in charge of the government information services. "He had a lot to do with publicity for the Conservative party. Is that his qualification for this job?"

Lord Hill later was made Minister of Housing and Local Government but lost this post in a government reshuffle carried out by the prime minister. Lord Morrison hinted that perhaps Lord Hill had been promised another post as recompense. He said the present appointment as ITA chairman was "a party appointment where that kind of suspicion ought not to exist."

Bad Precedent ■ "I do not say no politician should ever be considered for a post of this kind: it depends on the

politician. But this is bad. It is not good for the reputation of our country or the uprightness of our public administration that this kind of thing should take place."

Lord Balfour was supported by fellow Conservatives when he expressed regret that Lord Morrison had made "a most bitter personal attack on the ability and character of Lord Hill."

Earl Alexander, House of Lords Labor leader, said Lord Hill's previous post as a minister and the propaganda he had had to do did not qualify him to be head of ITA.

Lord Francis-Williams deplored the appointment of Lord Hill as the first time the chairman of either BBC or ITA had been a party political man. Hitherto the practice had been to pick men of independent public standing and experience who could be expected to look on their responsibilities from the basis of public interest, he said.

Lord Dundee, speaking for the government, said he regretted the reference to Lord Hill in the debate. He accepted that no attack on Lord Hill's character had been intended but it had been suggested that his appointment was "an unworthy example of what is sometimes called jobs for the boys."

He added that there were several examples of appointments to public boards and corporations of men with party backgrounds. "But all these gentlemen have divested themselves of their political associations and carried out their duties as they ought to have done."

The new television bill was given an unopposed second reading and is now a step nearer to becoming law.

Dual system is out

Postmaster General Reginald Bevins has decided that Britain will not adopt simultaneously both the FCC line standard of 525 lines and 60 pictures a second and the European system of 625 lines and 50 pictures a second. He has accepted the recommendation of the television advisory committee against adopting a dual standard.

Television in Britain is now broadcast on 405 lines, but there are plans for a gradual change-over to 625 lines.

German advertisers increase TV spending

German national advertisers spent a total of \$19.6 million during the first quarter of this year in commercial TV in West Germany and in West Berlin. This is a gain of 8.2% over the corresponding quarter in 1962.

The total number of German TV spots during the first quarter of 1963 was 24,404, a gain of 12.9% over the corresponding 1962 period. Total commercial time in German TV (local advertising excluded) was at 575,760 seconds during the 1963 quarter, an increase of 11.4% from the corresponding 1962 level.

German national advertisers' spending in commercial TV is: alcoholic beverages, \$2.1 million; nonalcoholic beverages, \$1.7 million; drugs, \$1.4 million; soaps and cleansers, \$1.55 million; cosmetics, \$1.15 million. This represents little change from the 1962 shares except the position of nonalcoholic beverages which moved up several points.

The growing importance of TV as an advertising medium in Germany has been opposed in public and at the government level by publishers, who want the government to curtail commercial TV activities.

Canada's independents show profit in 1962

Independent Canadian radio and television stations showed a profit last year, according to a report of the Board of Broadcast Governors. The report showed the second TV stations operating in nine of Canada's major markets had a profit of \$1 million, not counting depreciation, against a \$4.8 million loss in 1961.

The nine stations began operation in 1961. The 33 independent TV stations operating before that date showed a

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gain in 1962 of 10% in revenue and an operating profit of 14%.

Returns from 125 independent radio stations showed an increase in 1962 of 8% in revenues, after dropping 3% in 1961.

Soviets planning TV color improvements

According to reports from Moscow, Soviet broadcasting authorities plan to expand existing black-and-white TV transmitting facilities considerably and to improve color television. Currently there are experimental color TV broadcasts every Thursday at 3:30 p.m. using the second Moscow channel. The number of sets in circulation is still reported at a very low level with most of them in public places.

German observers believe that the announced "improvements" in Soviet color TV could mean that Soviet standards will be adapted to the coming uniform European color TV standards. Other East European countries have indicated that they would follow the trend if it would be set by Moscow. No dateline for the introduction of a radically "improved" Soviet color TV service has been announced.

The first Moscow black-and-white channel starts broadcasts at 5 a.m. and stops after midnight. The second channel starts its operations at 6 p.m. and stops after midnight too. A third channel to be added this year will have a short daily schedule.

'The Great War' being produced by BBC

BBC-TV is making a \$392,000 documentary series on World War I in collaboration with 20th Century-Fox, Canadian Broadcasting Corp., Australian Broadcasting Commission and the Imperial War Museum in London.

The 26 half-hour episodes are scheduled to begin on the second BBC-TV network in May 1964.

The series is provisionally titled *The Great War* and research has started in Montreal, New York, Washington, Paris, Belgrade and London.

BBC-TV wants to draw on the memories of those who went through the war, whether as military personnel or civilians. It is also seeking unpublished photos and films from the period.

Dutch experiment with central antenna system

The Dutch Postal and Telegraph Services will start large-scale experiments shortly to connect some 6,000 television homes at The Hague to a central antenna system. A 120-foot high tower will be erected at a nearby site enabling 12 VHF radio programs and three TV

programs to be received by each home.

To date it has been possible to receive only one TV program in the western part of the Netherlands (and also in The Hague), but the central antenna system will enable those connected to receive, besides the Dutch program, a Flemish-Belgian and the first West German TV programs.

All programs other than the Dutch will be picked up somewhere in the south of the country and carried to The Hague via a UHF link network. The programs of the foreign VHF transmitters (three German, three Belgian, two British and two French) will be picked up at the Dutch borders and flashed to The Hague by cable. One effect of the central antenna system would be the gradual disappearance of rooftop TV antennas.

Britons cautioned on rush into color

A warning that Britain must not be rushed into making a quick decision on color TV has been given by Postmaster General Reginald Bevins. He was speaking at a lunch to launch the World Festival of Television which will be held in London from Nov. 26 to Dec. 4.

The postmaster general said there was an "awful lot of nonsense being talked about color television in this country.

"It would be quite wrong for the government to approve a color system which was different from that used in the rest of Europe. In the future we shall have far more programs transmitted from Europe and far more transmitted to Europe."

But Mr. Bevin said he hoped it would be possible to give the go-ahead to color TV in Britain by the early part of 1964. It would be on the new 625 line standard.

Welcoming the forthcoming festival, Mr. Bevin said that a festival of this kind would encourage the advance of new ideas and techniques. He was sure that it would be a great success and would show the best of television from every part of the world.

The festival is being presented by *Contrast*, the television quarterly of the British Film Institute, in association with BBC, Independent Television Authority, and the commercial TV companies. Its estimated cost is about \$22,000, of which BBC, ITA and the TV companies will provide \$16,800.

Although no awards will be made, programs shown will cover every category of television. They will be chosen by a selection committee of representatives of BBC, ITA, and the TV companies from nominations sent in during the next few months. The festival address is: World Festival of Television, 81 Dean Street, London W. 1.

Canadian allocations list agreed on by FCC

Canada has added 232 UHF allocations to its table of TV assignments in anticipation of similar action by the U. S. The FCC has published the expanded list in announcing agreement with the Canadian proposals.

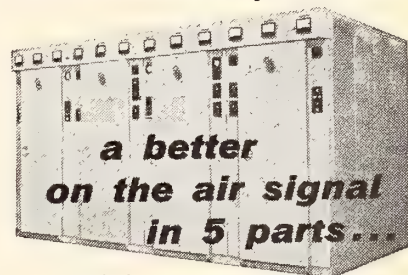
Canada's Department of Transport, which has jurisdiction over TV allocations in that country, submitted the expanded UHF list to the commission for review last November, in accordance with a U. S.-Canadian TV agreement.

A commission official said that Canada, in selecting its new assignments, observed U. S. domestic mileage separations with respect to across-the-border channels—155 miles in Zone 1 (northeast quadrant of U. S.) and 175 miles in Zone II (most of the remainder of the country).

The official said eight proposed assignments that would have been "short" were dropped by the Canadians. However, agreement between the two countries is yet to be reached on three other assignments.

Canada doesn't have any UHF stations. But it is expanding its UHF table in an effort to keep step with the U. S. The FCC plans to put out for rulemak-

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new assignments, most of them for educational television.

An FCC official noted the commission published the Canadian table largely for the benefit of those who plan to comment on the commission's proposed UHF table. Suggestions for assigning channels in the northern U. S. will have to be conditioned on the Canadian table, he said.

ITA financing study of TV on youth

A committee of 16 has been appointed by Home Secretary Henry Brooke to sponsor research into TV's impact on young people in Britain.

It has already begun work under its chairman, Fraser Noble, vice-chancellor of Leicester University. The committee will not carry out its own investigations but will initiate and coordinate research. The Independent Television Authority is financing the committee at an estimated cost of \$280,000.

Members of the committee are: Professor Richard Aaron, professor of philosophy, University College of Wales; Professor Maurice Bartlett, professor of statistics, London University; Dame Joyce Bishop, former headmistress of

Godolphin and Latymer School; Professor James Drever, professor of psychology, Edinburgh University; Professor Norman Haycocks, professor of education, Nottingham University; Dr. James Hemming, psychologist; Dr. Marie Jahoda, head of department of psychology and social science, Brunel College of Technology; Professor Alan Moncrieff, professor of child health, London University; Sir James Mountford, shortly retiring from the vice-chancellorship of Liverpool University; Alexander Neill, headmaster of Trinity Academy, Edinburgh; Canon Edward Patey, former secretary of youth department of British Council of Churches; Dr. Peter Scott, consulting psychiatrist at Stamford House remand home; Mrs. B. Serota, chairman of London county council children's committee; Lady Taylor, widow of the former principal of Aberdeen University; Nigel Walker, reader in criminology, Oxford University, and Mrs. R. F. St. Barbe Wayne, a member of Norfolk probation committee.

Trans-Lux plans Swiss office

An international sales office will be opened by Trans-Lux Television Corp., New York, in Zurich, Switzerland, on Sept. 1.

Rudi Witschi, a citizen of Switzerland,

will manage the Zurich office. He will supervise sales activities in Europe, Great Britain, the Middle East and Far East.

Sales to foreign markets are currently handled by various foreign sub-distributors.

New transmitters approved for BBC, ITA

One million new viewers in Britain will be able to see commercial TV programs when six new VHF 405-line transmitters for the Independent Television Authority go on the air by the end of 1964 or early in 1965. Reception will be improved for some 600,000 existing viewers. The postmaster general has just approved construction of these transmitters which will be added to the ITA's network of 22 transmitters now bringing commercial programs to 97% of the population.

BBC-TV has been given permission to build 18 UHF transmitters for its second network. The first of these will be in London and will start operations next April. The rest are scheduled for completion by the end of 1966 when three-quarters of the country will be able to watch the second BBC television network, BBC-2, on the new 625 line standard.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 11 through July 17 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna, CP—construction permit, ERP—effective radiated power, VHF—Very high frequency.

UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw.—kilowatts. w.—watts. mc.—megacycles. D—day. N—night. LS—local sunset. mod.—modification, trans.—transmitter. unl.—unlimited hours. kc.—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

APPLICATIONS

Birmingham, Ala.—Chapman Radio & Television Co. UHF channel 48 (674-680 mc); ERP 19 kw vis., 9.5 kw aur. Ant. height

above average terrain 653 feet, above ground 303 feet. P.O. address Box 3297, Birmingham. Estimated construction cost \$98,250; first year operating cost \$50,000; revenue \$50,000. Studio and trans. locations both Birmingham. Geographic coordinates 33° 29' 11" North latitude, 86° 48' 18" West longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-24BM. Consulting engineer Claude M. Gray, Birmingham. Principals: William A. and George K. Chapman (each 50%). Applicant owns WCRT-AM-FM Birmingham, Ann. July 15.

Wildwood, N. J.—Francis J. Matrangola. UHF channel 40 (626-632 mc); ERP 8 kw vis., 1.4 kw aur. Ant. height above average terrain 200 feet, above ground 223 feet. P.O. address 3010 New Jersey Avenue, Wildwood. Estimated construction cost \$140,127; first year operating cost \$55,000; revenue \$60,000. Studio and trans. location both Wildwood. Geographic coordinates 38° 59' 33" North latitude, 74° 48' 48" West longitude. Type trans. RCA TTU-1B, type ant. Co-El CO-20UD. Legal counsel Harry J. Daly, Washington; consulting engineer Glenn W. Winter, York, Pa. Mr. Matrangola, sole owner, is licensee of WCMC-AM-FM Wildwood. Ann. July 11.

New AM stations

ACTIONS BY FCC

Sylvester, Ga.—Worth County Broadcasters. Granted CP for new AM on 1540 kc, 1 kw-D. P.O. address Sylvester. Estimated construction cost \$15,500; first year operating cost \$24,000; revenue \$30,000. Principals: James M. Sutton Sr. and James M. Rouse (each 50%). Mr. Sutton and Mr. Rouse are both local businessmen. Action July 16.

Slidell, La.—Bill Garrett Chevrolet Inc. Granted CP for new AM on 1560 kc, 1 kw-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 17

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,810	50	143	351
FM	1,091	29	88	190
TV	519 ¹	56	85	114

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, July 17

	VHF	UHF	TOTAL TV
Commercial	484	91	578
Non-commercial	47	21	68 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, June 30

	AM	FM	TV
Licensed (all on air)	3,809	1,090	519
CP's on air (new stations)	51	30	56
CP's not on air (new stations)	137	87	85
Total authorized stations	3,997	1,207	660 ¹
Applications for new stations (not in hearing)	210	178	67
Applications for new stations (in hearing)	146	13	53
Total applications for new stations	356	191	120
Applications for major changes (not in hearing)	254	90	47
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	308	93	55
Licenses deleted	0	2	0
CP's deleted	1	2	0

¹Does not include six licensed stations off air

²Includes three stations operating on unreserved channels

D. P.O. address 3401 Ponchartrain Bridge Road, Slidell. Estimated construction cost \$26,890; first year operating cost \$28,780; revenue \$32,000. Principals: W. C. Garrett (99.8%) and T. V. Sciacca and Ruth Garrett (each .1%). Mr. Garrett has auto dealerships in Slidell. Action July 16.

Westwego, La. — Jefferson Radio Co. Granted CP for new AM on 1540 kc, 500 w-D. P.O. address 359 Sala Avenue, Westwego. Estimated construction cost \$19,642; first year operating cost \$25,000; revenue \$35,000. Abraham Rosenstock, sole owner, is local merchant. Action July 16.

Hickory, N. C. — Piedmont Broadcasting Inc. Granted CP for new AM on 1000 kc, 1 kw-D; condition. P.O. address Box 1667, Hickory. Estimated construction cost \$30,284; first year operating cost \$54,000; revenue \$90,000. Principals: T. F. Digh (20%) and Willis Deal, Alfred E. Hill, Foy C. Hefner Sr., Barnett M. Signon, Marvin R. Wooten, Claude Rudisill and John J. Mull (each 10%). All principals are local business and professional men. Action July 10.

Existing AM stations

APPLICATIONS

WPRT Prestonsburg, Ky.—Mod. of CP (as modified and reinstated which authorized increased power; changed ant.-trans. and studio location; installation DA-D; changes in ground system; and new trans.) to change site and studio location and change from DA-D to non-DA operation. Ann. July 11.

WTXL West Springfield, Mass.—CP to change from DA-D to non-DA operation. Ann. July 11.

KVOP Plainview, Tex.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 17.

New FM stations

ACTION BY FCC

*Odessa, Tex.—Odessa College. Granted CP for new FM on 91.3 mc, channel 217, 1

84 (FOR THE RECORD)

kw. Ant. height above average terrain 253 feet. P.O. address Box 3752, c/o Dr. Jack Rodgers, Odessa. Estimated construction cost \$22,550; first year operating cost \$3,000. Principals: board of regents. Action July 10.

APPLICATION

*Greenville, Ill.—Greenville College. 89.3 mc, channel 207, 10 w. Ant. height above average terrain 70 feet. P.O. address Greenville. Estimated construction cost \$1,000; first year operating cost \$1,200. Principals: board of trustees. Ann. July 17.

Ownership changes

ACTION BY FCC

WPOP Hartford, Conn.—Granted assignment of license from H. Scott Killgore (50.7%) and others, d/b as Tele-Broadcasters of Connecticut Inc., to Joseph C. Amato (17% plus), Walter B. Dunn (13% plus) and others, tr/as WIRE Broadcasting Co. Consideration \$665,000. Applicant owns WIRE Indianapolis. Action July 10.

ACTIONS BY BROADCAST BUREAU

KYNO Fresno, Calif.—Granted assignment of license from Amelia Schuler (35%), Lester Chenault (50%) and Bert Williamson (15%), d/b as partnership Radio KYNO, to same persons tr/as Radio KYNO Inc. No consideration involved. Action July 12.

KKOK Lompoc, Calif.—Granted relinquishment of negative control of permittee corporation, Southland Broadcasting Co., by Paul C. Masterson and Aubrey H. Ison (each 50%) to Messrs. Masterson and Ison (each 37.328%) and Rod F. Farrell (25.344%). Consideration \$12,670. Mr. Farrell is announcer at KPOL Los Angeles. Action July 10.

WMNZ Montezuma, Ga.—Granted assignment of license from William E. Blizzard Jr. and Lewis H. McKenzie (each 50%), d/b as Macon County Broadcasting Co., to Mr. Blizzard (100%), tr/as company of same name. Consideration \$15,000. Action June 28.

WLTN Littleton, N. H.—Granted assignment of CP from John (52%) and Elizabeth (48%) Bowman, d/b as Berlin Broadcasting Co., to Mr. Bowman (100%), tr/as Littleton Broadcasting Inc. No financial consideration involved. Action July 10.

KTAT Frederick, Okla.—Granted assignment of license from W. C. Moss Jr. and David W. Ratliff (each 50%), d/b as Tillman Broadcasting Co., to Messrs. Moss and Ratliff (each 25½%) and Homer R. Holcomb and James R. Brewer (each 24½%), tr/as company of same name. Consideration \$12,404. Mr. Brewer is employee of KTAT. Action July 15.

WDAR Darlington, S. C.—Granted assignment of license from Walter P. Pearce (100%) to D. Carl Cook (100%), receiver. No financial consideration involved. Action July 10.

APPLICATIONS

KDES-AM-FM Palm Springs, Calif.—Seeks assignment of license from George E. Cameron Jr. (100%) to Mr. Cameron (100%), tr/as KDES Inc. No financial consideration involved. Ann. July 11.

KFIL(FM) Santa Ana, Calif.—Seeks assignment of license from Gus S. Malpee (100%), d/b as KFIL Broadcasting Co., to A. J. Bumb, trustee in bankruptcy. No financial consideration involved. Ann. July 16.

WPUP Gainesville, Fla.—Seeks assignment of license from John A. Dowdy (100%), d/b as Southern Broadcasting Co. of Marianna Inc., to Leon E. Mims (100%). Consideration \$132,000. Mr. Mims is employee of WGGG Gainesville, will disassociate on acquisition of WPUP. Ann. July 11.

WEAD College Park, Ga.—Seeks assignment of license from Ruth Sills (100%), trustee in bankruptcy, to Arthur P. Jackson, Bernard S. Lipman and Hubert C. Tant (each 20%) and Harvey J. Aderhold, Paul Jones, Frank M. Lokey Sr. and Frank M. Lokey Jr. (each 10%). Consideration \$42,500. Mr. Jackson is banker; Dr. Lipman is physician; Mr. Tant is president of broadcast tower company; Mr. Aderhold is chief engineer of Georgia educational TV stations WXGA-TV Waycross, WVAN-TV Savannah, WJSP-TV Columbus and WCLP-TV Chatsworth; Mr. Jones is retired; F. M. Lokey Sr. is manager of retail store; F. M. Lokey Jr. is general manager of WEAD. Ann. July 11.

WCBM-AM-FM Baltimore—Seeks assignment of license from John Elmer and George Roeder (approximately 67% collectively) and others, d/b as Baltimore Broadcasting Corp., to Metromedia Inc. Consideration \$2,000,000. Metromedia is owner of KMBC-AM-FM-TV Kansas City, Mo., WHK-AM-FM Cleveland, WIP-AM-FM Philadelphia, WNEW-AM-FM-TV New York, WTTG (TV) Washington, KTTV (TV) Los Angeles and WTVH (TV) Peoria and WTVP (TV) Decatur, both Illinois. Ann. July 15.

KNIM Maryville, Mo.—Seeks assignment of license from Roger (60%) and Zoe (40%) Moyer, d/b as Clark Broadcasting Co., to R. Moyer (100%), tr/as company of same name. Assignment was in terms of divorce settlement. Ann. July 16.

WTSN Dover, N. H.—Seeks acquisition of positive control of licensee corporation, WTSN Inc., from William F. Rust Jr. (69.5% before transfer, 42.5% after) by Ralph Gottlieb (57.5% after, 30.5% before). Consideration \$54,810. Also see WKBR-AM-FM Manchester, N. H. Ann. July 15.

WKBR-AM-FM Manchester, N. H.—Seeks acquisition of positive control of licensee corporation, Granite State Broadcasting Inc., from William F. Rust Jr. (32.5% after transfer, 69.4% before) by Ralph Gottlieb (67.5% after, 30.6% before). Consideration \$148,656. Also see WTSN Dover, N. H. Ann. July 15.

WDLR Delaware, Ohio—Seeks transfer of control of licensee corporation, Delaware Broadcasting Inc., from Carl R. Lee and T. H. Oppgaard (each 47.8%) and C. Robert Taylor (4.4%) to David L. and Catherine C. Rike (each 25%) and others, tr/as D. L. Rike and Co. Consideration \$90,000. Rike & Co. owns WOHP Bellefontaine, Ohio, and WKLC St. Albans, W. Va. Ann. July 17.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of WBUX Broadcasting Co. to increase power of WBUX Doylestown, Pa., from 1 kw to 5 kw, with DA, continued

BROADCASTING, July 22, 1963

operation on 1570 kc, D; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. Action July 16.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Ridsen Allen Lyon for new AM on 1540 kc, 1 kw-D, in Charlotte, N. C.; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. Action July 16.

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward denying applications of Robert C. Whiteley Jr. and Katharine Whiteley, d/b as Tipton County Broadcasters, and Shelby County Broadcasters, Inc., owned by Robert C. Whiteley and John M. Latham, for renewal of licenses of WKBL Covington and WHEY Millington, both Tennessee, respectively. Action July 15.

■ Hearing Examiner Jay A. Kyle issued supplemental initial decision looking toward affirming ordering clause of June 7, 1962, initial decision which would (1) grant application of Radio Associates Inc. to change operation of WEER Warrenton, Va., from 1570 kc, 500 w-D, to 1250 kc, 1 kw-D, conditioned that pre-sunrise operation with daytime facilities is precluded, and (2) deny application of WNOW Inc. to increase power of WNOW York, Pa., from 1 kw to 5 kw, with DA, continued operation on 1250 kc, D. Action July 15.

OTHER ACTIONS

■ By order, commission denied application by Pioneer States Broadcasters Inc. for review of March 22 decision by Review Board which denied Pioneer's application for new daytime AM on 990 kc, 500 w, DA, in West Hartford, Conn. Comrs. Lee and Cox not participating. Action July 17.

■ By order, commission (1) denied request by licensee for extension of time to Sept. 2 to file summary of facts and suggested conclusions in investigatory inquiry involving McLendon Corp. (WYNN), Chicago, and (2), on own motion, extended time to Aug. 9. Action July 12.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Review Board, by members Berkemeyer (chairman), Pincock and Slone, adopted decision (1) denying application of Simon Geller for new AM on 1540 kc, 1 kw-D, DA, in Gloucester, Mass., and (2) did not deny application of Richmond Brothers Inc. to increase daytime power of WMEX Boston on 1510 kc from 5 kw to 50 kw, with DA-2, continued nighttime operation with 5 kw, but withheld action on application until dispositive action is taken by commission with respect to WMEX license renewal application and until further order of commission, and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Board Member Slone concurred and issued statement. July 19, 1962, initial decision looked toward denial. Action July 12.

■ By memorandum opinion and order in consolidated AM proceeding in Doc. 14425 et al. (1) denied petitions by applicants Saul M. Miller, Kutztown, and Bi-States Broadcasters, Annville-Cleona, both Pennsylvania, for reconsideration of April 24 action by Review Board which denied petition by Bi-States to enlarge hearing issues; and (2) on own motion, enlarged issues to determine (a) whether Miller misrepresented financial qualifications to commission in prosecution of application for new station in Kutztown or application for new station in Reading, Pa., since dismissed, (b) whether Miller, in prosecution of application filed false affidavits with commission and (c) if either of foregoing issues should be resolved in affirmative, whether Miller has requisite character qualifications to be licensee of commission. Action July 10.

■ By memorandum opinion and order in Miami TV channel 10 proceeding, denied joint appeal by L. B. Wilson Inc., Civic Television Inc. and Miami Television Corp. from examiner's April 10 order which granted petition by South Florida Television Corp. for leave to amend application to show availability of bank commitment in sum of \$1,900,000 to MacDonald Jr. Corp., which proposes to extend credit to South Florida. Action July 10.

ACTIONS ON MOTIONS

■ Commission extended time to July 18 for filing oppositions to all petitions for reconsideration of May 29 report and order

in TV "drop-in" proceedings in Docs. 14231-14238 concerning assignment of additional VHF channels to Oklahoma City; Johnstown, Pa.; Baton Rouge; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C. Adoption of single date for filing oppositions will permit filing of one pleading directed to all petitions for reconsideration. Association of Maximum Service Telecasters requested adoption of single date for filing oppositions, but asked that date set be no earlier than Aug. 9. Action July 11.

■ Commission, by Office of Opinions and Review, granted joint motion by West Michigan Telecasters Inc., MKO Broadcasting Corp. and Peninsular Broadcasting Co. to extend time from July 31 to Aug. 16 to file exceptions and briefs and from Sept. 30 to Oct. 16 for replies and reply briefs in Grand Rapids, Mich., TV channel 13 proceeding in Docs. 14407 et al. Action July 10.

■ Commission granted petition by Meredith Broadcasting Co. to extend time from July 8 to Aug. 8 to file comments and from July 22 to Aug. 22 for replies in TV rule-making proceeding involving Phoenix, Ariz., in Doc. 15096. Action July 9.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Elizabeth C. Smith to preside at hearing in proceeding on AM application of Clay Service Corp., Ashland, Ala.; scheduled prehearing conference for Sept. 5 and hearing for Sept. 26. Action July 15.

■ Designated Examiner Thomas H. Donahue to preside at hearing in proceeding on AM application of Stanley Helfman, Fontana, Calif.; scheduled prehearing conference for Sept. 10 and hearing for Oct. 3. Action July 9.

■ Designated Examiner Charles J. Frederick to preside at hearing in proceeding on AM application of Albert John Williams (KTYM), Inglewood, Calif.; scheduled prehearing conference for Sept. 10 and hearing for Oct. 3. Action July 9.

By Hearing Examiner Thomas H. Donahue

■ Granted request by James S. Rivers Inc. (WJAZ), Albany, Ga., to extend time from July 22 to July 24 for exchanging direct written presentations in proceeding on AM application. Action July 12.

■ In proceeding on AM application of James S. Rivers Inc. (WJAZ), Albany, Ga., formalized examiner's July 5 ruling which denied Broadcast Bureau's motion to quash Rivers notice to take depositions. Action July 8.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Wisconsin Citizens' Committee for Educational Television Inc. to extend time from July 11 to July 15 to file proposed findings in Wausau, Wis., TV channel 9 proceeding. Action July 10.

By Hearing Examiner Walther W. Guenther

■ Upon request by Bay Shore Broadcasting Co., Hayward, Calif., scheduled further hearing conference for July 15 in proceeding on AM application. Action July 12.

■ By memorandum opinion and order in proceeding on AM application of Western Broadcasters Inc., Cheyenne, Wyo., (1) denied applicant's June 6 petition for leave to amend application to specify DA, and June 24 supplement for retention in hearing of amended application, and (2) granted applicant's July 10 supplementary petition for alternative relief, accepted proffered amendment and returned amended application to processing line. Action July 12.

■ Granted request by Broadcast Bureau to extend time from July 15 to Aug. 2 to file proposed findings and from July 31 to Aug. 16 for replies in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., in Doc. 14577. Action July 10.

By Hearing Examiner Jay A. Kyle

■ Rescheduled from 9 a.m. to 2 p.m. July 19 prehearing conference in proceeding on AM application of Arthur D. Smith Jr., Murfreesboro, Tenn. Action July 15.

By Hearing Examiner Forest L. McClenning

■ On own motion and with oral agreement of all parties, continued Sept. 4 hearing to Sept. 6 in proceeding on AM application of Big Bear Broadcasting Co., Big Bear Lake, Calif. Action July 11.

■ Formalized by order certain procedural dates reached at July 11 prehearing conference in proceeding on AM applications of Ponce Broadcasting Corp., Cayey, and Abaco Radio Corp. (WMIA), Arico, both Puerto Rico, in Docs. 14994-5, and continued July 23 hearing to Sept. 3. Action July 11.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Formalized by order certain rulings made at July 12 hearing in proceeding on AM applications of Edina Corp., Edina, and Tedesco Inc., Bloomington, both Minnesota, in Docs. 14739-40, and continued July 15 hearing conference pending further order of hearing examiner. Action July 15.

■ Granted request by Pinellas Radio Co. for certain corrections to transcript in proceeding on application for new station in Pinellas Park, Fla. Action July 11.

■ By memorandum opinion and order in consolidated proceeding on applications of Edina Corp. and Tedesco Inc. for new AM stations in Edina and Bloomington, Minnesota, respectively, directed evidence will be adduced by applicants under hearing issues 4 and 11 and scheduled hearing conference for July 15 for purpose of determining method and timing of adduction of evidence. Action July 9.

■ Granted petition by Broadcast Bureau to extend time to July 31 to file proposed findings and to Aug. 9 for replies in proceeding on AM application of Golden Triangle Broadcasters Inc. (WEPP), Mt. Oliver, Pa. Action July 9.

■ Granted request by Broadcast Bureau to continue July 9 hearing to July 12 in proceeding on AM applications of Edina Corp., Edina, and Tedesco Inc., Bloomington, both Minnesota, in Docs. 14739-40. Action July 9.

By Hearing Examiner Herbert Sharfman

■ Struck from record in Docs. 14617 et al. exhibits 7, 8, 9, and 9 revised of SFA Broadcasters Inc. (WSNP), Saratoga Springs, N. Y. Action July 12.

■ Granted petition by Broadcast Bureau to extend time from July 12 to July 29 to file proposed findings and from July 30 to Aug. 16 for replies in proceeding on application of Beamon Advertising Inc. for new AM in Daingerfield, Texas. Action July 9.

■ Granted request by Broadcast Bureau to extend time from July 15 to July 19 to file proposed findings and from July 23 to July 29 for replies in proceeding on AM applications of Southern Radio & Television Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, both Florida, in Docs. 14909-10. Action July 9.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on AM applications of Valparaiso Broadcasting Co. and Porter County Broadcasting Co., Valparaiso, Ind., in Docs. 14806-7, granted joint motion for certain specified corrections to transcript of hearing and, on own motion, made further corrections to transcript. Action July 12.

BROADCAST ACTIONS by Broadcast Bureau

Actions of July 16

WHAR Clarksburg, W. Va.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and install new trans.; remote control permitted; conditions.

KWBB-FM Wichita, Kan.—Granted license.

WCBM Baltimore—Granted license covering installation of alternate main trans.

K13FC Castella, Calif.—Granted license for VHF TV translator station.

K78AR Lihue, Kauai, Hawaii—Granted license for UHF TV translator station.

W08AB Guayama, P. R.—Granted mod. of license to change primary TV station to WAPA-TV (ch. 4) San Juan, P. R., for VHF TV translator station.

*WDCN-TV Nashville — Granted CP to change ERP to 100 kw vis. and 50 kw aural; change type trans. and make changes in equipment.

KPRC-TV Houston—Granted CP to change trans. location, type ant. and ant. height to 1430 feet, and make changes in ant. structure and equipment (main trans. and ant.).

K75BA, K78AY, K82AS Childress, Tex.—Granted CP's to replace expired permits for new UHF TV translator stations.

■ Granted CP's to replace expired permits for following new VHF TV translator sta-

Continued on page 91

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising requires display space.
- All other classifications 30¢ per word—\$4.00 minimum.

- No charge for blind box number. Send replies to **Broadcasting**, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. **BROADCASTING** expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, **BROADCASTING**.

Management opportunity. Wanted: A salespartner, with experience in sales field proven. Preferably family man. Must have cash to invest. 20% stock available to right party, with possibility of 50%. Station value \$75,000.00 in market of 3 other locals. Located in Utah in 2nd largest metropolitan area. 125,000 population. Box J-3, **BROADCASTING**.

Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programing departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, **BROADCASTING**.

Wanted: assistant manager for station in large Illinois city. Should be strong in programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, **BROADCASTING**.

North Carolina competitive small market daytimer needs working manager. Good salary-commission arrangement for dependable, sober man desiring to join growing organization. Management experience not necessary but must know all phases of radio and be willing to learn. Sales ability essential. Write Box J-168, **BROADCASTING**.

General manager strong in sales. Midwest. Successful record and good references essential. Box J-256, **BROADCASTING**.

Sales and station manager—West coast near major metropolitan area—1,000 watts full time—opportunity for investment—please write Box J-227, **BROADCASTING**.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, **BROADCASTING**.

Sales promotion writer, strong on research, sales presentation and ideas in top five market. Box H-128, **BROADCASTING**.

Sales Manager wanted. Top opportunity in 100,000 market. Midwest. Need idea man who is real driver. Must be experienced and have good past record. Write fully. Box J-43, **BROADCASTING**.

Ohio—creative salesman strong on programing. Position to be open soon. Mail background and picture to Box J-243, **BROADCASTING**.

Salary plus commission . . . fringe benefits include paid hospitalization, group life, retirement, annual bonus, sick leave . . . located near Lake of Ozarks, good churches, schools, recreation. KMMO, Marshall, Mo., Harold Douglas, Manager.

Competent, reliable, non-alcoholic, non-gambling sales manager needed for booming station in outstanding market—music-news format. Salary open. Contact KONE, Reno, Nevada.

Help Wanted—(Cont'd)

Sales

Experienced salesman for WCLW am and fm. Send replies direct to WCLW, 771 McPherson, Mansfield, Ohio.

Pennsylvania group operation is expanding sales department. Openings exist at two different stations, both located in college and university towns. Please contact Al Dame, WCPA, Sales Manager, Laurel Network, Clearfield, Pa.

Salesman wanted for midwest-one-station market. Interested in man that wants to grow with organization. New General Manager call or write Tom Butts, WHLT, phone 3404, Huntington, Indiana.

Opportunity knocks! Salesman resigned to accept sales management position at smaller station. We were just at the brink of adding a third salesman—so here is the opportunity if you can sell, can become part of the community, can get along with the staff, and are ready for a first rate operation. We have a group hospital plan, and a pension plan. Staff doesn't have much turnover—two have been here 15 years. New man will have a protected account list already billing in excess of guarantee—but guarantee's there too. Management one of the nation's most active in broadcast circles. Our town is a quad city area of more than 35,000 located 75 miles from Chicago. Great place to live, great people—this may be your opportunity. Send photo and resume to Bill Dahlsten, General Manager, WLPO, LaSalle, Illinois.

Announcers

Capable deejay newsmen. Illinois adult music kilowatt. Fine opportunity for qualified announcer who can gather, write and deliver news in professional manner, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume. Box H-138, **BROADCASTING**.

Midwest chain operation has several openings for 1st phone personalities and newsmen. Security and opportunity for advancement are both available. Send tape and resume to Box J-120, **BROADCASTING**.

Classical music man with solid combo operate-announce commercial experience. Smooth delivery and voice, must be sophisticated in classical music programing. References and resume only. Box J-158, **BROADCASTING**.

Immediate opening for morning announcer with pleasant, mature voice and 1st class license. Good opportunity for man who can follow tight format on good music station located in major Michigan market. No rock and rollers or drifters. Rush tape and resume immediately, Box J-174, **BROADCASTING**.

Five-station radio-tv group seeking bright, fast-paced d-j. Send resume, tape, picture to Box J-175, **BROADCASTING**.

Seeking top-quality sports play-by-play man for radio-tv group in midwest. Must be bright and fast. Send resume, picture and tape to Box J-177, **BROADCASTING**.

Adult good music format station in Pennsylvania's Lehigh valley needs good staff announcer with first phone. No maintenance, strong on announcing. Box J-193, **BROADCASTING**.

Help Wanted—(Cont'd)

Announcers

Are you the top personality announcer in the business? Promotion man in the country? You are wanted by the powerhouse on the West coast. Send resume and tape to Box J-240, **BROADCASTING**.

Needed now . . . midwest . . . announcer for remote interview programs. Send photo, tape and resume. Box J-242, **BROADCASTING**.

Morning man . . . Must be able to wake up big audience with mature though humorous personality. Adult station with pop music format and full commercial load. Age 25-35. Send tape and complete resume including salary requirements. Part time sales to add income if desired. Your references will be checked thoroughly. Write Redd Gardner, G.M. KCRG, Cedar Rapids, Iowa.

Competent, non-alcoholic, non-gambling operations and production manager needed for music-news format. Contact KONE, Reno, Nevada. Send resume and audition tape. Also man for working engineer-announcer combo.

Opening for announcer with restricted permit. Non-personality type operation. Good news and commercial delivery required. Want young, single man, KVWM, Showlow, Arizona.

2 staff positions now open radio-tv announcer and newsmen. Experience required. WBOC Inc., Salisbury, Md.

Albany, N. Y. 5 kw c&w format, announcer and or program director . . . must know country . . . reply A. F. DiBello, GM, WEEB.

Swinging deejay with 1st phone for #1 top 40 station. Minimum technical schedule. Immediate opening. Call or write C. A. Bengston, WENE, Endicott-Binghamton, New York. Phone Stillwell 5-3351.

Great opportunity for competent sports-dj, strong on play-by-play. Great sports and outdoors area. Send tape references and salary requirements to William Winn, Program Director, WESB, Bradford, Pa.

New major fulltimer needs combo announcer. First phone required. No maintenance. Send resume, photo, tape to WISZ, 2113 N. Charles St., Baltimore, Md.

WLPM needs an announcer with 1st class license. No maintenance required. If interested in joining staff of stable, aggressive, well equipped station playing up tempo big band music, send tape picture and resume to: E. D. Beydush, WLPM, Suffolk, Va.

Announcer, 1st phone—5,000 watt midwest independent has immediate opening. Emphasis on air work, little maintenance. Run own board. Send tape, photo, references, complete resume, first letter, WMIX, Mt. Vernon, Illinois.

Experienced disk jockey wanted by outstanding station in major New England market. Pleasant voice, fluid style, convincing commercial delivery, experienced in popular music format. Send complete resume and tape to Alan Tindal, WSPR, Springfield, Mass.

Country music dj . . . good opportunity in Atlanta market for mature announcer able to hard-sell, ad-lib commercials, entertain on c&w. Must have thorough background in all these phases. No drunks or floaters. Send tape & letter to Wm. B. Hill, radio station WTJH, East Point, Georgia.

Help Wanted—(Cont'd)

Announcers

Like to swing way out? Are you a real mad daddy . . . like that 7 to midnight sunburn? If young and fast, fast, fast . . . the Zoo needs you! Signal the Zoo at P.O.B. 1171, Spartanburg, S. C. Send tape and resume. Start at \$275.00 per month. Nothing covers Dixie like the Zoo.

It's a fact—First phone announcers earn more money. Secure your future with an FCC first class license. Five (5) weeks. Guaranteed. Free Placement for graduates of Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

Technical

Proficient radio engineer for Southwest resort city. Box J-98, BROADCASTING.

Chief engineer for directional am in major midwest market, who knows all phases of maintenance. Prefer one who is good announcer, and can do some production. Box J-105, BROADCASTING.

Do you have a first ticket and good on maintenance? We are in a fine western New York market and can offer you program supervision or other radio opportunities to match your talent. Box J-231, BROADCASTING.

Top market station looking for negro personnel experienced in programing and engineering depts., both radio and television. College degree desired. 1st class license required for engineering. Box J-286, BROADCASTING.

Chief engineer—experienced with directional antenna to supervise construction and become permanent chief engineer of new am station WNDY, Indianapolis, Indiana. Send resume and particulars to Douglas Kahle, Box 491, Pacific Grove, California.

Engineer-announcer wanted. No maintenance required. Must have good voice, and furnish references, photo, and audition tape, plus salary requirements for a 40 hour week. First letter to WTIK, Box 1571, Durham, North Carolina. All new broadcast equipment 5,000 watts power, located in new radio building. Excellent working conditions. Need immediately.

Young single man, 1st phone, no experience, good voice. Write Charlie, Carpenter, 7354 Dave St. Sacramento 28, Calif.

First phone, beginner, no maintenance experience. Prefer some announcing. Late 30s. Write or call M. Levy, 160 Avenue E., Congress 6-5277, Rochester, N. Y. 14621.

Production—Programing, Others

News editor wanted for Ill. kilowatt metropolitan, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

If you deliver news in bright, authoritative style, send tape, resume and picture to midwest five-station radio-tv chain. Box J-176, BROADCASTING.

Top market station looking for negro personnel experienced in programing and engineering depts., both radio and television. College degree desired. 1st class license required for engineering. Box J-287, BROADCASTING.

Experienced person for copy writing and traffic. University town near Chicago. Fine working conditions. Send resume, salary requirements. WLBK, DeKalb, Ill.

Help Wanted—(Cont'd)

Production—Programing, Others

Top flight newsmen wanted by top rated independent radio station. Two-way radio equipment—beepers etc. Heavy emphasis on local news. Excellent salary plus talent, paid vacation, retirement benefits etc. Opportunity for advancement with chain operation. Send full particulars and tape to P.D., WAMS, Wilmington, Delaware.

Farm director—To voice and sell award-winning farm program at established 1-kilowatt southwest Michigan independent on shores of Lake Michigan. Immediate opening. Send photo, tape, resume. WHFB, Benton Harbor, Michigan.

SITUATIONS WANTED

Management

Top sales manager in tough competitive small market. Ready to move up to management in Kansas, Oklahoma, Nebraska, Colorado, Texas or vicinity. Married. Seven years radio sales. Can program with the best. Top professional and credit references. Versatile, stable, educated and a SALESMAN par excellence. Would arrange personal interview on request. Box J-4, BROADCASTING.

General Manager. Sales background. First phone. 17 years broadcasting. Top references. Box J-163, BROADCASTING.

Award winning and Money-Making Manager/sales manager. Aggressive but not obnoxious. 15 years strong sales and community leadership. Cost conscious. Not looking for retirement berth, have one now—but challenge in medium or major market. Able to invest. Salary? Let's discuss it. Highest trade, community and personal references. Box J-188, BROADCASTING.

Manager-engineer. Small market station. I can handle your engineering problems, sell, sell, sell, program, and keep your announcers happy. Experienced in all phases of Broadcasting. Box J-214, BROADCASTING.

Experienced—Small station operation. Prefer management of station in South, 37. Box J-234, BROADCASTING.

Manager . . . small market . . . experience in sales, news & programing. Good record, hard worker. Reply to Box J-239, BROADCASTING.

Need a manager or program director . . . 4 years experience in successful management . . . 6 years as dj . . . interested in seeking modern format only . . . heavy on sales and promotion . . . family man, college grad., aged 34 . . . excellent references . . . will consider all locations. Available August 15th. Box J-247, BROADCASTING.

Metro-market experienced "go-get-em" sales manager looking for next rung up on ladder. All past references open for inspection. Money's worth guaranteed. Box J-254, BROADCASTING.

Station manager. Will buy interest or control small station to secure management or sales position in profitable station. 25 years experience in all phases broadcasting. Box J-273, BROADCASTING.

Experienced, sales oriented manager available immediately to take over your station. Stable 34, family man. Box J-275, BROADCASTING.

Selling manager for medium or single market. Will give your station the sound, the harmonious operation, the sales and promotion, essential to increased profits. Not a miracle worker, but a worker with professional, mature knowhow and energy. College grad., married, 29, proficient all phases. Best references. Box J-277, BROADCASTING.

Successful 50 kw salesman in major market seeks sales manager or general manager position. Seven years in both sales and programing. Degree. Family. Minimum, five figures. Box J-285, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Salesman—first license—minor announcing. Excellent references—progressive station anywhere. Box J-152, BROADCASTING.

10 years radio/tv announcing and sales. Fluent Spanish. Experience in Venezuela and Mexico. Desires film sales or agency connection. Box J-210, BROADCASTING.

Salesman, capable of doing play-by-play. 8 years experience. Box J-261, BROADCASTING.

Announcers

Boston Area. Announcer/dj with first phone seeks part-time work while attending college. Box J-19, BROADCASTING.

First phone personality announcer with 7 years experience, tight board, production conscious. Ready to move up. Want \$160 to start. Box J-117, BROADCASTING.

Midwest—all night man—adult music—prefer jazz—experienced—medium or major market—available in August—\$115 minimum. Box J-134, BROADCASTING.

Staff announcer—radio or tv. Straight staff work. No personality Joe or deep voiced golden boy. Light friendly voice. Old fashioned type. No drifter. Box J-157, BROADCASTING.

Giant killer looking for a beanstalk. No. 1 April '63 Hooper rated night time jock in major market, beating the big one. I'm the magic harp which produces the golden goose (to your ratings) and brings in the big bag of gold. Contact Jack: Box J-208, BROADCASTING.

Young dj-announcer with first phone for top-40 or adult format. Strong on news, will relocate. Box J-211, BROADCASTING.

Top 40 jock, married, 22, seeks bigger market. Currently #1 in medium market. Box J-223, BROADCASTING.

Experienced announcer/dj, young. For medium or major market. Box J-226, BROADCASTING.

Chicago area—Illinois or Indiana. 7½ years sound experience. Married. Box J-230, BROADCASTING.

Dj/announcer, announcer/dj. Air personality. Announcer newscaster. Experienced. Box J-232, BROADCASTING.

Join me. I have fun with records, production voices, commercials, creative comedy features. Box J-237, BROADCASTING.

Morning personality with consistent first ratings, not top 40, looking to step up with the big guys. Are you a big guy? Box J-241, BROADCASTING.

Announcer, dj, pleasant, tight board, authoritative news, negro, first phone. Box J-248, BROADCASTING.

Young, experienced swinger. Bright, tight, creative. Crack newsmen. Professional sound, professional ideas. Will travel immediately. Box J-258, BROADCASTING.

11 yrs. Experience. All phases. First phone. 36 yrs. old. 6 yrs. play-by-play; football, track, golf, sports cars, one yr. baseball. Good so far? 5 yrs. present job. Change of Management—Change of Policy—Change of Personnel. Want Permanent position. Currently on West coast. Prefer to stay. \$165 wk. minimum. Mimeographed inquiries go in File 13. Box J-259, BROADCASTING.

Experienced, bright, young top forty dj looking for work. Prefer northeast but will consider all offers. Box J-263, BROADCASTING.

Afternoon top disc jockey-vocalist—entertainer radio television. Presently employed same metropolitan station eight years. Twenty years experience age 43—family. Present salary 5 figures. Desires good music location. Box J-264, BROADCASTING.

Negro announcer, 1st class training, no experience. Need 1st job. Willing worker. Box J-268, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Ohio-Indiana; versatile announcer—first phone, available immediately, personal interview. Box J-269, BROADCASTING.

Did you know: that according to postal regulations, elephants cannot be shipped by Parcel Post! Original or is it "ab-original" personality dj, recently offered job by NBC in the animal cracker division but turned it down! Prepares show in advance—first phone. Box J-270, BROADCASTING.

Disc-jockey, authoritative newsmen, experienced, tight board, bright sound, available immediately, Box J-272, BROADCASTING.

Magnificent voice, first phone, experienced announcer for quality music and news operation. Will relocate family for right job. Box J-274, BROADCASTING.

Sports announcer with 8 years experience including sales. Excellent references. Strong on news. Capable dj. Box J-276, BROADCASTING.

Experienced top forty jock—live wire sound—let my tape speak for me. Box J-278, BROADCASTING.

Personality jock, experienced, authoritative newscaster. Not prima donna, or floater. Dependable. Box J-280, BROADCASTING.

Listen to my tape—tight board, smooth news, personable commercials. It's sad, I'm trained but inexperienced. Maybe you'll try me anyhow. Box J-281, BROADCASTING.

Top 40 jock. Swing from the word go. Major market experience. 1st phone. Swift, smooth, happy, clever, funny, sums me up. Lots of teen appeal. Box J-282, BROADCASTING.

Swingin' jock, top 40, major market experience, teen appeal. Box J-283, BROADCASTING.

Announcing school graduate. Limited experience. Eager to learn radio bit. Single, 22 and able to relocate. Prefer Michigan, consider all. Bob Flotte, 27034 West Rd., Flat Rock, Michigan.

First ticket, degree, good voice, creative, music expert. Wants first radio job. P.O. Box 261, Lomita, Calif.

Announcer experienced. Good, mature, resonant voice. Sales, first class license, if required. 227½ Maple St., Ashland, Ohio. Phone 4-8262.

Swingin' dj-w/7-yrs. format exp. news, copy, production, promo-ideas & programming. Family man wanting to help make or keep you number one. Will consider all reasonable offers. Bruce McKay 503-382-4564.

Swingin' dj—news-production-ideas and programming. Want metro market. 7 years experience. Married, 2 children. For information call 503-382-4564.

Attention Philadelphia area! Experienced staff announcer with college degree is looking. Call Code 609-UL-8-1609.

Ex-program director, music director, announcer looking for position with stable facility. Good, rich versatile voice, college graduate, with excess of abilities. Desires to work in either Cleveland, Washington, D. C. or California areas. Send inquiries to Bob Arnold, 22 Manchester Pl. Silver Spring, Md.

Look—bright, young recent broadcast graduate—excellent all around delivery—anywhere in U. S. Bob Brandel, 5806 W. Fullerton Ave., Chicago, Illinois: Phone ME 7-7960.

Announcer-dj with pd and production background, 7 years experience, mature (33), pleasant voice, smooth delivery. Seeking good music operation (no top 40) in medium to major markets. Available immediately. Call 215-253-0014.

Situations Wanted—(Cont'd)

Technical

1st phone, now chief at daytimer, wishes to relocate, mid-Atlantic or south. Staff or chief. Can help in other phases if needed. Box J-235, BROADCASTING.

First phone—radar endorsed. Heavy Navy electronics experience. Desire job radio, tv, east USA. Box J-245, BROADCASTING.

Former engineer in charge all maintenance mega watt uhf transmitter complex, desires new construction and or maintenance position Con. U. S. or overseas. U. S. citizen, presently employed in private industry and holds security clearance. Box J-271, BROADCASTING.

Production—Programing, Others

Family man, 40, can do varied duties from pushing broom to administrative job. Tactful with people. P.D. music librarian, public service, sports—good references. Box J-155, BROADCASTING.

Is there an angel in or around angel town? Willing to gamble on a long shot? Left media but needs break to get back, experienced at p.d., music librarian, sports, operations, staffman, married, 40. Bondable and hungry. You can't do a good deed when you're dead—do it now! Box J-156, BROADCASTING.

Newsman wants position in southern or midwestern market. One year's experience including editorial writing. Have college degree. Box J-164, BROADCASTING.

Wanted: Medium market, \$600 monthly, and p.d. position. Well qualified! Box J-182, BROADCASTING.

News—Top delivery, editing, copy, able, experienced and literate. Experienced panel and participation work. Larger market, northeast preferred. Box J-194, BROADCASTING.

Aggressive, capable newsmen, B.A. (radio journalism), commercial experience, four years AF information officer (newspaper, AFRS). Leaving service. Qualified to handle documentaries, interviews, features, editorials. Write attention-holding copy. Interesting, authoritative delivery. Married, 26, excellent references. Can add potency to programing of news conscious station. Interview during August. Box J-213, BROADCASTING.

Sportscaster with writing ability for aggressive local coverage. Can double in news. Box J-221, BROADCASTING.

Newsman, Employed major eastern market. Seeks more news-minded operation. Experienced. Married. Box J-222, BROADCASTING.

Male copywriter. Mature, experienced professional seeking a dominate major-market eastern radio, television station. Box J-229, BROADCASTING.

Consider broadcaster with over 10 years experience in radio-tv. Experience in news, special events, production, programing, announcing. Married and employed. Dedicated, loyal, hard working. Box J-233, BROADCASTING.

This is "hire an executive week!" Programing, production-creative, imaginative, decisive. Network background. Salary commensurate with ability—both high. Box J-236, BROADCASTING.

News director . . . 7 years broadcasting experience. Presently employed. \$130 per wk. Reply Box J-238, BROADCASTING.

Radio & tv—do you need?—Experience (10 yrs.)? Mature family man, top rated metro area? Com. production, voice characterizations & dialects, news dj, sports, play-by-play. Box J-249, BROADCASTING.

Excellent experienced sportscaster, newscaster, disc jockey, radio or television. References. Box J-250, BROADCASTING.

Please see "Because" ad under television situations wanted, production, programing.

Situations Wanted—(Cont'd)

Production, Programing & Others

Sports Editor. Believe in complete coverage. Objective interviews with coaches, players, etc. Write own stories. First ticket. Play by play, football, track, golf (6 years), some baseball. Excellent working knowledge of other major sports. Over 10 years in radio. Looking for a permanent position with station that believes in aggressive sports coverage. Complete brochure, pictures, tape on request. Box J-260, BROADCASTING.

Leapin' lizards! Open-end comedy bits. Original scripts & tapes. Send \$1 for sample tape to Funnybit Productions, 938 Jones St., Bettendorf, Iowa.

Newsman . . . age 30, family, college graduate. Member metropolitan news staff in K.C. Mo. Solid news background plus 3 years newspaper reporting. Write own copy and deliver in authoritative manner. Major market only. Tom Dresselhuys, 6601 Nall Dr., Mission, Kansas, HE 2-6753.

TELEVISION

Help Wanted—Management

Seeking general manager for tv and radio stations in midwest. Person perhaps sales manager now looking for general manager position. Production background helpful but not necessary. Excellent opportunity. Box J-195, BROADCASTING.

Midwest television station, in two-station market, desires account executive. Minimum three years experience. Excellent salary, plus commission. High earning potential. Top technical and production facilities. This is fast operation. You will be fifth salesman. Answer in detail. Box J-216, BROADCASTING.

Announcers

Network affiliated station, southeastern market, has opening for tv announcer with good background as MC. Must also be proficient in news, weather, and editorial writing. Send resume, picture, references and tape. Box J-22, BROADCASTING.

Major eastern market network affiliate has opening for experienced radio-tv staff announcer. Good tv booth work a necessity. Send resume, photo, tape or film to Box J-201, BROADCASTING.

Versatile announcer for commercials, news, interviews, kid show. Send tape and picture program manager, WFIE-TV, Evansville, Ind.

Technical

Probably not many men can meet challenge as head of our engineering department. We're young men on the move and looking for an alert engineer with organization, pride in work, proficiency in engineering and bent for research and construction, capable of contributing ideas. AM-TV-FM, VTR, Micro-wave, General Electric transmitters. Box H-253, BROADCASTING.

Qualified tv engineer trainee with first phone for Texas vhf. Box J-99, BROADCASTING.

Engineer of good character, best technical qualifications for south Texas vhf. Box J-101, BROADCASTING.

Top market station looking for negro personnel experienced in programing and engineering departments, both radio and television. College degree desired. 1st class license required for engineering. Box J-203, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Need engineer familiar with good construction practice for studio and transmitter construction. Must be able to plan and carry out. Opportunity to stay as chief of vhf station. Located in Minnesota recreational and lake country. Box J-215, BROADCASTING.

Television transmitter operator, first phone license required. Send full details to KMVI-TV, Box 550, Wailuku, Hawaii.

Qualified studio engineer with Ampex VTR experience. Large new studios. Full power channel two. Phone collect Chief Engineer, Hobart Paine, 252-5611. KOOK-TV, Billings Montana.

A vhf station needs man for transmitter operation. First phone required. Send photo, complete resume, first letter. WLVA-TV, Lynchburg, Va.

Immediate openings for experienced tv engineers in Ampex vtr's, camera, video and maintenance. Please forward resume and references to Mr. Cliff Paul, Tele-Prompter Corporation, Sands Office center, South Memorial Parkway, Huntsville, Alabama.

Very unusual opportunity for several aggressive and qualified electronics men to own and operate franchised branches of our 17-year-old electronics home-study school. Write for free details. CSOE, Box 10634, Jackson 9, Miss.

Production—Programing, Others

Top market station looking for negro personnel experienced in programing and engineering departments, both radio and television. College degree desired. 1st class license required for engineering. Box J-204, BROADCASTING.

Wanted: Aggressive newsman-writer for tv-radio news operation in major eastern city. 16mm camera savvy desirable. We'll take ability and potential as well as experience. State qualifications. Box J-266, BROADCASTING.

SITUATIONS WANTED

Management

Major market commercial manager. Excellent sales-management record and references. Want responsible position no flunky. I can straighten out your sales problems. Box J-255, BROADCASTING.

Announcers

Experienced television announcer-newsman. Employed good market; desire advancement. Consider good radio. Married, relocate. Box J-251, BROADCASTING.

Announcer, 30 yrs. old, married and family, experienced in most phases of radio and tv and presently in top 50 market, seeking advancement. Phone 402-345-8600. Box J-262, BROADCASTING.

Television/radio experienced announcer. Let my tape do the talking. Box J-279, BROADCASTING.

Production, Programing & Others

Photographer . . . motion picture and still. Specialty in tv news; also great in studio advertising. Box J-218, BROADCASTING.

Production director . . . fully experienced seeks greater opportunity. College degree in film and television. News and special events a specialty. Will accept assistant directorship. Box J-219, BROADCASTING.

Copywriter, both creative and reliable—seeks money, hard work, a realistic future in sales-oriented tv station. 15 years rich experience throughout the medium; strong on copy. Box J-224, BROADCASTING.

Situations Wanted—(Cont'd)

Production, Programing & Others

Because of my ability, background, education, experience, I'm a top-flight newsman who wants to report. If your station because of public interest, FCC, money, wants the best news coverage, let's work together, Box J-252, BROADCASTING.

Capable experienced newsman. 15 years experience radio and tv, as news director-editor. Degree. Write and deliver editorials, can film and script to fit. Box J-225, BROADCASTING.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, BROADCASTING.

Wanted used microwave towers to support two 10 foot parabolic antennas. 150 foot self-supporting, 200 and 300 foot guyed models. Box J-103, BROADCASTING.

Wanted: Mobile trailer about 15 to 18 foot for remotes . . . should be in good condition . . . for Michigan. Box J-181, BROADCASTING.

Raytheon or RCA microwave STL wanted immediately. Box J-202, BROADCASTING or call EN 2-5680, N.Y.C.

Wanted to buy: Used Gates "yard" console, or equivalent make, in good operating condition, no modifications, also, used consolette. Chief engineer, KDIA, 327 22nd St., Oakland, Calif.

Automation equipment; recent model only; complete or partial for monaural am; Bill Bigley, KVMA, Magnolia, Arkansas.

Need, General radio type 681B frequency deviation meter, must be operational. Call or write Chief Engineer, WJLK, Asbury Park, N. J., 201-774-7000. Ex 310.

For Sale

Equipment

Webcor Minicorder 4½ pounds, complete fine condition. Cost \$151.00 will sell \$65.00. KROX, Crookston, Minn.

Modulation transformer UTC type 89864, 2KVA, 30-20,000 cps, 12/4 Kohm pri/sec, \$125.00. Tecmar, Box 833, Hawthorne, Calif.

2 DUMONT TV camera chains—TA 124A complete with viewfinders, cable, etc. Consider all offers. Station Manager, Box 7158, Austin 12, Tex.

Used UHF 1 kw RCA Transmitter excellent condition, immediate delivery, a bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

New stock replacement parts for TT-5A transmitter available, also new and used 8D21 tubes, at discounted prices, list available. John Gort, C/E, KDLO-TV, Garden City, South Dakota.

ITA—RCFMA-1A FM RF amplifier used two weeks. New price \$395. We want \$200. Forty feet 1½ inch Prodelin line for \$100. First offer buys it. KQIP, Odessa, Tex.

For Sale—(Cont'd)

Equipment

ATC Cartridge tape units—Two PB 190 playback units, \$220 each, and one AB 190 record amplifier, \$150. In perfect working order, we changed our system and offer a bargain you can't afford to pass up. Bill Dahlsten, WLPO, LaSalle, Illinois.

1 200' self standing Ideco tower complete. World-Wide-Steeplejacks, 119 W. Walnut, San Diego 3.

3 guyed towers 315' each, complete. Base insulator, beacon & obstruction lights. Write for information. World-Wide-Steeplejacks, 119 W. Walnut, San Diego 3.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue \$2.50. Show-Biz Comedy Service (Dept BJ) 65 Parkway Court, Brooklyn 35, New York.

Sportscasting—Significant book of principles essential to play-by-play and sports news reporting. Clothbound, \$5.00 SPORTSCASTERS, 1361 Maple Dr., Logan, Utah.

TV stations: Tell the importance of television with your own monthly newsletter. Personalized with your call letters. A great local promotion, low as \$59.50 monthly. Write TV Reports Newsletter, 1186 Arlington Lane, San Jose 29, Calif.

Increase your employment opportunities! Audition tapes recorded duplicated, edited in modern sound studio. Resumes written, edited, printed by professional copywriters. 24-hour mail service. For information: Darden Associates, P.O.B. 231, Roosevelt, N. Y.

1,000 simulated business cards \$4.95! Rate cards lifetime protected! 50 cents. Box 425, Sharon, Pa.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console/operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

INSTRUCTIONS—(Cont'd)

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. For free brochure write: Dept. 3-B Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLII, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Help Wanted—Sales

SALES MANAGER WANTED

A PROFESSIONAL MID-WESTERN RADIO MAN WILL INTERVIEW APPLICANTS FOR THE POSITION AS SALES MANAGER AND EXECUTIVE ASSISTANT TO THE PRESIDENT. THE MAN WILL HAVE HAD EXPERIENCE IN MULTIPLE STATION MARKETS AS A STATION MANAGER OR AS SALES MANAGER. HE WILL BE A PROVEN LEADER AND SALESMAN. COMPENSATION AND POSSIBILITY OF STOCK OWNERSHIP WILL BE DISCUSSED. SEND CREDENTIALS AND DETAILS IN FIRST LETTER. ALL CORRESPONDENCE WILL BE TREATED CONFIDENTIALLY.

BOX J-257 BROADCASTING.

Help Wanted—Announcers

Network O & O

in major market offers challenge, hard work, little pay, great opportunity to start with new all-talk format. Send resume, tape, to

BOX J-220, BROADCASTING.

BUSINESS OPPORTUNITY

BROADCASTING transmitter ENGINEERS

Are you beginning to tire of your present position? Have you ever considered applying your experience in industry? Eimac needs men with the Ability to do senior level applications engineering on power grid tubes. These positions involve considerable customer contact investigating customer inquiries and applications problems. You will also provide sales assistance to our field offices and major customers. These positions are located in San Carlos, California. Excellent relocation and fringe benefits are available.

If you are now a Chief Engineer of a 5 to 50 kw AM, FM or TV station with a BSEE degree, or equivalent in experience, please send a resume or letter including your salary requirements to M. B. Shattuck.



Eitel-McCullough, Inc.
San Carlos, California

An Equal Opportunity Employer

Help Wanted

Production—Programing, Others

NEWSMAN

Responsible midwest network affiliate in metropolitan market seeking experienced professional newsmen for important staff position. Strong air delivery necessary. Photograph, tape, resume, and salary requirements.

Box J-284, BROADCASTING.

Situations Wanted—Announcers

SPORTSCASTER

15 YRS., NOW FREELANCE N.Y. AVAILABLE COLLEGE FOOTBALL, BASKETBALL: BASEBALL '64. RADIO-TV OP. GOOD MARKET. INT. OWN EXPENSE, AIRCHECK, TOP REFS. MIN. \$200 WK.

Box J-153, BROADCASTING.

TELEVISION

Situation Wanted—Anouncers

CHILDREN'S EMCEE

MEET THE CHALLENGE WITH CREATIVE DAILY PROGRAM. TV personality, 10 years experience, will produce with entertainment, education, high ratings. Available 1st of August for interview.

BOX J-246, BROADCASTING.

Employment Service

MOVE AHEAD

ALL BROADCAST PERSONNEL PLACED
MOST MAJOR U. S. MARKETS
MINOR-MARKET MIDWEST SATURATION
WRITE FOR APPLICATION NOW
**BROADCAST
EMPLOYMENT SERVICE**
4825 10th Ave. So. Minneapolis 17, Minn.

For Sale

Equipment

NEED 'EM YESTERDAY?

Get same day shipment on Fidelipac tape cartridges and re-loading service.

GUARANTEED LOWEST PRICES

Try us! Send this coupon with your order now and get postage paid!

SPARTA ELECTRONIC CORPORATION

6450 FREEPORT BOULEVARD
SACRAMENTO 22, CALIFORNIA
GA 1-2070



Miscellaneous

PUBLIC RELATIONS

OPPORTUNITY FOR BRIGHT, AGGRESSIVE YOUNG MEN WITH WRITING AND CONTACT ABILITY. NEW YORK OR RELOCATE. \$8,000 PER YEAR. WRITE DETAILS

BOX J-228, BROADCASTING.

NOTICE!

Recommended Reliable Retailer: The "3-R's" of Broadcast Advertising Ready for Distribution NOW

CONTACT
CLEM MORGAN, PRATT, KANSAS

WANTED TO BUY

Stations

OWNERSHIP OR ACTIVE CONTROL

Station within 100 miles New York City. Financially responsible broadcasters seek to acquire another property. Small or large, am or fm, winner or loser, all considered. Confidence assured

BOX J-184, BROADCASTING.

PROFITABLE

FULLTIME

SOUTHEAST STATION WANTS TO MERGE WITH STATION HAVING ABSENTEE MANAGEMENT OR ONE WHERE OWNER WANTS TO RETIRE. CAN PROVIDE EXCELLENT MANAGEMENT. SEND FULL DETAILS WHICH WILL BE HELD IN STRICTEST CONFIDENCE.

BOX J-217 BROADCASTING

WANTED TO BUY

Stations

WANT TO BUY STATION

Expanding Group looking for a medium size market in Central or Western Pennsylvania; Western New York; Central or Eastern Ohio; Western Maryland. Will pay cash. Replies held in strict confidence. Box J-265, BROADCASTING

For Sale

Stations

FULLTIME 5 KILOWATT

Located in stable market of 300,000 in Middle Atlantic states. Presently absentee-owned and can be improved greatly. Grossed near \$200,000 in 1962. Price \$300,000 with half cash and good terms on balance.

BOX J-212, BROADCASTING.

PITTSBURGH, PA.

FM STATION

40.000 WATTS

Reasonable price, terms
BOX J-267, BROADCASTING

FULL TIME FM-STEREO

Station in Expanding Coastal Florida City. No competition of This Type Within 200 Miles.

New Building—Modern Equipment—SCA Sub Channel Installed—Low Operating Costs.

Absentee Management Restricts Full Development. Fine Opportunity for Owner/Manager.

Box J-244, BROADCASTING.

GUNZENDORFER

NEVADA—5000 W. DAYTIMER—Great Mkt. Asking \$175,000 with 1/2 Down. "A GUNZENDORFER Exclusive."

CALIFORNIA—SOUTH DAYTIMER Growing Mkt. asking \$75,000 assume \$9,000 contract—"A GUNZENDORFER Exclusive."

WASHINGTON 1 STATION Mkt. with real estate asking \$122,000 with \$18,500 down. "A GUNZENDORFER Exclusive."

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

Mid-West Major Regional Priced \$600,000—Fla. medium 5 Kw. \$150,000 with \$17,500 down—Oregon single regional \$87,500—New Mexico medium regional \$87,500—Washington metro regional \$115,000—Ark. medium regional \$150,000—Texas single regional money-maker \$115,000. Many others!

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

Continued from page 85

tions: K07DN, K09DN, K11FE, K13DO, Yosemite Park and Curry Co., Yosemite National Park, Calif.; K13FD, City of Cabool, Cabool, Mo.

Actions of July 15

WLAG-FM La Grange, Ga.—Granted SCA on sub-carrier frequency of 67 kc and make changes in transmitting equipment.

WGTN Georgetown, S. C.—Granted increased daytime power on 1400 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

■ Granted CP's to change type trans. and make changes in ant. system for UHF TV translator stations: K83AJ, Quincy Valley T.V. Inc., Quincy, Wash.; K74AB, K77AE, Jefferson County Television Inc., Madras, Ore.

K09CT Philip, S. D.—Granted license for VHF TV translator station.

K10AX, K13BE Harlowton, Mont.—Granted CP's to make changes in ant. system for VHF TV translator stations, and change primary TV station call sign to KULR-TV for K13BE.

Actions of July 12

KCLR Ralls, Tex.—Granted license and specify type trans.

WWOM New Orleans—Granted CP to change ant.-trans. location, type trans. and make changes in ground system and ant. system (decrease height); condition.

KCAP Helena, Mont.—Granted CP to install aux. trans. at new main trans. location; remote control permitted.

WIZE Springfield, Ohio—Granted CP to install old main trans. as aux. trans. at new main trans. site.

WCSM Celina, Ohio—Granted extension of completion date to Sept. 6.

Actions of July 10

WJRC Joliet, Ill.—Granted mod. of CP to change type trans. and ant.-trans. location; completion date extended to Dec. 1.

W08AA, W11AC, Midland and Lonaconing, both Maryland—Granted assignment of CP's

For Sale

Stations

MID-WESTERN DAYTIME STATION

Ideal for owner-operator. New building, equipment, towers and own considerable acreage, also, which could be sold off as building lots, if desired. A steal if you're capable of cash, or will consider terms to a financially stable individual or firm. Reply to BOX J-206, BROADCASTING.

STATIONS FOR SALE

1. NEW ENGLAND. Exclusive. Full time. Priced at \$125,000. 29% down.
2. CALIFORNIA. Medium market. Daytime. Priced at \$78,000. Terms to be agreed upon.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

Ga.	single	fulltime	\$ 85M	cash
N.Y.	single	daytime	125M	terms
Fla.	single	daytime	23M	SOLD
Ky.	single	daytime	68M	15M
Ala.	medium	fulltime	110M	cash
N.Y.	medium	fulltime	185M	SOLD
Ky.	medium	regional	225M	35M
La.	metro	daytime	125M	50%

And others.

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

for VHF TV translator stations to Homestead Television Translators Inc.

KALB-FM Alexandria, La.—Granted CP to change ant.-trans. location to KALB-TV tower at same site; install new ant. and new trans.; make changes in ant. system; and increase ERP to 100 kw and ant. height to 440 feet.

WGAT Gate City, Va.—Granted increased power on 1050 kc, D, from 250 w to 1 kw and install new trans.; remote control permitted; condition.

KKIT Taos, N. M.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions.

KROC Rochester, Minn.—Granted CP to change daytime operation on 1340 kc, 250 w-N, 1 kw-LS, from DA to non-DA; remote control permitted; conditions.

■ Granted renewal of licenses for following for normal license term: WADP Kane, Pa.; WKOK Sunbury, Pa.; WAMS Wilmington, Del.; WKPA New Kensington-Tarentum; WARD Johnstown; WKST New Castle; WARM Scranton; WLAN Lancaster; WARO Canonsburg; WLBR Lebanon; WBAX Wilkes-Barre; WLOA Braddock; WBRX Berwick; WMAJ State College; WBUX Doylestown; WMBS Uniontown; WBVP Beaver Falls; WMRF Lewistown; WNAE Warren; WCDC Carbondale; WNBTV Wellsboro; WCED DuBois; WNOW York; WCPA Clearfield; WNPV Lansdale; WDAO Indiana; WOTR Corry; WEEU Reading; WPEN Philadelphia; WEEX Easton; WPME Punxsutawney; WEJL Scranton; WQTV Latrobe; WEND Ebensburg; WRAK Williamsport; WFRM Franklin; WRTA Altoona; WFRM Coudersport; WSAW Allentown; WGAL Lancaster; WSHP Shippensburg; WGET Gettysburg; WTV Titusville; WGRP Greenville; WTRN Tyrone; WGS A Ephrata; WITC Towanda; WHIM Bloomsburg; WVPD Stroudsburg; WHUN Huntingdon; WVSC Somerset; WHVR Hanover; WPPA Williamsport, all Pennsylvania; KAPP (FM) Redondo Beach, Calif.; WISR Butler, Pa.; KATY-FM San Luis Obispo, Calif.; WJET Erie, Pa.; *KCWS-FM Ellensburg, Wash.; *WCFM (FM) Williamstown, Mass.; WJUN Mexico, Pa.; WCRB Waltham, Mass.; WKBI St. Marys, Pa.; *WENH-TV Durham, N. H.; WKBO Harrisburg, Pa.; WJRZ Newark, N. J.; WSET Glens Falls, N. Y.; WKNE Keene, N. H.; WLWL Minneapolis.

Action of July 9

K11FK Ganado, Ariz.—Granted license for VHF TV translator station.

Actions of July 8

K06CR, K10EH, Mercury, Rainier Mesa and Area 12, all Nev.—Granted licenses for VHF TV translator stations.

Actions of June 28

■ Granted CP's for following new VHF TV translator stations: Crystal Falls Translator TV Co., on channel 8, Crystal Falls, Alpha and Amasa, all Michigan, to translate programs of WFRV (TV) (ch. 5) Green Bay, Wis.; Mono County Television Corp., on channel 12, June Lake, Fern Creek, Gull Lake and Silver Lake, California, KOLO-TV (ch. 8) Reno; condition.

Action of June 14

K06AS Martinsdale, Mont.—Waived Sect. 1.323(b) of rules and granted CP to replace expired permit for new VHF TV translator station.

Rulemakings

AMENDED

■ By memorandum opinion and order, commission clarified certain portions of rules governing use of automatic logging devices by AM, FM, and TV stations. Amendments stem from various petitions for reconsideration of Feb. 20 report and order which provided for permissive use of automatic devices for keeping station operating logs, required new station maintenance log and consolidated all technical logging requirements under certain sections of rules. Action July 10.

PETITIONS FOR RULEMAKING FILED

■ City of Los Angeles—Requests amendment of rules to allocate additional TV channel to Los Angeles area for use by city to meet immediate need in discharging responsibilities to citizens or alternatively for reallocation of TV channel 40 from Riverside to Los Angeles. Received July 9.



Fulton gave rivers new life!

Just as Fulton's steamboat gave new purpose and vitality to American rivers, rural electrification brings new life to long dormant natural and human resources in America's rural areas.

The organizations rural people created to serve themselves with electricity are leaders in today's great effort to revive our rural economy. In scores of communities rural electric systems are focal points for planning and developing new home-grown job opportunities. This rural development program benefits city people, too, because it slows the migration of untrained workers to urban areas and provides greater purchasing power for city-made products.

Remember the woman who stood on the bank to watch Fulton's experiment? At first she said "It'll never float" and when it did she said "It'll never stop." The benefits of rural electrification never stop either, they multiply daily to help everyone. This is why we say rural electrification is good for all Americans.



AMERICA'S RURAL ELECTRIC SYSTEMS*

*These are the nearly 1,000 consumer-owned, non-profit electric systems, financed by Rural Electrification Administration loans, which serve 20 million rural Americans in 46 states. For more information, write Rural Electrics, 2000 Florida Avenue, N. W., Washington 9, D. C.



OUR RESPECTS to Peggy Stone

Charm and decorative hats in a 'man's world'

Any resemblance between Peggy Stone, president of the newly christened Stone Representatives Inc., and Mrs. Leon Gilbert, wife of a New York advertising executive, is purely intentional.

They're one and the same person, and while Miss Stone doesn't believe in mixing her two roles, she does maintain that a woman need not lose her identity simply because she goes into a field predominantly occupied by males. "Too many career women," she explains, "feel compelled to act like men in the business world, and here they're sadly mistaken. A woman should remain a woman, and use such qualities as charm and kindness."

Recently, in tribute to this woman who remained a woman in a so-called man's world, they tore down the shingle, Radio-TV Representatives, and replaced it with the one bearing Miss Stone's name—Stone Representatives Inc. Some thought was given to making it "Peggy Stone Representatives," but associates felt the broadcast world wasn't quite ready for that much femininity. At any rate, the woman who directs the still-young firm (15 years) in representing 33 stations wears her gaily decorative hats to work each day ("People expect it of me") and conducts business with the charm of a woman, and not in the stereotype of the "career woman."

Time was, however, and in the not-too-distant past, when Peggy Stone could cast quite a few doubts about the woman's role in broadcasting. Disillusioned at what she considered a tendency to funnel women into office jobs, rather than giving them free reign as advertising sales people, Miss Stone had helped to launch in September 1948, Radio Representatives Inc., a firm of which the late Harry Goodman was president.

Nothing Overnight ■ As vice president in charge of the firm's New York office, Miss Stone recalls that success was hardly what might be termed instantaneous. In fact, she remembers that for one year she had but one station—WMPs Memphis. So identified did she become with the Southern station that New York-bred Peggy became known in the trade as "The Memphis Belle," and when wvok Birmingham, Ala., became her second station it did nothing to alter the image.

Just as a football coach may often describe a losing season as "good for character-building," Miss Stone recalls that she lived with integrity—and little else. Her first sale for wvok Birmingham—a year after she had signed with the station—was sliced almost in half

because of "too much honesty."

"It was embarrassing for us that we hadn't sold any advertising for the station, and finally we sold three 15-minute spots to Certo "Sure-jell," convincing them that Birmingham would make a fine radio market for homemade gelatin. They took three 15-minute sponsorships, and I dashed right away to phone the Birmingham people and give them the good news.

"Well, you can imagine my amazement when the station manager told me quite calmly that he thought that instead of three 15-minute spots, five 5-minute announcements would be more effective. He was reducing the sale from 45 minutes to 25 minutes, but he thought it would be better for the advertiser. I was heartbroken, but the incident left a lasting impression on me."

Today, both WMPs and wvok are Stone-represented stations, as well as 31 others obtained largely through the expansion of group ownership.

"When we got into the business in 1948," she recalls, "network radio was the big thing, and since we were a new firm we had to settle primarily for independent stations. Since that time, however, the trend has been toward individual programming by stations, even by network stations. The result was that independent stations were better able to cope with this trend, and the network stations may have been a little slow in adapting. Independent radio has grown, and our growth has been associated with it."

Still A Seller ■ Today Peggy Stone



Miss Stone

still prides herself as being "the only president of a rep firm who still is active as a salesman," and it's likely to remain that way. She explains that she spent too many years fighting to become a salesman to give it up now. And while she still spends much of her time in the East 47th Street offices of her firm, Miss Stone is described by one of her associates as "a ball of fire when it comes to selling."

Born in New York, Peggy Stone attended the Columbia extension school. In broadcasting for 34 years, she joined CBS in 1929, and when she left in 1938, she was executive assistant to the vice president in charge of station relations and was well-educated in the principles of station operation. For a year she was vice president in charge of station relations of the Hearst stations, and then in 1939 she branched out into sales—serving for four years as a sales executive at Spot Sales Inc. From 1944 to 1946 she was owner of Broadcast Sales, then for two more years served as sales executive at Taylor Howe Snowden. It was in 1948 that she cast her lot with the new Radio Representatives Inc.

In the meantime, she found time to raise a family of two boys and a girl, and to make certain that her business and her family don't conflict. (She maintains a private line into her office for her husband, and insists that "No matter what, I must take a vacation every year.")

Fears 'Chaos' ■ As a broadcast executive, Miss Stone views darkly the departure of A. C. Nielsen from the local radio ratings field, fearing a possible "chaos" resulting in radio selling. She refuses, however, to become pessimistic about the future of the medium. Her remedy is a subscription to Benjamin Franklin's belief that "We must all hang together, or surely we shall all hang separately." Stations, she maintains, must sell the medium itself, as well as themselves. "Stations must continue to be aggressive, and must sell on a positive basis, and not by criticizing their competitors. This only tends to reduce the status of the whole medium. I have utmost confidence in radio as a selling medium."

Somehow you get the idea that Stone Representatives will be as solid as the new name indicates. As a grateful executive at one of her stations, WSLI Jackson, Miss., wrote to her recently, paraphrasing Ralph Waldo Emerson, "An institution is the lengthened shadow of one man"—in this case—"one woman."

Pressures

BROADCASTERS at last are fighting mad. And for good reason.

Because of constantly increasing government pressures explosions are inevitable. One is in sight.

If there is anything good about this frightening condition it is the timing. Congress probably will be in session all year. It thus will have the opportunity, if broadcasters continue aroused, to inquire into what its creature, the Federal Communications Commission, is doing to destroy free enterprise broadcasting. And, at the same time, Congress might introspectively examine itself and its own failure to place a check-rein on bureaucracy running riot.

Commercial code limitations, station freezes, filing fees, license renewals, local live programs in prime time, are only a part of the bewildering story. These have been out in the open. What is being wrought by inaction are aspects that ordinarily do not get attention.

Congress should know how many station sales have been dropped or have lapsed because the FCC failed to act, mainly because its staff persisted in writing letters seeking "clarifications." Within the last fortnight, a newspaper which proposed to buy a station (WVIP Mt. Kisco, N.Y.) for \$350,000 allowed the deal to lapse because the FCC staff persisted in a commitment that the purchaser would not sell at combination rates. No law precludes combination rates, which are not antitrust violations per se. It was just the FCC staff's idea.

Last week the applicant for a radio station in Riverton, Wyo., which became embroiled in an "economic injury" issue, threw in the sponge after three years. He did it with an indictment of the FCC and of his own congressional delegation for failure to "control" the FCC.

Under the law the FCC is required to clear transfer and renewal applications, when no hearing is involved, in 90 days. Congress should know how many transfer cases run 120 days and longer without action, as well as those which have been allowed to lapse.

Transcending in importance all of the dollar issues is that pertaining to editorializing. Hearings were held last week before the House Commerce subcommittee on the Moss Bill (HR 7072) to require stations to guarantee equal time to opposing viewpoints whenever they editorialize in political campaigns.

The FCC had an answer. It opposed the legislation but agreed with its purpose. All Chairman E. William Henry wants is the money and the personnel to ride herd on stations to see that they adhere strictly to the "fairness" doctrine. What is fair has never been defined, nor can it be. Moreover, if broadcasting is to enjoy the benefits of the First Amendment as a journalism medium, neither Congress nor the FCC can restrict it in the area of free speech and free press.

Last week's hearings were revealing. It is evident that individual members of Congress, whatever their party, resent most newspaper editorials. They fear the printed press. They feel that somehow they can prevent the broadcast media from becoming partisan, through interposition of the "scarcity" or licensing deceptions. But they must know that they are tampering with censorship and with the constitutional guarantees.

If broadcasters lose the editorializing battle they will have lost their claim to membership in free and unfettered journalism. Yet the only difference between the broadcaster and the publisher (whose realm is declining) is the mechanical printing press as against the electronic "presses" of radio and television.

Kingstree at the bar

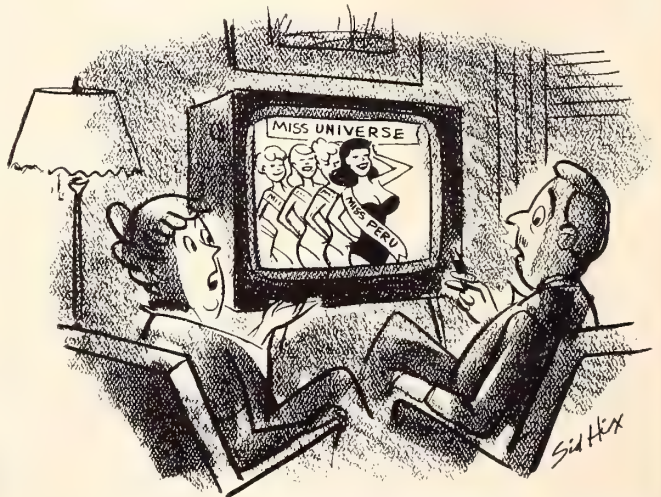
AT some point, if the present trend of government regulation continues, broadcasters will have to turn to the courts for a settlement of the question of whether radio and television enjoy the same First Amendment protection that the press enjoys. Not in recent history has that question been put squarely to the test of litigation.

There is a chance, however, that a test will come about soon. As reported in this publication last week, the constitutionality of the FCC's denial of a license renewal to WDKD Kingstree, S.C., has been disputed in an appeal to the U.S. Circuit Court of Appeals in Washington. It is possible that this case could make some benchmark law for broadcasting.

The WDKD case was precipitated by complaints of a rival station that a WDKD disc jockey, Charlie Walker, was broadcasting obscene remarks. After a hearing, the FCC concluded that although the broadcasts were not obscene, they were "coarse, vulgar suggestive and of indecent double meaning" and that they therefore were "contrary to the public interest." It decided that the licensee was unqualified to hold the license because he failed to exercise proper supervision over programing and made misrepresentations to the commission.

A good many persons, including the editors of BROADCASTING, would agree with the FCC that the samples of Charlie Walker broadcasts that were introduced in evidence were indeed offensive. But others, including reputable residents of Kingstree, did not find them so. A standard of "offensiveness" is far too vague to be used as the basis for prescribing a death penalty for a broadcasting station. It is the kind of standard that, once allowed to be invoked, could be stretched to cover almost any situation that a majority of commissioners wished to settle by removing a station from the air.

Charlie Walker is hardly a heroic figure to be the symbol of the broadcasters' struggle for their constitutional rights. But the case that he unwittingly precipitated just might free radio and television from the noose that the FCC and some members of Congress now are tightening to the strangling point. If so, Charlie Walker will have performed a greater service than many more respected broadcasters have performed.



Drawn for BROADCASTING by Sid Hix

"But I thought Peru was an underdeveloped country!"



Miss Texas, Penny Lee Rudd

NINE

WBAP-TV

2B



DALLAS-
FORT WORTH

5

YEARS IN COLOR



WEEKEND

AT HOME...ON THE FARM...ON THE ROAD...IN THE PARK...IN A BOAT...FISHING...AT THE BEACH

MONITOR

COMEDY...NEWS...ENTERTAINMENT...INTERVIEWS...SPORTS...MUSIC...AND JUST PLAIN FUN

NBC RADIO



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JULY 29, 1963

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Networks note 52-week buyers taking play away from short flights 28

Nielsen offers plan for audit of ratings, asks for comments 30

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MAXIMUM RESPONSE —that's advertising efficiency.



WBAL-TV₁₁ BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

BIG AGGIE



Leading station in 84 measured counties, with larger audience than each of 75 other measured stations. Morning and afternoon shares almost as large as next 2 stations combined; nighttime share almost as large as next 6 stations combined. Largest rating in each of 36 half-hours reported; largest number of adult men, adult women, total adults, and total listeners in each of 18 hours reported. HOMES up 7%, Adults up 10%, TOTAL LISTENERS up 12% IN PAST YEAR.* All of which means a powerful, far-reaching signal, plus popular, successful programming and personalities; in short, a great Spot Radio buy!

RADIO FOR THE MIDWEST
WNAX-570

SIoux CITY, IA. — SIoux FALLS, S. D. — YANKTON, S. D.

PEOPLES BROADCASTING CORPORATION

WNAX-570 is represented by The Katz Agency, Inc.

* BASED ON WNAX-570 RADIO 94-COUNTY AREA PULSES, JANUARY 1963 AND JANUARY, 1962.



VITAL NEWS

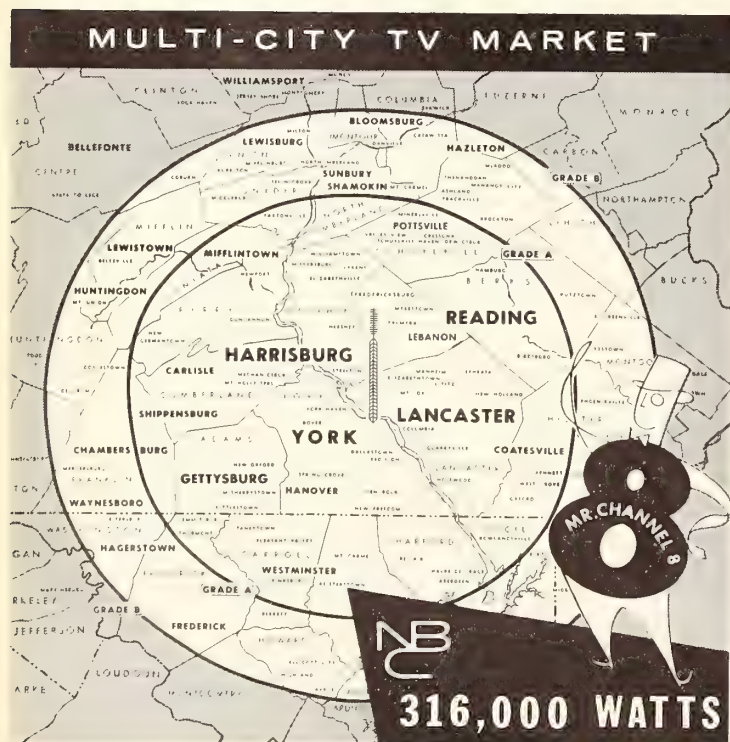
in depth takes top people...

ktrk-tv, houston, has what it takes



**GREATER
CAPACITY
TO RENDER
SERVICE**

WGAL-TV does the *BIG*-selling job



This **CHANNEL 8** station is more powerful than any other station in its market, has more viewers in its area than all other stations combined. Hundreds of advertisers rely on its alert ability to create business. So can you. Buy the big-selling medium. Advertise on WGAL-TV.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

Promise to pay

Highly respected Stanford Research Institute of Menlo Park, Calif., has issued bullish report on pay TV, will this week conduct private symposium on subject for clients in New York. SRI report, distributed to clients and withheld from publication, is said to conclude that odds favor establishment of pay TV as major communications force by 1970's—at inevitable dislocation of present TV system. New York symposium, which representatives of some 60 major companies in communications, entertainment and advertising are expected to attend, will be held at Barclay hotel Thursday and Friday.

More letters

License renewals of nine Pennsylvania TV stations—possibly as many as 12—will most likely be deferred because of local-live programing questions raised by FCC staff. And some commissioners are showing signs of annoyance. They feel letters of inquiry sent by staff weren't warranted. Some stations were said to have shown substantial amount of local-live programing. But staff sent letters because of questions about distribution of such programing—that is, amount done in prime time.

It's believed most—if not all—of stations involved will be renewed after they reply to staff letters, which are identical to those sent previously to stations in New England and New York (BROADCASTING, May 27; CLOSED CIRCUIT, June 3). But some commissioners feel that, in view of limited personnel, staff could more profitably use its time in reducing growing backlog of pending cases rather than in what they consider "nitpicking." Stations involved, reportedly, are WICU-TV and WSEE(TV), both Erie; WHP-TV and WTPA(TV), both Harrisburg; WJAC-TV Johnstown; WHIC(TV) Pittsburgh; WDAU-TV Scranton; WBRE-TV Wilkes-Barre and WSBA-TV York.

Drop-in reargument

FCC will hear oral argument on controversial VHF drop-in case Sept. 19. Action, taken at meeting Thursday, will be announced this week. Oral argument has been requested by number of petitioners opposed to FCC order denying short-spaced drop-ins for seven two-VHF-station markets. Commission voted for it at urging of Commissioner Lee Loevinger, who, as commission's newest member, represents swing vote that could reverse 4-3 decision against drop-ins. He joined commission last month, after case was decided, and wants oppor-

tunity to hear and question parties before he participates in vote on reconsideration.

Commission also took another unannounced action in drop-in case last week—reversing itself on decision to require ch. 5 KOCO-TV move-in from Enid, Okla., to Oklahoma City to be at standard mileage separation from KSEA-TV Fort Smith, Ark. KOCO-TV convinced commission that, if required to observe standard separations, its technical problems would be such that its signal over Oklahoma City wouldn't be as effective as it is now. Commission then agreed to KOCO-TV's request to locate transmitter at Oklahoma City antenna farm, with Commissioner Lee, ardent UHF advocate, dissenting and Commissioner Cox absent.

Boice leaves WEMP

Hugh K. Boice Jr., for past 17 years vice president and general manager of WEMP Milwaukee, has sold his minority stock interest (8%) in Milwaukee Broadcasting Co., which also owns KWK St. Louis (whose license has been revoked by FCC [see page 89]), and has resigned from company. He hasn't announced his plans, but they're expected to be in station operations. Andrew M. Spheeris, president of MBC and its principal officer, is assuming WEMP general managership. Arthur Wirtz, Chicago property owner and owner of Chicago Black Hawks hockey team, last May acquired 44% interest in MBC. Differences as to operating policies, it's understood, resulted in Mr. Boice's decision.

Power in pay project

Principal participants in project to build California pay TV system that would feature Giants and Dodgers baseball as program core may now be identified: They're Reuben H. Donnelley Corp., giant printing-direct mail-research combine, and Lear Siegler Inc., manufacturer of electronics equipment ranging from simple radios to sophisticated missile gear. In project in subsidiary role is Matthew Fox, whose Skiatron of America once held franchise for San Francisco Giants games on pay TV (BROADCASTING, July 22).

Bargain branches

Broadcast Time Sales, radio station representative, may have figured way to build up list of branch sales offices without expense normally attached to expansion of that kind. It's about to announce system of regional fran-

chises covering 15 or so advertising centers. Franchise holders will have equity in franchise itself and also in parent BTS company. BTS will continue to operate its own sales offices in New York and Chicago.

Governors for Pastore

Thirty-two state governors as of last Friday had endorsed Senator Pastore's bill (S 252) to eliminate application of equal time provisions of Section 315 to candidates for Presidency, Vice Presidency, U. S. Senate and House and state governorships. It was expected that list might grow to at least 36 in next few days because of oral commitments. Small minority of governors either supported exemptions to cover only presidential and vice presidential elections or some variations thereof, but efforts will be made to convince them of merits of Pastore measure.

New kind of freeeze?

All is not joy in FM field now that FCC has come out with table of allocations (see page 100-A). In some broadcast and engineering circles, commission's "go, no-go" system has been ridiculed. "It's more a 'no-go, no-go' system," one engineer said Friday after studying allocations. There's no room for growth in many important markets, he said, using Spartanburg, S. C., with one channel, and Danville, Va., with no channels, as illustrations.

Rigged resolution?

Aura of mystery still surrounds last month's action of National Council of Churches in urging stricter government controls on television and radio. One reliable source ascribes responsibility for pronouncement to staff member of council who had become disenchanted with commercial broadcasting—and particularly with networks—because of his separation from network employ. There were indications last week that council may reconsider its action (BROADCASTING, July 22).

Tall in Texas

Wired pay TV promoter—Home Entertainment Co. of America—may have landed a live one. There's talk of deal for wired system in major Texas city with backing of Texas oil and banking interests. HECA, which holds franchise for pay TV system in Santa Monica, Calif., has had problems in public stock offering intended to finance that installation. Two weeks ago it severed relations with brokerage house handling stock issue.

**Maury Wills
loves to
steal a
look at the
COLUMBIA
features
on KNXT!**



**The COLUMBIA features can be seen
currently in more than 130 markets.**

Distributed exclusively by

SCREEN  GEMS, INC.

WEEK IN BRIEF

FM table of allocations issued by FCC, with assignments based on mileage separations. Commission hopes this will provide for "orderly" growth of medium. Some reshuffling may be necessary. See . . .

DESIGN FOR FM . . . 27

Short term minute participations in TV prime time network programs are fading as sponsors sign up for programs or full, 52-week announcements. Trend seen going away from in-and-outers. See . . .

SHORT TERMERS LOSING GROUND . . . 28

Specifications for ratings audit proposed by Nielsen. Firm distributes ideas to clients, asks for comments. NAB and ARF studying suggestions, feel it means co-operation from major researcher. See . . .

SUGGESTS AUDITING PLAN . . . 30

Alberto-Culver plans \$40-million budget for fall television, up \$10 million over present spending. Spot TV campaign will continue at \$1 million a month, and heavy radio spot campaign is underway. See . . .

\$40 MILLION TV BUDGET . . . 38

Congressman Harris turns philosopher in Athens. He raises questions about broadcast editorializing, defends right of Congress to look into matter but hopes opinions on air won't be driven "underground." See . . .

DON'T SUPPRESS EDITORIALS . . . 44

Negro leaders head for New York after Hollywood progress in integrating television production crews. Aim is to lift Negro out of menial characterizations in programs and commercials. See . . .

NEXT NAACP STOP: NEW YORK . . . 91

Two commissioners feel clear channel stations should be permitted to use higher powers, although they back FCC on refusal to delay duplication. Explanations are given in letters to Representative Harris. See . . .

LEE, FORD EXPLAIN STAND . . . 83

Retailers seem cool to all-channel TV set problems, feel manufacturers will educate public. New lines, with FM stereo, AM-FM combinations, TV personals and color TV, are lead items. See . . .

MUSIC SHOW SEES NEW SETS . . . 50

SPECIAL REPORT: FM BROADCASTING

FM with 16 million listeners set to go on national research to show advertisers who listens, how many and where. Project expected to pay off in increased time buying by national advertisers. See . . .

FM WILL HAVE NUMBERS TOO . . . 51

Harvard study sees FM overtaking AM advertising revenues in mid-1970. At this point FM share continues upward while AM rate begins to decline. FMers heartened. See . . .

FM TO PASS AM IN 1970's . . . 64

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

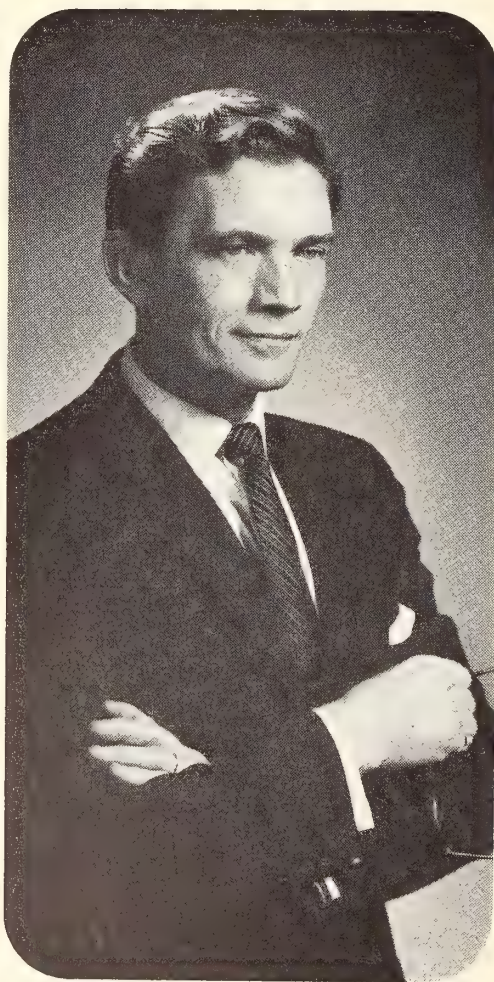
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Thousands of people in mid-America think of this man as a DJ. Others know him as Instructor of Music Appreciation 131, University of Tennessee, Nashville Center.

David Cobb is widely known throughout mid-America as the host on WSM's nightly *World of Music*. He's also known as Instructor of *Music Appreciation 131*, a college course offered by the University of Tennessee, Nashville Center (the 4th U.T. course aired by WSM—with correspondence from 27 states!). It is, we think you will admit, a rather rare situation in American broadcasting. There aren't many air personalities like David Cobb because there aren't many radio stations like WSM. Matter of fact, there aren't *any* other stations like it in the Central South! HENRY I. CHRISTAL, National Representative.



the WSMpire

CLEAR CHANNEL 650 • NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY

NEGROES MUST GET TIME FOR REPLIES

'Recent incidents' prompt agency statement of fairness

FCC says broadcasters must present Negro point of view when they broadcast programs dealing with racial segregation.

Statement was made Friday (July 26) in announcement reaffirming commission's position that licensees have "affirmative obligation" to present all sides of controversial issues.

Commission cited two other "currently important situations" in which, it said, fairness doctrine must be observed.

When controversial program involves attack on individual or group, licensee must transmit transcript of program, along with offer of time for reply, to person or group attacked, FCC said.

And when someone other than political candidate uses station to take partisan position on political issue or to attack or support political candidate, commission added, licensee must offer candidates concerned comparable opportunity for reply "by an appropriate spokesman."

Commission, which is considering adoption of primer of rules to define more clearly licensees' responsibility under fairness doctrine, said special announcement was prompted by "several recent incidents." It didn't identify incidents, but it's understood statement on programs dealing with segregation resulted from commission's continuing investigation of eight Mississippi radio and TV stations accused of fairness-doctrine violations. Allegations were made in connection with stations' broadcasts during riots at time of Negro James Meredith's admittance to University of Mississippi last fall.

It was learned commission sent eight stations "strong" letter last week, asking for further clarification of replies to charges leveled against them.

When station presents views on racial segregation, integration or discrimination, fairness-doctrine statement said, licensee must offer spokesman for all responsible groups opportunity to express their opinions.

"In particular," statement said, views of Negro leaders "must obviously be considered and reflected, in order to insure that fairness is achieved . . ."

Commission added that it's "immaterial" whether program is labeled "Americanism," "anti-Communism" or "states' rights," or whether "it is a paid announcement, official speech, editorial or religious broadcast."

If one viewpoint of controversial

issue is presented, commission said, licensee must make "reasonable effort" to present opposing views.

Commission said it doesn't seek to prevent licensees from expressing their opinions. But, statement said, "it does seek to prevent the suppression of other contrasting views by any licensee on any issue" when his station has been used for presentation of one side of controversy.

Editorialists alerted to a selling job

Broadcast industry must develop clear outline of editorials and sell public and government on its work or "we are liable to be shut up and closed down before the field ever has a real chance to develop." So warned Dick Mendenhall, conference chairman and editorial director, WSB-AM-TV Atlanta, last Friday (July 26) at National Broadcast Editorial Conference in Athens, Ga. Conference, sponsored by Georgia Association of Broadcasters, ran through Saturday (earlier story, page 44).

Other weekend panels were held on "Influencing Public Opinion," "Research Investigation and Synthetic Information," "Management-Government Relations" and "Handling Reaction to Political Editorials."

Mr. Mendenhall said sizeable number of protests against editorials are not against stand taken, but fact station took any stand at all. "Some of these things some of us do may be a federal crime before the expiration of another 15 months if not sooner," he said in allusion to congressional opposition to broadcast editorials. Guidelines will be established, he predicted, and only question is whether industry or government will be author.

Speaking at Friday morning panel on "Influencing Public Opinion," Dr. Rich-

ard Mall, radio-TV professor at Ohio State University and consultant to Peoples Broadcasting Corp. (WRFD Worthington, Ohio), told conference that statewide survey now underway in Oklahoma indicates "great deal of uncertainty" among people on right of stations to editorialize.

FINANCIAL REPORT

Time Inc. reports increase, AB-PT shows loss in income

Time Inc. has reported increase of approximately 28% in net income for first half of 1963, compared with same period last year. Corporation's broadcast interests were said to be "just slightly" improved over first half of 1962.

	1963	1962
Earned per share	3.03	2.39
Net income	\$6,521,000	\$5,108,000
Consolidated revenue	\$168,411,000	\$158,595,000
Operating income	\$10,452,000	\$9,436,000
Capital gains	\$802,000	\$358,000
Provision for income tax	\$4,800,000	\$4,406,000

American Broadcasting-Paramount Theatres Inc. second quarter financial report released Friday (July 26) shows decline from same period last year.

	1963	1962
Net profit per share (including capital gains)	0.46	0.56
Income tax	\$2,060,000	\$3,023,000
Net operating profit (after taxes)	\$1,830,000	\$2,511,000
Capital gains	\$231,000	(\$24,000)
Net profit including capital gains	\$2,061,000	\$2,487,000

Max Factor drops GMB; Carson/Roberts signs on

Max Factor & Co. and Geyer, Morey, Ballard Inc. announced Friday (July 26) severing of ties effective Sept. 30. Carson/Roberts, Los Angeles, which has been handling bulk of cosmetic firm's advertising, will pick up GMB billings.

Television Bureau of Advertising reported that firm is spending about \$1.2 million in TV in all accounts. Los Angeles firm will handle more than \$5 million of Factor's billings, said Marvin Mann, director of advertising.

Reason for GMB break, Mr. Mann said, was partially product conflict with some of agency's other accounts and

Tourist is fine, but first-class is better

Retribution for putting up with less than first-class service has been ordered for 21 Daystar Productions crew men belonging to International Alliance of Theatrical Stage Employees.

IATSE had charged Daystar had agreed to give crew men working on pilot of *Mr. Kingston* first-class trav-

el between Seattle and Los Angeles. However, men were flown tourist class and arbitor Benjamin Aaron awarded crew \$39.19 each for breach of their contract.

Mr. Aaron agreed that first-class service must be supplied when provisions call for it—no matter how excellent tourist facilities may be.

WEEK'S HEADLINERS

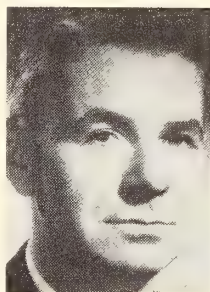


Mr. Hagerty

James C. Hagerty, news secretary at White House during President Eisenhower's term and for past 2½ years ABC's vice president in charge of news, special events and public affairs, named vice president in charge of corporate relations for American Broadcasting-Paramount Theaters Inc. Mr. Hagerty becomes officer of parent company, leaving news operation, though he may be called upon in future to "counsel" news department when needed, Leonard Goldenson, AB-PT president, said. Mr. Hagerty's successor as head of ABC News has not yet been selected (see story, page 49).

Dr. Alfred N. Watson named director of advanced research by Radio Advertising Bureau, to direct \$200,000 study of methods for measuring total radio audience (see story, page 36). Dr. Watson, visiting professor of marketing

at Columbia University in New York, left Alfred Politz Research Inc. in 1961 (he had joined Politz in 1958) where he was executive VP and senior project director, to become VP-marketing for United States Rubber Co. He continues to teach at Columbia, RAB's media research activity remains under direction of Frank McMann. The radio audience study will be conducted by Audits & Surveys this fall.



Mr. Michel

Werner Michel, former VP and director of radio-TV at Reach, McClinton & Co., joins Sullivan, Stauffer, Colwell & Bayles, New York, in similar capacity. He succeeds **Philip H. Cohen**, who was elected senior VP of SSC&B (WEEK'S HEADLINERS, July 22). Mr. Michel has also served as producer at CBS-TV, for former Dumont Television Network and Kenyon & Eckhardt.

For other personnel changes of the week see FATES & FORTUNES

Factor's desire for greater efficiency by working with agency in Los Angeles, its home base.

Accounts moving to Carson/Roberts: eye make-up, Creme Puff, Erace, Pan Cake makeup, Pan Stik, Hi-Fi Fluid makeup, Pastel Tint rouge and Pure Magic.

Undaunted, Pacifica plans no changes

Senate Internal Security Subcommittee's publication of formerly secret testimony looking into "possible Communist infiltration" of Pacifica Foundation FM stations (see story, page 88) "will not affect our broadcasting policy," said Trevor K. Thomas, acting president, on Friday (July 26).

Subcommittee's failure to question witnesses about appearances of members of John Birch Society on stations in addition to its probe about Communists who appeared "is illustrative of the bias of the subcommittee's investigation," Mr. Thomas said.

American Civil Liberties Union, which provided counsel to some witnesses during secret sessions in January, said it feared improper influence of subcommittee over FCC and interpreted hearing as threat to freedom of all broadcasters. ACLU called upon FCC to act as quickly as possible on licenses

of Pacifica stations (which are being held up) in accordance with what it called pledge from former Chairman Newton N. Minow.

ACLU said subcommittee inquiries into reports of Communist or left-wing leanings of commentators on Pacifica stations overlooked presentation of other viewpoints, created impression that subcommittee is hostile to any views presented by these commentators and implied that public is not qualified to judge merits of Communist ideas.

New instructions due on military in films

TV and motion picture producers who want to use soldiers, sailors and marines in war stories are going to meet with Defense Department officials Aug. 12.

Meeting is scheduled to go over new instruction sheet being prepared by Arthur Sylvester, department information chief, to pin down more explicitly cooperation to be expected between military and film-makers.

One element of proposed new directive, it's understood, is equation of TV with movies. Original instruction, issued more than 10 years ago, focused on Hollywood feature film production.

Group plans to meet at office of Motion Picture Association in Washington.

McCollough elected

Clair R. McCollough, president of Steinman Stations, elected president of Broadcasters' Foundation Inc., and William S. Hedges, former NBC vice president, elected to Foundation board of directors. Mr. McCollough succeeds Arthur Simon of *Radio-TV Daily* who died last month. BFI administers fund for assisting broadcasters and others associated with business who are in need. CBS Radio President Arthur Hull Hayes vacated board post.

Syncom II put in orbit; radio gear works fine

Syncom II popped into 22,548-mile-high orbit at 4:06 p.m. Friday when apogee motors fired. Satellite is over Mozambique on east coast of Africa, but scientists believe it will settle into scheduled "stationary" equatorial orbit at 22,300 mile height in about eight days. If not, on-board jets will be fired to nudge 147-pound, drum-shaped communications relay into proper position swinging between French Guinea and Brazil over northern South America.

Communications contact has been maintained with relay ever since it was launched at 9:33 a.m. Friday from Cape Canaveral. Syncom II is capable of handling radio, telegraph, facsimile and data-processing transmissions (see earlier story, page 50).

Stanton proposes amendment to 315

CBS has proposed amendment to Section 315 which would enable stations to permit political candidates to answer licensee editorials without requirement all his opponents be afforded equal time because of special appearance.

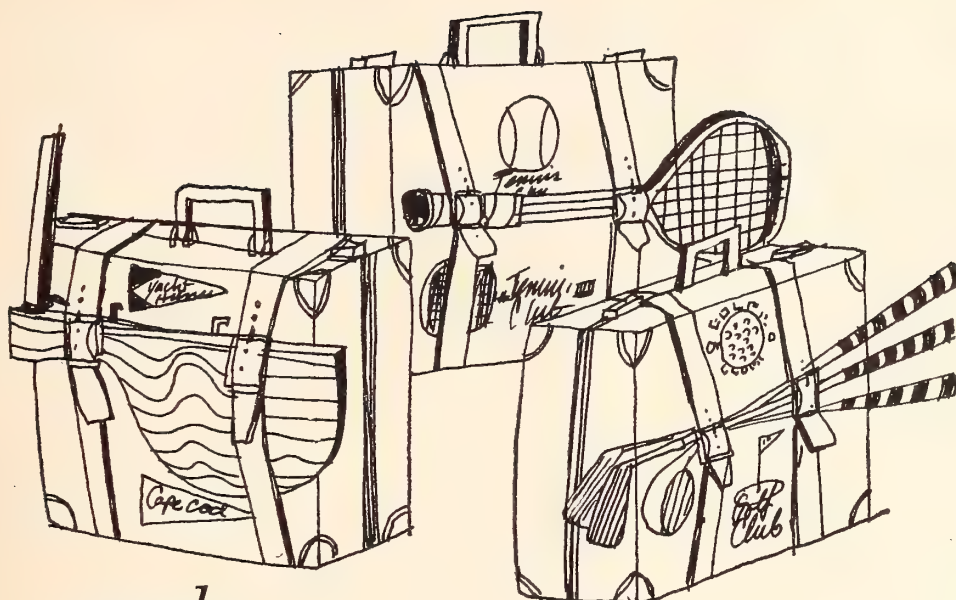
Suggested amendment was sent by Dr. Frank Stanton, president of CBS Inc., to House Commerce Committee.

His solution to "merry-go-round" of other appearances which 315 might set off would add fifth exemption to section's list of broadcasts exempted from equal time provision such as bona fide newscasts, interviews, etc.

Phelps buys KRRV

Sale of KRRV Sherman, Tex., by A. Boyd Kelley to W. Wayne Phelps for \$180,000 was announced Friday (July 26), subject to FCC approval.

Mr. Phelps owns KALG Alamogordo, N.M., and is mayor of that community. Mr. Kelley continues to own KDWT Stamford, Tex. KRRV is fulltimer on 910 kc with 1 kw. Broker: Hamilton-Landis & Associates.



puzzle:

Travels with Charlie (Bob and Neal)

"Did Neal Edwards, Charlie Macatee and Bob Livingston leave their vacation addresses with you?" Vice President and General Manager Fred Houwink asked the summer secretarial replacement in our TV Sales Office.

"Yes, Mr. Houwink, but I've misplaced them," replied the girl, blushing to the roots of her wig. "I know one of them was going sailing off Cape Cod; one went up to the Adirondacks; and one is at a resort in West Virginia. The two who aren't sailing are either playing tennis or golf."

"You're doing fine, my dear," said Houwink, who is a patient man, "tell me more."

"Well, I'm sure that Edwards is not the one at Cape Cod and Macatee didn't go to the Adirondacks. The one who went to West Virginia said the resort didn't have a golf course and Mr. Macatee once told me he gets seasick."

"Thank you," said Fred, "that's all I need to know." Who was where doing what? Apprise us. Win prize.

Post-vacation plans begin with WMAL-TV's "Happy New Year" starting September 15 . . . the greatest new shows on TV, an exciting roster of stars, audience-pleasing drama, humor, variety that wins friends and makes sales. Check Harrington, Righter & Parsons, Inc. for details.

Puzzle adaptation courtesy Dover Publications, New York 14, New York.
Address answers to: Puzzle #83, WMAL-TV Washington 8, D. C.

wmal-tv

Evening Star Broadcasting Company
WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSWA-TV and WSWA, Harrisonburg, Va.

To time buyers now
preparing their
Fall Spot Schedules . . .

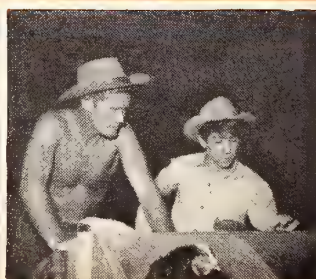
THERE MAY STILL BE "RIFLEMAN" AVAILABILITIES ON THESE FINE STATIONS...

GREAT NETWORK RATING HISTORY!

During its 5 year network run, THE RIFLEMAN averaged a solid 38.4% share of audience.* Now programmed in new time slots — in most cases, earlier than its 8:30 p.m. and 9:00 p.m. (NYT) network time slots — THE RIFLEMAN assures a completely new and untapped audience. THE RIFLEMAN's rating strength coupled with new time periods makes it an ideal series on which to spot your advertising dollars.

FOR EXACT TIME SLOT INFORMATION A

STATION	CITY	NATIONAL REP.	PLAYS PER WK.
WFBG-TV	Altoona, Pa.	BLAIR TELEVISION	1 to 5
WLOS-TV	Asheville, N. C.	PETERS, GRIFFIN, WOODWARD, INC.	5
WGR-TV	Buffalo, N. Y.	EDWARD PETRY & CO., INC.	1 to 5
WUSN-TV	Charleston, S. C.	SELECT STATION REPS., INC.	1
WRCB-TV	Chattanooga, Tenn.	H-R TELEVISION, INC.	1 to 5
WTVM-TV	Columbus, Ga.	ADAM YOUNG, INC.	1 to 5
WBNS-TV	Columbus, Ohio	BLAIR TELEVISION	1
WOC-TV	Davenport, Ia.	PETERS, GRIFFIN, WOODWARD, INC.	1
KRNT-TV	Des Moines, Ia.	THE KATZ AGENCY, INC.	1 to 5
WTVD-TV	Durham, N. C.	EDWARD PETRY & CO., INC.	1 to 5
KVAL-TV	Eugene, Oreg.	GEO. P. HOLLINGBERY CO.	1
WINK-TV	Fort Meyers, Fla.	THE MEEKER COMPANY	1
WKJG-TV	Fort Wayne, Ind.	ADVERTISING TIME SALES, INC.	5
KFRE-TV	Fresno, Calif.	BLAIR TELEVISION	1
WFMY-TV	Greensboro, N. C.	HARRINGTON, RIGHTER & PARSONS, INC.	5
WHP-TV	Harrisburg, Pa.	BLAIR TELEVISION	1 to 5
KTLA-TV	Hollywood, Calif.	PETERS, GRIFFIN, WOODWARD, INC.	1 to 5
WHTN-TV	Huntington, W. Va.	SELECT STATION REPS., INC.	4
WDAF-TV	Kansas City, Mo.	EDWARD PETRY & CO., INC.	1 to 5
WBIR-TV	Knoxville, Tenn.	AVERY KNODEL, INC.	1
KORK-TV	Las Vegas, Nev.	VENARD, TORBET & MC CONNELL, INC.	1
WLYH-TV	Lebanon, Pa.	BLAIR TELEVISION	1
KOLN-TV	Lincoln, Neb.	AVERY KNODEL, INC.	1 to 5
WHAS-TV	Louisville, Ky.	HARRINGTON, RIGHTER & PARSONS, INC.	1
WMAZ-TV	Macon, Ga.	AVERY KNODEL, INC.	1 to 5



*Based on ARB reports covering the top 50 markets for 5 years. Individual market ratings for this period are available on request.

AVAILABILITIES, CONTACT THESE STATION REPS

STATION	CITY	NATIONAL REP.	PLAYS PER WK.
WKOW-TV	Madison, Wis.	ADAM YOUNG, INC.	1 to 5
WSIX-TV	Nashville, Tenn.	PETERS, GRIFFIN, WOODWARD, INC.	5
WNHC-TV	New Haven, Conn.	BLAIR TELEVISION	5
WABC-TV	New York, N. Y.	ABC TELEVISION SPOT SALES, INC.	1
WAVY-TV	Norfolk, Portsmouth, Va.	H-R TELEVISION, INC.	1
KOCO-TV	Oklahoma City, Okla.	BLAIR TELEVISION	5
WESH-TV	Orlando-Daytona, Fla.	THE KATZ AGENCY, INC.	1 to 5
WFIL-TV	Philadelphia, Pa.	BLAIR TELEVISION	1
KPHO-TV	Phoenix, Ariz.	THE KATZ AGENCY, INC.	1
KDKA-TV	Pittsburgh, Pa.	TELEVISION ADVERTISING REPS., INC.	1 to 5
KPTV-TV	Portland, Ore.	EDWARD PETRY & CO., INC.	1
WXEX-TV	Richmond, Va.	SELECT STATION REPS., INC.	1 to 5
KTVI-TV	St. Louis, Mo.	H-R TELEVISION, INC.	5
KONO-TV	San Antonio, Texas	THE KATZ AGENCY, INC.	5
KPIX-TV	San Francisco, Calif.	TELEVISION ADVERTISING REPS., INC.	1
KNTV-TV	San Jose, Calif.	ADAM YOUNG, INC.	1 to 5
WRGB-TV	Schenectady, N. Y.	THE KATZ AGENCY, INC.	1 to 2
WNEP-TV	Scranton, Pa.	EDWARD PETRY & CO., INC.	5
KOMO-TV	Seattle, Wash.	THE KATZ AGENCY, INC.	1
WSPD-TV	Toledo, Ohio	STORER TELEVISION SALES, INC.	1
KOLD-TV	Tucson, Ariz.	GEO. P. HOLLINGBERY CO.	1
WRC-TV	Washington, D. C.	NBC SPOT SALES	1 to 5
KTVH-TV	Wichita, Kansas	BLAIR TELEVISION	1 to 5
WSBA-TV	York, Pa.	BLAIR TELEVISION	1 to 5
WKBN-TV	Youngstown, Ohio	PAUL H. RAYMER CO., INC.	1 to 5

To stations now
planning their Fall
Program Schedules . . .

THE RIFLEMAN IS ONE OF THE MOST "EASY-TO-SPOT" SERIES AVAILABLE TODAY

Program it either as a strip or once-a-week. Program it late afternoon, early evening or late evening . . . its 5 year, 50 market average audience composition of 32.1% men, 34.7% women and 33.2% children delivers an almost perfectly balanced audience.

COMPLETE FLEXIBILITY

Chuck Connors, star of THE RIFLEMAN has just filmed 40 new promos and bridges for stations programming this series. Included is a "custom-tailored" general promo with Chuck announcing channel numbers and cities . . . part of the many "EXTRA SERVICES" offered with THE RIFLEMAN.



168
HALF-
HOUR
EPISODES



THE RIFLEMAN

STARRING CHUCK CONNORS
CO-STARRING JOHNNY CRAWFORD PAUL FIX

A FOUR STAR AND LEVY-GARDNER-LAVEN PRODUCTION

"PROVEN-PROGRAMMING" FROM



A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH
AVENUE
NEW YORK
20
NEW YORK
LT 1-8530

AIDED RECALL

Boy, do we aid... whether it's on a golf date or on a straight pitch we're there with facts to help the buyer select our stations.

Our salesmen visit our stations.

Station Reps

BOB DORE

A S S O C I A T E S

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO

W **F** **T** **V** **9**

Wonderful
Florida
Tele
Vision

UNDUPLICATED
ABC-TV Coverage
of 18 counties
in the
rich expanding
CENTRAL FLORIDA
commercial,
agriculture and
SPACE AGE
MARKET

POWERFUL

ORLANDO - FLORIDA
Phone: Adam Young, Inc.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

JULY

July 28-Aug. 1—Radio Broadcast Seminar of Barrington Summer Conference, Barrington College, Barrington, R. I. Lecturers include: Dr. Eugene R. Bertermann, president, National Religious Broadcasters; Ralph Brent, president, Worldwide Broadcasting; Dr. Clarence Jones, chairman of board, World Radio Missionary Fellowship (HCJB).

AUGUST

*Aug. 1—Extended deadline for comments on FCC's rulemaking to proscribe simplex transmissions of FM stations and simplification of SCA logging requirements. Former deadline was July 8.

Aug. 4-6—Atlantic Association of Broadcasters convention, Newfoundland hotel, St. John's, Newfoundland.

Aug. 5—Effective date for new Emergency Broadcast System, which will eventually allow all radio stations to stay on air during war alert (BROADCASTING, July 8).

Aug. 11-15—Second annual NCTA Management Institute, sponsored by National Community Television Association in cooperation with the extension division of University of Wisconsin, Madison.

Aug. 14—Second annual TV Day, Georgia Association of Broadcasters, Macon.

*Aug. 14—Communications committee meet of the American Bar Association, Conrad Hilton hotel, Chicago. Speaker will be FCC Chairman E. William Henry.

Aug. 19—Eighth annual Distributor-Manufacturer-Representative conference, Jack Tar hotel, San Francisco. Chairman of the conference planners is Elvin W. Feige, president of Elmar Electronics of Oakland.

Aug. 20-23—Western Electric Show and Convention (WESCON), San Francisco's Cow Palace. Papers include: "Telstar" by Irwin Welber of Bell Telephone Laboratories; "Relay" by Warren Schreiner of RCA; "Syncom" by Dr. Harold A. Rosen of Hughes Aircraft Co.; "Comsat" by Wilbur L. Pritchard of Aerospace Corp.; "Commercial Communications Satellites" by Beardsley Graham of Spindletop Research.

Aug. 23-24—Oklahoma Broadcasters Association convention, Western Hills State Lodge, Wagoner. Speakers include Oklahoma Governor Henry Bellmon, Ed Bunker, president of Radio Advertising Bureau, and Robert Richardson, special counsel to the House Subcommittee on Investigations.

*Aug. 26-27—Television Affiliates Corp. West Coast programming conference, Hilton Inn, San Francisco.

Aug. 27—Board of Broadcast Governors hearing, Ottawa.

SEPTEMBER

Sept. 5-8—Annual fall meeting of West Virginia Broadcasters Association, The Greenbrier, White Sulphur Springs.

Sept. 6-7—Fall meeting of Arkansas Broadcasters Association, Holiday Inn, North Little Rock. LeRoy Collins, NAB president, will be principal speaker.

Sept. 6-7—Arkansas AP Broadcasters Association. Principal speaker is AP Assistant General Manager Louis J. Kramp.

*Sept. 7—American Women in Radio and Television's Educational Foundation board of trustees meeting, New York City.

Sept. 8-11—Western Association of Broadcasters annual meeting, Jasper Park Lodge, Jasper, Alberta, Canada.

Sept. 9-12—New York Premium Show, New

York Coliseum.

Sept. 10—Premium advertising conference of the Premium Advertising Association of America, New York Coliseum.

Sept. 10-12—Fall meeting of Electronic Industries Association, Biltmore hotel, New York City.

Sept. 11-14—Eighteenth international conference and workshop of Radio-Television News Directors Association, Radisson hotel, Minneapolis.

Sept. 12—Luncheon meeting, Federal Communications Bar Association. FCC Commissioner Lee Loewinger, speaker. National Press Club, Washington.

Sept. 12-15—Annual fall convention, Michigan Association of Broadcasters, Hidden Valley, Gaylord, Mich.

Sept. 13-22—International Radio, Television & Electronics Exhibition (FIRATO) at the R.A.I. Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch television channels.

Sept. 14-15—Southwest Regional Conference, American Women in Radio and Television, Houston.

Sept. 15-16—New York State AP Broadcasters Association, Gran-View motel, Ogdensburg. Don Jamieson, president of the Canadian Association of Broadcasters, will be the speaker at the Sunday evening banquet. Sunday afternoon and Monday morning will be taken up with business sessions, followed by a tour of the St. Lawrence Seaway aboard a U. S. Coast Guard vessel.

Sept. 15-17—Louisiana Association of Broadcasters convention, Sheraton Charles hotel, New Orleans.

Sept. 16—New deadline for comments on FCC's proposal to control the development of AM and FM radio services.

Sept. 17—Annual stockholders meeting, Rollins Broadcasting Co., Bank of Delaware Building, Wilmington, Del.

Sept. 17-19—American Association of Advertising Agencies' western region meeting, Mark Hopkins hotel, San Francisco.

*Sept. 20-22—American Women in Radio and Television southern area conference, Columbus, Ga.

Sept. 23-25—Nevada Broadcasters Association first annual convention, Hotel Sahara, Las Vegas.

Sept. 26-27—Association of National Advertisers' workshop on advertising planning and administration, Nassau Inn, Princeton.

Sept. 30-Oct. 1—Seventeenth annual convention of the New Jersey Broadcasters Association, Colony motel, Atlantic City, N. J.

*Sept. 30-Oct. 4—Georgia Association of

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:

Oct. 14-15, Statler-Hilton hotel, Hartford, Conn.

Oct. 17-18, Leamington hotel, Minneapolis.

Oct. 21-22, Pittsburgh Hilton hotel, Pittsburgh.

Oct. 24-25, Americana hotel, Miami Beach.

Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.

Nov. 18-19, Texas hotel, Fort Worth.

Nov. 21-22, Denver Hilton hotel, Denver.

Nov. 25-26, Fairmont hotel, San Francisco.

What is a Quahog?

"The minute he said that, we knew he was an out-of-state-er. Can't hardly blame him, I guess; 'Quahog' is a Providence, a Rhode Island word.

"Poor fella . . . next thing happened somebody offered him a cabinet. 'Beg Your Pardon?' he said. (He almost had us here, all right. When *we* mean 'Beg Your Pardon' we say 'Please?')"

"Finally, straightened him out that a cabinet's just a plain old milk shake with ice cream . . . a frappe.

"Beats all how some people talk so peculiar. Our quahog is a cherry stone clam . . . makes a delicious chowder, too!"

But then, Providence is many things. Providence is jewelry, deep water shipping, electronics and test marketing; one million people — one billion consumer dollars. Providence is Taunton, Attleboro, New Bedford, Fall River, and Worcester — all in Massachusetts. Providence is Putnam, Danielson, Norwich and New London — all in Connecticut. People even say Providence is Rhode Island. People in television say **Providence is WJAR-TV.**



Your personal print suitable for framing, awaits your card or call.



FIRST TELEVISION STATION IN RHODE ISLAND

NBC — Edward C. Petry Inc., AN OUTLET CO. STATION

"RIPCORDER" SETS

A RECORD HIGH

For two years, RIPCORDER turns in a consistently superior performance record for Stations and Sponsors who renew because (a) RIPCORDER outrates all other syndicated series, time and again . . . (b) tops popular network headliners . . . and (c) beats its direct competition, pulling the lion's share of the SIU (sets in use).

IN A 25-CITY SURVEY,
"RIPCORDER" GETS
AN AVERAGE

46%

SHARE OF
AUDIENCE

76 HALF HOURS

of unusual entertainment-
adventures of professional
paradivers authentically
filmed in mid-air.

38 in
VIVID
COLOR

... in markets where ARB reports
3, 4 and 5 stations competing:

ALBANY 3 Stations	32%
ALBUQUERQUE 3	41%
ATLANTA 3	67%
BAKERSFIELD 3	58%
BOSTON 3	33%
BUFFALO 3	39%
CHARLESTON, S.C. 3	49%
CINCINNATI 3	50%
COLUMBUS, O. 3	53%
EL PASO 3	31%
GRAND RAPIDS-KALAMAZOO 3	39%
HUNTINGTON-CHARLESTON 3	67%
HARRISBURG-LANCASTER- YORK-LEBANON 5	57%
LOUISVILLE 3	51%
MIAMI 3	36%
MILWAUKEE 4	33%
NEW ORLEANS 3	59%
PHILADELPHIA 3	48%
PITTSBURGH 3	35%
PORTLAND, ORE. 4	36%
RICHMOND 3	31%
ROCHESTER, N.Y. 3	59%
SALT LAKE CITY 3	37%
SHREVEPORT 3	44%
SOUTH BEND 3	67%

ARB — March, 1963

Economice TELEVISION

a division of United Artists Television, Inc.

555 Madison Avenue, New York 22, N. Y., MURRAY HILL 8-4700



LARRY PENNELL with KEN CURTIS

starring as
Skydiver Ted McKeever

as
Skydiver Jim Buckley

TV's MOST DANGER-PACKED SHOW . . . REAL JUMPS, REAL
SKYDIVING MANEUVERS FILMED AS THEY HAPPEN . . . ALL
THAT STANDS BETWEEN THE PARADIVER AND DISASTER IS HIS

"RIPCORD"



WE'LL BE
DROPPING IN
TO TELL YOU
WHAT THIS
SUCCESS
CAN DO
FOR YOU.



can't mistake
his hat...

The WLW salesman's. Because he wears only one. That of WLW Radio or Television.

The Crosley Broadcasting Corporation has its own sales force. So when you call a WLW Radio or TV salesman, you get a WLW Radio or TV salesman. A man who is a vital member of Crosley Broadcasting... who knows his station... knows his market... knows his facts and figures. In short, knows his stuff.

When Crosley started its own national sales organization over 20 years ago, it was a revolutionary move now widely acclaimed. Just another example of the unique leadership and spirit of the WLW Radio and TV Stations!

Crosley Color TV Network

WLW-C	WLW-T	WLW-D	WLW-I
Television Columbus	Television Cincinnati	Television Dayton	Television Indianapolis

WLW Radio—Nation's Highest Fidelity Radio Station

WLW Sales Offices—New York, Chicago, Cleveland
Tracy Moore & Assoc., Los Angeles, San Francisco
Bomar Lowrance & Assoc., Atlanta, Dallas

CROSLEY BROADCASTING CORPORATION
a subsidiary of **Avco**

RAB MANAGEMENT CONFERENCES

Sept. 9-10—The Homestead, Hot Springs, Va.; Sept. 12-13, The Hilton Inn, airport, Atlanta.
Sept. 16-17—The Holiday Inn-Central, Dallas.
Sept. 23-24—Gideon-Putnam, Saratoga Springs, N. Y.
Sept. 30-Oct. 1—O'Hare Inn, airport, Chicago; Oct. 3-4, Rickey's Hyatt House Hotel, Palo Alto, Calif.; Oct. 7-8, Town House Motor Hotel, Omaha.
Oct. 14-15—The Executive Inn, Detroit.

Broadcasters' regional meetings (Athens, Rome, Thomaston, Albany, Statesboro) featuring sales clinic with Fred A. Palmer.

OCTOBER

Oct. 1—Advertising Research Foundation's conference, Hotel Commodore, New York.

*Oct. 4-6—American Women in Radio and Television east-central area conference, Coach House Inn, Milwaukee.

*Oct. 4-6—American Women in Radio and Television New England conference, Chatham Bars Inn, Cape Cod, Mass.

*Oct. 11-13—American Women in Radio and Television west-central area conference, Holiday Inn South, Des Moines, Iowa.

Oct. 13-18—Second Advanced Advertising Management Course of the Association of National Advertisers, Hotel Moraine-on-the-Lake, Highland Park, Ill. R. P. Campbell, advertising manager for Post division of General Foods Corp., heads the subcommittee which is planning this course.

Oct. 14-18—Ninety-fourth convention of the Society of Motion Picture and Television Engineers, Somerset hotel, Boston.

Oct. 14-18—Fifteenth annual fall convention of Audio Engineering Society, Barbizon Plaza hotel, New York.

Oct. 16—Deadline for reply comments on FCC's rulemaking to control the development of AM and FM radio services.

Oct. 17-18—American Association of Advertising Agencies (AAAA) central region meeting, Sheraton hotel, Chicago.

Oct. 18—Indiana AP Radio-TV Association, French Lick.

Oct. 20-21—Meeting of Texas Association of Broadcasters, Cabana hotel, Dallas.

*Oct. 24—Fourth Armed Forces Television Conference, sponsored by U. S. Air Force, Lowry Air Force Base, Denver, Colo. The conference will deal primarily with educational and technical uses of TV by the military services. A trip to the Air Force Academy closed-circuit TV installation is also planned.

*Oct. 25-27—American Women in Radio and Television board of directors meeting, Mayo hotel, Tulsa, Okla.

Oct. 28-30—National Electronics Conference, McCormick Place, Chicago. The deadline for the submission of technical papers to the Program Committee is May 15. Papers should be submitted to Dr. H. W. Farris, EE Dept., University of Michigan, Ann Arbor (Telephone: 663-1511, ext. 3527).

Oct. 28-30—Third annual meeting, Institute of Broadcasting Financial Management, New York Hilton at Rockefeller Center.

Oct. 31-Nov. 1—Electron Devices Meeting of the Institute of Electrical and Electronics Engineers, Sheraton Park hotel, Washington, D. C. Speakers include John Hornbeck, formerly of Bell Telephone Labs and now president of Bellcom Inc., "Electron Devices for Space Applications"; Victor H. Grinich, Fairchild Semiconductors, "Why Field Effect Transistors?" and Lester F. Eastman, Cornell University, "Super Power Microwave Tubes." Program chairman for the meeting is Mason A. Clark, Hewlett-Packard Associates, Palo Alto, Calif.

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BROADCASTING, July 29, 1963

NEW ADULT ACTION
SERIES FOR TELEVISION



THE LITTLEST HOBO

WORLD ROAMING, WIDE RANGING TV FORMAT APPEAL

The star of THE LITTLEST HOBO television series, the magnificent German Shepherd, London, literally roams the world over seeking adventure. London ranges widely in his exciting travels—from the nocturnal jungles of the major cities to the vast reaches of the majestic Rockies. He wanders anywhere—by train, plane, ship; throughout America and foreign countries. His friends include the flying soldier of fortune in Hong Kong and the French Poodle from his Paris adventures. In each episode he meets new people in new locales. Each adventure's changing co-stars and supporting players are drawn from the industry's finest actors. The story policy is straight drama but the situations vary from Hitchcock suspense to Lucy-type humor.



Offices in: CHICAGO, LOS ANGELES, HOUSTON, ATLANTA / 500 PARK AVE., NEW YORK

DAYTIME



Daylight Raving Time

It takes more than wishful thinking for a network to build a strong daytime schedule. "Daytime-dreaming" simply isn't enough.

It takes planning and showmanship—all of which are especially evident in NBC-TV's four newest daytime offerings. Two of the programs are already on the air, and the other pair will be seen for the first time on our Fall schedule.

Most recent of the debuts was that of "People

Will Talk," in which host Dennis James moderates debates on such non-vital issues as "Are separate vacations a good idea?" and "Should a man lie about his golf score?" The debaters are chosen from man-on-the-street interviews, and vie for the votes of an on-screen panel of 15 judges (six more than the United States Supreme Court).

On "You Don't Say," which premiered earlier this year, emcee Tom Kennedy presides over an exciting game in which celebrity guests and stu-

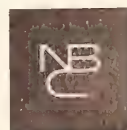


dio contestants try to guess the names of famous persons from missing-word clues. Cary Grant, for example, might be indicated by the lines, "The package was too heavy to (*carry*)," and "It was an easy request to (*grant*)."

Both shows are proving awfully diverting, and this Fall they'll be joined by "Word for Word," a brand-new, anagram-type game hosted by the exceptionally popular Merv Griffin; as well as a non-Darwinian "Missing Links." In the latter,

celebrity panelists will try to guess the key words omitted from first-person, real-life incidents being narrated by studio contestants.

Along with NBC-TV's forthcoming *nighttime* schedule—which embraces returnees like "The Virginian" and "Hazel" and newcomers like "Espionage" and "G-E College Bowl"—our new daytime line-up shapes up as a real winner. Night and day (as Cole Porter *didn't* say), NBC's the one.



Look to NBC for the best combination in news, information and entertainment.



View from the Lion's Den

Won't Even Fade Away...

■ In the days of booming film production in Hollywood, the studios produced hundreds of pictures a year. A surprising percentage was really good entertainment. A lot of television stations discovered this, too, when they bought those pre '48 libraries. In the next 12 months a good many contracts will be running out on the MGM pre '48 features. *What to do about it?*

■ Well, good old movies never die. They don't even fade. The public continues to have a "thing" about Hollywood. Networks and advertisers make hay with TV specials about Stars, Eras and Academy Awards. The many fine films from the Fifties (though more limited in number) continue to draw big audiences at most any hour. And prime-time pictures haven't dented the stay-up habits of late show fans. So stations shouldn't turn away from what can be a continuing program mainstay and money maker—that good pre '48 feature film.

■ Examples are easy to track in New York City with its daily ARB ratings. On WCBS-TV, top pre '48 MGM features played on the Early and Late Show racked up some pretty remarkable figures. Do you like 12.4, 7.0, 12.3? That's the dimensions of the ratings for the third, fifth, and seventh run of *Boom Town*. This in a period of 33 months. Or take the *Hucksters*, which premiered with 18.6 and was delivering a 10.6 exactly eight runs and four years later.

■ Redressing pre '48 pictures does wonders, too. Four films were "packaged" by WCBS-TV as Adventure Film Classics and sold to a toy client as pre-Christmas specials on Sunday afternoons last season. A similar idea, called Family Classics, broke viewing habits in Chicago and put WGN-TV in a prime rating position Friday evenings.

■ An offer of a detailed list of more such situations and results has been made by Dick Harper over the phone to many clients who are already renewing their pre '48 deals. He'll gladly send it to anyone else who drops a note to him at MGM-TV, 1540 Broadway, NYC. Ask for "The Boom Town Bedtime Story."

Unjust music fees

EDITOR: You performed a real service for the industry with the publication of the SESAC demands on WQIZ St. George, S. C. (BROADCASTING, July 22). This points out the injustice of the current music license fees. WQIZ was accused of playing 17 SESAC tunes in one month, based on SESAC's own logging. At the fee demanded, \$20 a month, the station is paying over \$1 a tune. If BMI or ASCAP rates were on the same basis, think what a tremendous rate all broadcasters would have to pay. Our SESAC rates have jumped from \$20 to \$30 a month, just because of a daytime power increase to 1 kw. Senator Ellender's bill will help some. But until there is a unified stand to pay for music on a basis of actual use, there will be more St. George cases.—*Ed Mullinax, general manager, WLAG LaGrange, Ga.*

Lively and controversial

EDITOR: Your publications are among the liveliest in the broadcasting industry. This is caused not only by your coverage of the news, but also by the often controversial views you take on matters of concern in the industry.—*Frank Kahn, lecturer on broadcasting and speech, Queens College of the City University of New York, Flushing, N.Y.*

The missing credit

EDITOR: The CBS *Town Meeting of the World* was a magnificent technical accomplishment and was another pioneer step in the use of worldwide and space circuits in the development of closer people-to-people understandings. It was good to see and hear Ike being his old genial and persuasive self again and to see the aplomb and authority of Walter Cronkite as the anchor man. However . . . there was a forgotten man whose name and memory were missing. I refer to the late George V. Denny Jr., who for years was moderator of the *Town Hall of the Air* on the old Blue and now ABC radio network. When George was vice president of the original People to People Foundation, he envisioned and repeatedly urged upon the networks, including CBS, the concept of a *Town Meeting of the World* as a backbone program and fund raiser to the People to People movement. My only purpose in bringing the subject up is to add my small voice to the poignant appeal of George's widow . . . that he at least be given "appropriate and gracious" acknowledgement. I saw or heard none on the program.—*Edward M. Kirby, director*

of public relations, United Service Organizations Inc., New York.

EDITOR: Thought you might be interested to know that WRUL [New York short wave station] broadcast live the *Town Meeting of the World* with permission of CBS and thus not only the people of France, but all of Europe, Africa, Latin America could hear, through our five short wave transmitters, what the French government had rejected.—*Ralf Brent, president, Radio New York Worldwide, New York.*

Wears two hats

EDITOR: There is a serious error in your reporting about the sale of KCLN Clinton Iowa, (CHANGING HANDS, July 15). You refer to me as "former" commercial manager of WKBT. It is correct that I am a stockholder in the purchasing company of KCLN, but I am and expect to continue as sales manager of WKBT for years to come. KCLN will be managed by Cecil Hamilton, one of my partners in the purchase. He will also be an officer of the buying company.—*Robert Z. Morrison, sales manager, WKBT(TV), La-Cross, Wis.*

Mid-South report

EDITOR: Heartiest congratulations . . . for your excellent economic study of the industrial Mid-South. It was extremely well done and most interesting.—*Carter M. Parham, president, WDEF-AM-TV Chattanooga, Tenn.*

[Reprints of the Mid-South market study are available at 35 cents each; 30 cents each in quantities of 100 to 500, and 25 cents each over 500.]

BOOK NOTES

"BBC Handbook 1963," compiled by the British Broadcasting Corp. Richard Clay & Company Ltd., Bungay, Suffolk, England; 224 pp. \$1.40.

With a foreword by Sir Arthur Forde, chairman of the BBC Board of Governors, this book is an updated compilation of the services and scope of the BBC. There are sections devoted to radio, television, program services and the public, external services (outside England), engineering and reference.

"The Birth of Broadcasting," Vol. 1, by Prof. Asa Briggs. Oxford University Press, Amen House, London. 425 pp. \$9.80.

Subtitled "The History of Broadcasting in the United Kingdom," this is the first of a projected three or four-part series. The present volume covers the years through 1926.



Helph! Helph!

What the boys are desperately trying to tell you is this: some smart advertiser has sneaked into Supermarket, availed himself of the facilities of WSAZ-TV, and made off with part of a 4-billion-dollar payroll again!

"Why does it always happen to us?" muse Tom Garten¹ (right) and John Sinclair.²

Why shouldn't it? In Supermarket (formerly the Charleston-Huntington market) well over 495 thousand television homes* in a 72-county 4-state area make for quite a haul. So do the 2,296,400** big spenders



who live there—many of whom while away endless hours watching WSAZ-TV for ideas about what to buy next.

What truly dedicated advertiser could resist?

And how can you resist taking advantage of Tom and John while they're bound and gagged? Call your Katz agency man. (1. Vice President, General Manager, WSAZ-TV. 2. Manager, Charleston Operation, WSAZ-TV.) *ARB Coverage study (fall, 1960) **SRDS (Population—1/1/63)

What FM needs to sell agency media planners

FM radio has given agency media buyers a new alternative to consider and has, therefore, automatically become a problem to them.

One of the great American myths is that American businessmen almost automatically accept change. They don't.

Change has to be sold, and sold hard. And it takes time, skill, knowledge, persistence and patience. And, above all, that forgotten and depreciated art—salesmanship.

For change doesn't just happen. Somebody makes it happen.

Let's look at some concrete examples.

Something New ■ Clients are continually asking us for new things, for fresh creative approaches, for brand new promotional ideas.

Some four years ago, one of our clients asked us for some fresh promotional ideas. One that we submitted was a prize game modeled after "Bingo." And they ran a promotion like this. They ran it in mid-March—four years after we submitted it, two years after we parted company, and at a time when everybody was using the same kind of promotion.

Or take another case. One of our clients had been discussing an idea we submitted to them in July 1962. And while they considered it, one of their competitors beat them to it.

While these instances are by no means typical, they occur often enough to be frightening. I sometimes think that what clients really want is a bright, shiny original idea with a proven track record in at least three specific instances.

Now, let's look at FM's specific problem—selling the change in media buying patterns required if FM is to participate in national advertisers' media programs.

It's Radio First ■ What is FM selling? In the first place it is selling radio. If radio isn't going to be considered, FM won't be considered. That is pretty obvious.

In the second place, you are selling FM radio, a specific classification of radio distinguished from AM radio by several characteristics: a different method of transmission, a receiver specifically labeled FM and a limited geographical range for any one station.

Third, FM is selling a specific station with a specific programming appeal.

And fourth, FM is selling a change in accepted media buying patterns.

Now, let's come over to my side of the bargaining table. What am I looking for when I plan a media program?

First, I am looking for an audience of prospects for whatever it is I have to sell.

For Brylcreem, it is men with hair. For Metrecal, it is people who are overweight. For Nabisco Shredded Wheat, it is people of all ages who eat breakfast. For Lincoln Continental, it is men with annual incomes of over \$10,000.

I need to know the size of these audiences and where they are located.

Second, I look for a medium which is capable of transmitting the message I wish to send in the way I wish to send it. If I need long copy, I look at print media. If I need visual motion, I look at TV. If sound alone will do the job, I look at radio.

And third, I look at the editorial environment which will surround my message.

These three things—audience, message, editorial environment—determine my choice of media.

Of these three, the media can tell me about two—their audience and their editorial environment.

Just The Facts ■ I need the facts about FM's audience, for I have the responsibility to my clients to document my recommendations. Opinions will not do, nor will bits and pieces. I need to know the size, the age, the sex, the education and the location of the audience. Not only in total, but at specific times of day, and how it varies seasonally.

Assuming that I accept the adequacy of radio for my message, FM has to show me that its audience fits my prospect file better than other radio buys open to me. Cost-per-thousand prospects is my yardstick, not cost-per-thousand listeners.

Another type of information we need for FM is audience accumulation and frequency distribution.

By audience accumulation, I mean

the number of homes reached by a schedule through time. By frequency distribution, I mean the number of messages delivered per home and how many of these go to heavy listening homes and how many to less frequently listening homes. A recent Radio Advertising Bureau study—"Why Buy Now When TV Is So Big?"—breaks homes into five groups and shows this information for both television and radio. Curiously enough, the study covers radio as a single medium and does not mention FM at all.

I have told you some of the things that FM should do. Now let me tell you what FM doesn't need to do.

It doesn't need to tell me (and by me, I mean agency and client executives) that FM exists, or that FM is peachy. Most of us listen to FM at home. Many of us prefer the programming that FM offers. FM's goal then must be to get us to put our money where our ears are. We know it exists, but many buyers don't know why they should consider FM as an advertising medium, because they can't document the medium's audience with sufficient accuracy.

Personal Observations ■ I listen to FM at least an hour a day. As I have sampled FM programming in New York, I have found tremendous variety, which I think is good. FM shouldn't get trapped in too many averages. It must have a variety of audiences for its different programming patterns.

If FM broadcasters get discouraged at times, they should take heart from a man who pondered such problems and wrote:

"There is nothing more difficult to take in hand, more perilous to conduct, or more uncertain in its success, than to take the lead in the introduction of a new order of things." Niccolo Machiavelli wrote this in 1520.



Stephens Dietz is executive vice president and director of marketing services for Kenyon & Eckhardt, New York. In his position, he supervises media, research, TV-radio and merchandising for all K&E offices. Before joining K&E in 1955, Mr. Dietz was in the advertising department of Procter & Gamble for five years. He also worked for five years on the Standard Brands account (Blue Bonnet margarine and Royal puddings) at Ted Bates & Co. He is a graduate of Dartmouth College.

You can't cover Indianapolis with Indianapolis TV!

**The Indianapolis Market, we mean!*

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. Greatly expanded Indiana reach
2. Effective and complete coverage of Indiana's two top TV markets
3. Greatly improved overall cost efficiency

**So, let an Edward Petry man document the foregoing
with authoritative distribution and TV audience data.**

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

**An affiliate of WTHI AM & FM*

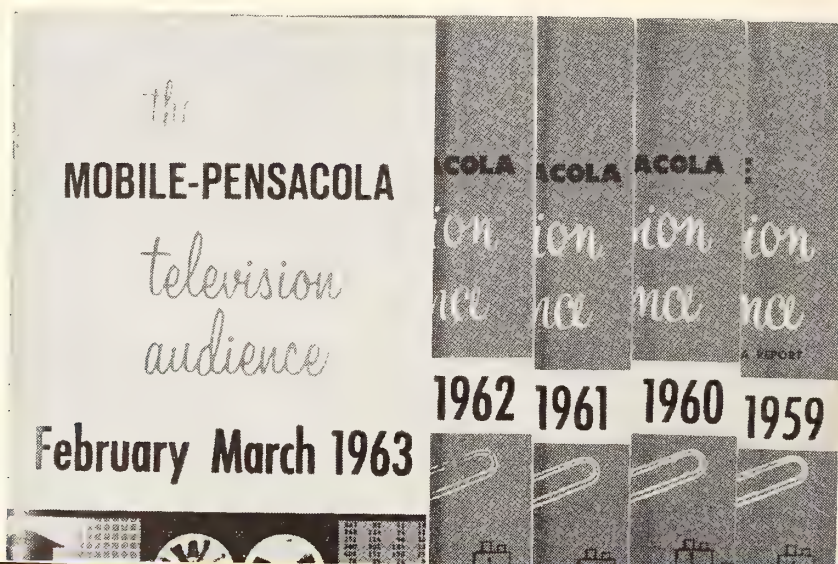


WTHI-TV
delivers more homes
per average quarter
hour than any
Indiana station *

(March 1963 ARB)

**except Indianapolis*

NO OTHER STATION CAN MAKE THIS STATEMENT 5 CONSECUTIVE YEARS



50% SHARE of AUDIENCE

AMERICAN RESEARCH BUREAU / DIVISION OF C. E. I. R. INC.

Exception To The Rule

WKRG-TV—Mobile—Pensacola

has averaged 50% or more share of
audience in every March ARB measurement
since 1959, from 9 a.m. to midnight.*



Represented by H-R Television, Inc.
or call

C. P. PERSONS, Jr., General Manager



*3 station VHF market.

FCC RELEASES ITS DESIGN FOR FM

- In master allocation plan: 2,380 stations in 1,858 markets
- Decision lifts embargo on applications for new stations
- Almost all existing stations get to stay where they are

The FCC has lifted the curtain on what it hopes will be a new era in the development of FM broadcasting—one whose hallmark will be orderly growth.

The commission, in a final step in the overhaul of its FM rules begun last year, adopted last week a nationwide table of FM assignments for the 80 commercial FM channels in the U. S.

At the same time, it lifted the freeze on FM grants and applications, except for facilities in Puerto Rico and the Virgin Islands. The freeze was imposed last December when the table was released for comments (BROADCASTING, Dec. 24, 1962). The vote on the order was 7-0.

The table provides for 2,380 assignments in 1,858 communities—100 more assignments than originally proposed. All of the states except Alaska and Hawaii are included. Channels are assigned to all existing stations. But in a handful of cases the channels assigned are different from those on which existing stations are operating. The complete table is reproduced beginning on page 100-A.

FM on Move ■ With FM showing signs of realizing the potential its supporters have long claimed for it—1,100 FM stations are now operating—the table and the new rules accompanying it are the commission's answer to the problem of providing for orderly development of broadcasting in the 88-108 mc band. (For stories on the resurgence of FM broadcasting, see special section starting on page 51). The commission is anxious to avoid the deterioration of coverage patterns it feels has occurred in AM broadcasting as a result of that system's development on a "demand" basis.

In adopting the table based on mileage separations, the commission is putting FM assignments, like those in TV, on a "go-no go" basis. The commission and potential applicants will know in advance, based on the technical requirements, whether a grant can be made.

The initial step in the first major revamping of FM rules since the mid-1940's was taken last year, when the

commission established new coverage classes and adopted minimum co-channel and adjacent channel mileage separations (BROADCASTING, July 30, 1962). The new table was constructed on those separation requirements.

Rules Resemble TV's ■ The new rules accompanying the table are essentially the same as those pertaining to the television table of assignments. Applications for FM channels not in the table will not be accepted, unless they are for communities lacking a channel assignment, and are situated within 25 miles of a locality where an assigned channel is unoccupied.

Although the freeze is lifted, the commission said no new grants will be made for a period of 60 days. In the interim, pending applications may be

tion. The commission said it will institute further rulemaking proceedings on future assignments in Hawaii, Alaska, Guam, Puerto Rico, and the Virgin Islands. The future assignments on the 20 educational FM channels will also be the subject of a rulemaking.

In the meantime, the commission is maintaining the freeze on applications for Puerto Rico and the Virgin Islands. Applications for Alaska, Hawaii and Guam will be granted if they meet the minimum mileage separation requirements. And educational assignments will continue to be made under existing requirements. Under the rules adopted last year, applications for new or changed facilities on the top three educational channels (218, 219 and 220) must comply with the mileage separation require-

WHERE FM STANDS NOW

See SPECIAL REPORT page 51

amended to conform to the new rules. At the end of the 60-day period, the commission said, non-conforming applications, including those currently in hearing, will be dismissed.

The commission indicated that one of its considerations in designing a table based on the mileage separations adopted last year was the need for primary nighttime service in rural areas not adequately covered by AM stations. The commission said it placed major stress on stations capable of providing service to relatively wide areas, even though such stations reduce the total number of possible assignments.

The commission also expressed concern with problems of existing stations which are only moderately short-spaced under the mileage separations. It promised a further rulemaking "in the near future" to consider higher power for those stations.

Other Rulemakings Coming ■ A number of other matters also await resolu-

ments affecting the lowest three commercial channels (221, 222 and 223).

Adoption of the table wasn't accomplished without some dislocations of existing stations—not all of them voluntary.

"To improve assignments of existing facilities," the commission said, 10 stations are being switched from one channel to another at the licensee's request. In addition, the commission initiated proceedings to force three stations to change channels in order "to bring about a more efficient distribution of channels."

Channel Changes ■ The voluntary changes include WRUF-FM Gainesville, Fla., from 281 to 279; WBBQ-FM Augusta, Ga., 279 to 282; WSOC-FM Charlotte, N. C., 278 to 279; KJRG-FM Newton, Kan., 221 to 222; KJSK-FM Columbus, Nebr., 244 to 245; KSEO-FM Durant, Okla., 297 to 296; KPOJ-FM Portland, Ore., 254 to 253; WYZZ-FM Wilkes-Barre, Pa., 277 to 225; WJCW-

FM Johnson City, Tenn., 264 to 268; WKIC-FM Hazard, Ky., 231 to 266.

The proposed involuntary moves involve KREP Santa Clara, Calif., from 277 to 289; KIMP-FM Mt. Pleasant, Tex., from 241 to 264; and WTTC-FM Towanda, Pa., from 224 to 237.

Besides adopting the table, the commission increased the minimum power required of Class C stations from 10 kw to 25 kw. The other requirements of

the three classes of stations created by the FCC last year remain the same:

Class A—3 kw maximum, 100 w minimum; 300-foot antenna; 15-mile service range and minimum co-channel separation of 65 miles.

Class B—50 kw maximum, 5 kw minimum; 500-foot antenna; 40-mile service range, and minimum co-channel separation of 150 miles.

Class C—100 kw maximum, 25 kw

minimum; 500-foot antenna; 65-mile service range and minimum co-channel separation of 180 miles.

The commission last year also divided the country into three FM zones—Zone I (same as TV Zone I): all or part of 18 northeastern states and the District of Columbia; Zone I-A: California south of 40-degree north latitude (just north of San Francisco); and Zone 2: the rest of the U. S.

BROADCAST ADVERTISING

In-and-out participations losing ground

ADVERTISERS BUY MORE PROGRAMS AND MINUTES ON YEAR-ROUND BASIS

The three TV networks, aiming for more stable advertiser relationships, will begin the 1963-64 season this fall with a slight increase in both prime time program sponsorships and in the number of 52-week "minute" clients.

The trend away from minute participations in short flights, which started to develop last year, is gathering momentum. For the second consecutive year, there is a rise in nighttime program sponsorships and a decline in overall minute buying on the networks. Of the minute buying a significant percentage is on a year-round basis.

Heading into the new season, minute participations on the three networks' prime-time periods will represent approximately 43% of nighttime schedules, as compared with 46% in 1962-63 and 51% in 1961-62, the all-time high for "minute-men" advertisers.

(A "program advertiser," as contrasted to a minute advertiser, is considered to be one who sponsors more than a minute per week on an individual show.)

A BROADCASTING compilation based on data supplied by the networks shows that ABC-TV is the pivotal organization. Whereas CBS-TV's and NBC-TV's percentages of minute sponsors were virtually identical (25% for CBS-TV in both 1962-63 and 1963-64, and 50% and 51% in the respective seasons for NBC-TV) ABC-TV's figures dropped from 60% in 1962-63 to 54% for the upcoming season.

The business of selling minute participations in prime time began in 1957, though the concept had evolved earlier on such fringe-period shows as NBC-TV's *Today*, *Home* and *Tonight*. The proportion of minute participations grew constantly in ensuing years, much to the consternation of station representative organizations, which charged that the availability of minutes on the networks cuts the potential spot TV volume. Last year the first signs of a slackening in minute participations became evident.

Enter 52-Week Minute ■ The widening of the program sponsorship pattern is being accompanied by another significant development, particularly at NBC-TV and ABC-TV—the 52-week minute sponsorship. In the past, the minute advertiser has been one that has bought into programs on a short-term basis primarily, but NBC-TV and ABC-TV reported last week there has been substantial increase in the number of sponsors buying minutes year-round for 1963-64.

The growing strength of program sponsors and the emergence of the 52-week "minutemen" should have the effect of stabilizing network TV advertising as compared with previous years, sales officials at the three networks

pointed out. These sales patterns, they said, reinforce advertiser continuity and tend to relieve the pressure on the networks of seeking replacement sponsors, a circumstance usually associated with minute participations.

What are the reasons for the increase in program advertisers and the year-round minute sponsor? Sales executives at the networks were reluctant to try to pinpoint the answers with any certainty, but they offered these observations:

- The economy is generally good, and it's easier to make a more costly program sale during "good times."

- Networks worked very strenuously this selling season to consummate either program or 52-minute sales.

- Some advertisers who had concentrated on minutes in recent years have now gone the route of programs plus minutes in order to achieve both identity and reach.

Though network sales chieftains agreed that they preferred to sell "programs" rather than "minutes," they stressed there are advantages to each method, both from the point-of-view of the network and the advertiser.

For the networks, the program sale is generally of longer duration (13 weeks or more) and is easier to service. For the advertiser, it provides identity with the program and has attendant promotional and merchandising values.

The traditional minute buy of limited duration can appeal to the limited-budget and seasonal advertiser. For the network, the minute buy can help fill out a schedule, and, in the words of one sales executive: "Let's face it. We're never completely sold out. We can use the minute advertiser, too."

New Show Factor ■ The pattern of network selling has been to offer the new shows to the minute advertiser or as a combination of program and minute sponsorships. Network officials observe that this approach minimizes an advertiser's risk in an untried vehicle.

Conversely, the programs with a

Xerox eyes conventions

ABC reportedly has a sponsor ready to buy half sponsorship of its radio-TV coverage of next year's political conventions and election-night reports if former Presidents Dwight D. Eisenhower and Harry S. Truman appear as commentators.

Xerox Corp., Rochester, N. Y., reportedly would buy half sponsorship for \$3.5 million.

The report also indicated that ABC had invited General Eisenhower to present his comments on the Republican conclave and Mr. Truman to comment on the Democratic convention and had offered to send camera crews to their homes if they prefer not to attend the conventions.

James C. Hagerty, former ABC vice president for news (see WEEK'S HEADLINERS, page 10), could not be reached for comment, and William A. Murphy, vice president of media for Papert, Koenig, Lois, agency for Xerox, declined comment on the report.

track record tend to attract the program sponsor. Carl Tillmans, vice president and general sales manager for CBS-TV, is convinced that on the whole, program sponsorships are preferable for both networks and advertisers though he noted that for certain types of advertisers (seasonal, limited budget, new to the medium), the minute buy can be valuable. He added: "A program sponsor gets advantages on CBS-TV. We permit him the services of the program's star for commercials, and we don't for the minute advertiser. We provide more product protection for the program advertiser."

The program sponsors, he said, usually select their shows early in the buying season, "thus locking in the strong availabilities." He mentioned General Foods, Whitehall Laboratories, Procter & Gamble and various cigarette companies as some of the organizations active in the program category.

"Many of these companies who go to the strong shows," he said, "bolster these buys later with minute participations to achieve additional reach."

Change At ABC-TV ■ The sponsorship pattern has changed most radically over the past two seasons at ABC-TV. In 1961-62, an estimated 75% of the network's prime-time schedule was sold via the minute route; in contrast, only 54% of ABC-TV's lineup in 1963-64 will be participations.

Another source of satisfaction to the network, according to James Duffy, vice president in charge of TV network sales, is that even in the participation area, ABC-TV has completed minute sales each week to a large number of advertisers who have bought on a 52-week basis. Among the 52-week minute advertisers on ABC-TV next season will be Beecham, Alberto-Culver, Liggett & Myers, Miles Labs, Armour, Brown & Williamson and Noxzema. Some of these advertisers have bought on two or more ABC-TV programs.

Mr. Duffy stressed there are values for certain advertisers to the minute advertising pattern rather than the program approach.

NBC-TV's View ■ The inclination of the minute advertiser to deviate from the path of short advertising flights was underlined by John M. Otter, vice president, national sales, NBC-TV. He reported the network has made more 52-week sales of minutes than in the past and singled out particularly the 60-minute *Dr. Kildare* and the 90-minute *The Virginian* series, which have been sold exclusively on this basis of minutes for 52-weeks firm.

"We have brought in the blue-chip advertisers on these shows," Mr. Otter said. "Some of the sponsors on *Kildare* are Colgate, Singer Sewing Machine, Alberto-Culver, Scott Paper and

Glenbrook Labs, and *The Virginian* has Procter & Gamble, Alberto-Culver, Carnation, Noxzema, Bristol-Myers, and Miles Labs, among others."

He estimated that 43% of NBC-TV's prime-time schedule for 1963-64 is sold on a 52-week basis, including both program sales and minute participations. Mr. Otter offered this statistical information: "We have seven single sponsors on the network next season, covering five and a half hours of weekly programming, which, we're happy to say, is the highest for any network."

The following is a compilation of prime time evening shows which the networks report have been sold on a participation basis.

On ABC—Sunday evening: *The Travels of Jaimie McPheeters* (7:30-8:30), *Arrest and Trial* (8:30-10) Libby, McNeil & Libby has two minutes a week,

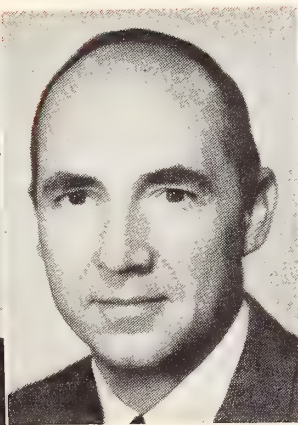
Thursday: *The Flintstones* (7:30-8:00) 10 minutes are participating, *Jimmy Dean Show* three-fourths of it is participating; Friday shows that have participating sponsors are: *77 Sunset Strip* (7:30-8:30) and *Burke's Law* (8:30-9:30).

On Saturday, *Hootenanny* (7:30-8:30) will have participating sponsorships in full until December when Breck takes 15 minutes in the show; *Lawrence Welk Show* (8:30-9:30), has 15 minutes participating, and *Jerry Lewis Show* (9:30-11:30) is all in participations.

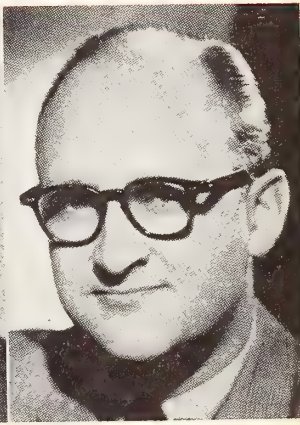
The CBS fall lineup includes the following shows which have participating sponsors: Monday: *East Side, West Side* (10-11) 30 minutes in participation; Wednesday, *CBS Reports* (7:30-8:30) has 20 minutes; Thursday, *Rawhide* (8-9), *Perry Mason* (9-10), *The*



ABC-TV's Duffy sees advantages in both types of buying.



CBS-TV's Tillmans thinks programs are often preferable.



NBC-TV's Otter reports an increase in 52-week minutes.

the remainder is in participation:

Monday evening: *The Outer Limits* (7:30-8:30), *Wagon Train* (8:30-10), *Breaking Point* (10-11)—Alberto-Culver has 1½ minutes a week, Brown & Williamson sponsors a quarter hour and the remainder is participating;

On Tuesday evening: *Combat* (7:30-8:30) 45 minutes are participating; *McHale's Navy* (8:30-9) 15 minutes are participating; *The Fugitive* (10-11) is three-fourths participating;

Wednesday: *The Adventures of Ozzie and Harriet* (7:30-8) has three regional sponsors for half the show, the other half is sponsored by American Dairy, *Patty Duke Show* (8-8:30) is two-thirds sponsored but the remainder is participating (Breck, now sponsors a third, and will buy a half after Jan. 2 of next year), *The Price Is Right* (8:30-9) Lever sponsors one-half after October 1, there are now four minutes in participations, *Ben Casey* (9-10) has 30 minutes participating, and *Channing* (10-11) is all in participations.

Nurses (10-11) have 15 minutes in participations.

On Friday, *The Great Adventure* (7:30-8:30) and *Alfred Hitchcock Hour* (10-11) are participation shows and on Saturday, *Jackie Gleason's American Scene Magazine* (7:30-8:30).

NBC shows have the following participating allocations: Monday: *Monday Night at the Movies* (7:30-9:30) and *Sing Along with Mitch* (10-11); Tuesday, *Mr. Novak* (7:30-8:30), *Redigo* (8:30-9) has 15 minutes, and *Richard Boone Show* (9-10) has 30 minutes.

On Wednesday, *The Virginian* (7:30-9), *Espionage* (9-10), and *The Eleventh Hour* (10-11) are minute participating programs. Thursday: *Temple Houston* (7:30-8:30) and *Dr. Kildare* (8:30-9:30) are participating series. Friday: *International Showtime* (7:30-8:30) and *Jack Paar* (10-11); Saturday, *The Lieutenant* (7:30-8:30), *Joey Bishop Show* (8:30-9) is one-half available for participating advertisers, and *Saturday Night at the Movies* (9-11).

Nielsen suggests ratings audit plan

NAB AND ARF SPOKESMEN INTERESTED, BUT WITH RESERVATIONS

A design for auditing the broadcast ratings services has been offered by the A. C. Nielsen Co., which as a leading audience measurement firm in the broadcast field would be subject to the auditing.

In effect, the Nielsen Co. has accepted the principle of auditing and evaluation of the raters by an "outside" non-profit organization but indicated the former need not be contingent on the latter.

Contents of the Nielsen proposal was made public today (Monday) along with a statement that the service's clients have all been sent a summary of the suggestions along with an invitation to list the types of information they'd like to see included in the audits proposed by other organizations.

The latter groups include the National Association of Broadcasters and the Advertising Research Foundation, both of which also received detailed summaries from Nielsen. In addition to NAB and ARF, the American Association of Advertising Agencies and the Association of National Advertisers received the Nielsen package.

More Study Seen ■ Spokesmen for NAB and the ARF noted the Nielsen proposal would receive their individual

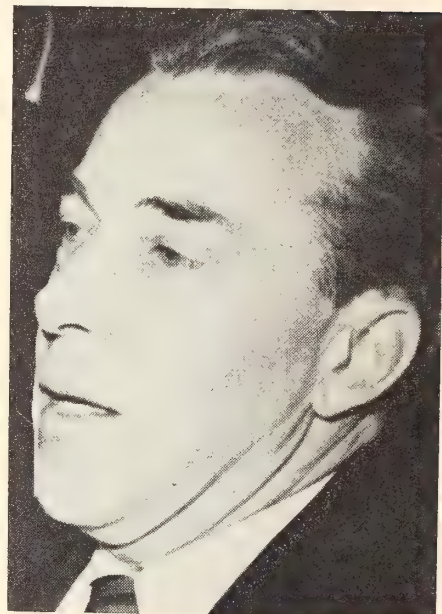
study. But it was apparent that the information had arrived too late in the week for either organization to give an off-the-cuff appraisal of so detailed a proposal.

It was obvious that by its move, Nielsen has aligned itself with other major raters in support of an industrywide checking operation.

Donald H. McGannon of Westinghouse Broadcasting Co. is chairman of NAB's Rating Council and its research committee, both of which have been actively engaged in setting the groundwork for an auditing system. He told BROADCASTING last week that he had not had the opportunity to read the full text of the Nielsen suggestions.

But, Mr. McGannon said, he had read the news release accompanying the proposal text and noted that many points raised in it were acceptable in that they were similar to those contained in a letter he had forwarded to Nielsen for the Rating Council.

Mr. McGannon has sent letters, as authorized by the council, to all ratings services asking them for formal indication of their willingness to cooperate with the council, and supply detailed data on their procedures and



Mr. Rahmel

submit to audit.

It was apparent that the other ratings services have already replied in the affirmative.

Chairman McGannon also said he planned to meet with representatives of the Nielsen company today to discuss the audit proposal among other matters.

A spokesman for the ARF indicated the Nielsen audit plan would get its "careful consideration" but also emphasized its "complexity." It was expected that an appropriate ARF committee would be instructed by ARF's officers to study the proposal and submit a report to the ARF board.

In the Nielsen announcement, H. A. Rahmel, executive vice president of the audience measurement service, suggests "it seems obvious that you (users of the service) should have a voice in deciding on the policies and procedures to be employed" in an auditing system.

Procedure Is 'Go' ■ The Nielsen statement emphasizes that the company believes an audit procedure can be accepted by the audience research industry without waiting first for agreement on methods and standards. The latter areas were seen by Nielsen as being related, but facing basic differences of "interest and opinion" among advertisers, agencies, the networks and the stations.

Take Care ■ The spectre of damage suits arising from the actions of an industry committee on ratings is raised at one point.

In the 16-page memorandum on auditing details, the question of the responsibility of an industry ratings committee for actions which may prove detrimental to a research organization is dis-

ARF research methods study to be published

Ratings services, which are being urged to subject themselves to outside audit, may take a second look this week at a new development involving a report of W. R. Simmons & Associates research firm and the Advertising Research Foundation.

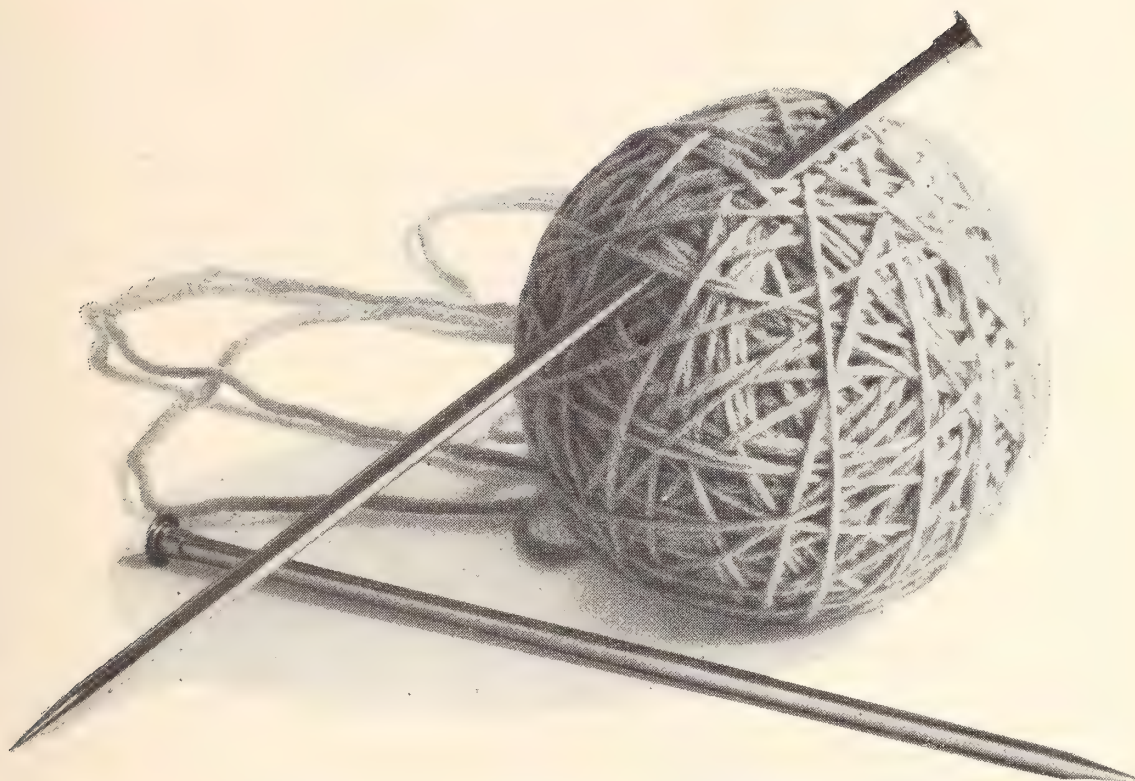
The executive committee of ARF has authorized publication of its analysis of the Simmons 1963 Standard Magazine Report. ARF will provide the same service for a forthcoming Simmons television report if so requested, according to Alcuin Lehman, president of ARF. Mr. Lehman points out that ARF has offered such analyses of research techniques and findings for some time. The Simmons request for ARF's analyses is the first of its kind. With the publication of ARF findings W. R. Simmons, in a sense, will be submitting to "public" audit. A report of the findings will be distributed to all ARF members this week.

A panel of the ARF technical committee headed by Paul E. J. Gerhold, ARF chairman and vice pres-

ident and director of marketing services, Foote, Cone & Belding, made the audit, checking "sample design and execution, questionnaires, interviewer instructions, field checks, completion rates and weighting procedures." The audit, described by Mr. Lehman as "extremely detailed," compared the estimates of the Simmons report with census data and included an examination of randomly chosen original questionnaires as a check on quality control and the editing process used on survey data.

The ARF report offers "specific opinion" on both technique and results. Its purpose, as described by ARF, is to give foundation members and subscribers to the Simmons report a definite idea of how the service is suited to their individual needs.

Lyndon O. Brown, ARF board chairman and executive vice president Dancer-Fitzgerald-Sample, said the foundation would "analyze any syndicated advertising research service, regardless of the medium involved, provided the service requests ARF to do so."



CAN YOU THINK OF A BETTER WAY TO GET SO MANY PEOPLE EXCITED ABOUT AFGHANS?

A one-time feature on WTMJ-TV's "Today for Women" show. That's all it took to get 1,162 people to send for directions on how to make an afghan. What's more, the WTMJ-TV audience was told the afghan making demonstration would be repeated the next day at a local store... and in the demonstrator's own words: "The store was mobbed!" This response is typical of the influence WTMJ-TV has on Milwaukee...one of the top ten standard metropolitan areas in many measures of sales per household. See for yourself! Put your sales message on WTMJ-TV . . . **still** the number one station in Milwaukee for both viewers and advertisers.

MILWAUKEE RESPONDS TO WTMJ-TV CHANNEL 4

THE MILWAUKEE JOURNAL STATION
WTMJ-AM-FM
NBC in Milwaukee

Represented by: **HARRINGTON, RIGHTER & PARSONS** — New York
Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles

TV trends by product classifications

As TV's gross goes higher each year, Television Bureau of Advertising continues to sift for trends. In a report today (Monday) giving gross billings of network and spot by product classification, TvB said it found evidence of "advertisers' increasing awareness of Americans' leisure time."

The evidence: among the largest percent increases are advertising categories which have direct appeal to consumers seeking recreation and

travel.

For example, TvB cited these groups, showing increases: TV-radio; transportation and travel; hotels, resorts and restaurants; sporting goods, bicycles and toys; confections and soft drinks; ale, beer and wine (see table, below).

TvB noted, too, the marked gains in 1962 over 1961 by such advertiser groups as drug products, automotive, household laundry products and food and grocery products.

ESTIMATED EXPENDITURES BY PRODUCT
CLASSIFICATIONS—NETWORK AND SPOT TELEVISION
JANUARY-DECEMBER 1962

	Spot TV	Network TV	Total TV	Change % '62 vs. '61
Agriculture	\$ 959,000	\$	\$ 959,000	— 66.0
Ale, beer & wine	57,836,000	8,766,826	66,602,826	+ 13.0
Amusements, entertainment	2,140,000	880,893	3,020,893	+ 3.6
Automotive	23,433,000	51,476,323	74,909,323	+ 19.0
Building material, equip., fixtures, paints	2,568,000	16,683,290	19,251,290	+ 6.1
Clothing, furnish., acces.	10,436,000	3,804,077	14,240,077	— 7.8
Confections and soft drinks	53,378,000	26,794,559	80,172,559	+ 30.2
Consumer services	23,583,000	26,254,804	49,837,804	+ 21.6
Cosmetics and toiletries	74,565,000	115,107,725	189,672,725	+ 26.4
Dental products	17,314,000	35,458,547	52,772,547	+ 4.6
Drug products	52,545,000	102,550,693	155,095,693	+ 19.7
Food and grocery products	188,224,000	128,498,872	316,722,872	+ 8.4
Garden supplies and equip.	992,000	336,287	1,328,287	+ 21.3
Gasoline and lubricants	26,118,000	17,405,598	43,523,598	+ 7.2
Hotels, resorts, restaurants	721,000	721,000	+ 47.1
Household cleaners, cleansers, polishes, waxes	26,511,000	30,838,946	57,349,946	— 0.2
Household equip.-appliances	5,426,000	11,742,767	17,168,767	+ 21.5
Household furnishings	2,164,000	5,147,788	7,311,788	— 3.8
Household laundry prod.	57,883,000	53,024,952	110,907,952	+ 18.1
Household paper products	10,862,000	15,727,621	26,589,621	+ 19.0
Household general	6,946,000	12,781,187	19,727,187	+ 37.8
Notions	274,000	608,984	882,984	+ 271.8
Pet products	11,069,000	9,838,696	20,907,696	+ 27.5
Publications	2,418,000	1,001,646	3,419,646	— 27.5
Sporting goods, bicycles, toys	12,541,000	10,211,751	22,752,751	+ 36.2
Stationery, office equip.	426,000	1,702,868	2,128,868	— 4.2
Television, radio, phonograph, musical instruments	675,000	5,283,346	5,958,346	+ 77.3
Tobacco prod. and supplies	29,696,000	88,701,491	118,397,491	+ 3.4
Transportation and travel	6,828,000	1,088,709	7,916,709	+ 48.3
Watches, jewelry, cameras	3,534,000	14,819,174	18,353,174	— 3.1
Miscellaneous	9,146,000	2,269,718	11,415,718	+ 26.0
Total	\$721,211,000	\$798,808,138	\$1,520,019,138	+ 14.3

All dollar figures are gross time cost only; no production costs are included.
Sources are LNA-BAR and N. C. Rorabaugh, and utilize TvB classifications and definitions for both network and spot.

cussed in this fashion:

"It would seem to be a reasonable principle that any organization which assumes a certain degree of authority over other persons should assume a corresponding degree of responsibility for any damage to such persons which may result from actions of the organization.

"Unless the committee maintains liquid assets sufficient to meet this obligation, each of the groups comprising the membership should, we believe assume this responsibility."

A footnote to this item states that, of course, this does not apply to the research organizations since it is they who

are the parties subject to possible damage.

The Nielsen discussion covers a wide range of characteristics. Suggestions are made on the scope, frequency, timing and uniformity of audits; the format, certification and distribution of audit reports; recognition of legal requirements; protection of competitive interests and cost and financing.

One of the major proposals in the Nielsen document is that research organizations be members of any industry committee.

The company points to the newspaper Audit Bureau of Circulations organization which includes newspapers

among its voting members, with representatives from newspapers sitting on the ABC board.

In another recommendation, Nielsen suggests that users of the audit reports pay for the direct costs of the examinations—the auditors' fees, printing and distribution costs. The researchers, it points out, will be required to assume an extra financial burden by maintaining records, extra clerical help, data processing, etc.

A third recommendation urges the use of a firm of certified public accountants. This would insure, Nielsen says, "competence, impartiality and integrity." It would bring the professional approach to the auditing job, and above all make certain that the confidentiality of the information gained by the auditor is not divulged.

Other highlights of the Nielsen memorandum:

- The audit should be limited to factual information; where opinion and judgment enter into such a report it will destroy its usefulness.

- Separate auditing specifications should be established for the four major types of audience research: network television, local television, network radio, local radio.

- In order to keep costs at a minimum, the audits might be issued once a year, similar to the ABC reports.

- In fairness to the researchers, the auditor's report should be submitted to the research organization for comment or clarification in advance of publication.

- Each cooperating researcher should be entitled to display a "members' emblem" to indicate he is cooperating with the auditing plan. Since the reports will be strictly factual, "any amplification, subjective comment or evaluation, endorsement (or absence thereof), accreditation or seal of approval from the industry committee would seem superfluous."

TV increases share of top ad budgets

Television's share of advertising budgets among the nation's top 100 national advertisers increased by 14.8% during 1962 over 1961, according to figures released last week by the Television Bureau of Advertising. For the fourth straight year, TV's share of the group's budget was more than all other media combined.

In its brochure, "TV Basics Number Six," dealing with the scope and dimension of television today, TvB pointed out that television expenditures—both spot and network—by the top 100 advertisers has risen from \$935,436,292 in 1961 to \$1,073,979,989 in 1962, and represents a rise from 55.3% share of

Since when can you speak to 1000 listeners for 36¢?

Since National Radio Survey No. 1!

And that's not all. 1000 car-owning families for 60¢. 1000 large families for 63¢. 1000 home impressions for 56¢. These figures are not pipe dreams, but facts documented by the largest personal interview radio survey ever made, Blair Radio's National Survey No. 1, recently completed by Pulse, Inc.

Other facts brought out by the new survey—

- 75% of the listening households are families of 3 or more.
- 982,000 homes listen to Blair stations in the wee hours.

- During the average quarter-hour, Blair delivers more audience than the total affiliates of any network.*

We've got a booklet full of facts. All documented. All eye-openers to those who don't already know the power of America's most influential group of radio stations!

*based on total network affiliate station audience, Sun.-Sat., 6 A.M.-12 midnight.

Contact the nearest Blair office: New York / Chicago / Atlanta / Boston / Dallas / Detroit / Los Angeles / Philadelphia / St. Louis / San Francisco

THE BLAIR GROUP PLAN



the group's budget to 57.9% share.

TvB also noted that of the 100 top advertisers, 98 used television (excluded are two liquor companies), 70 considered it their basic medium, placing more money in TV than in any other medium, and that 56 put more money into TV than all other media combined. Only newspapers, among the six media considered, showed a decline from 1961 to 1962, dropping \$2.6 million.

INFORMATION PLEASES

Eastern expands schedule of "Flite Facts" spots

Eastern Airlines, already a heavy radio spender—\$1.9 million yearly—will increase its schedule of "Flite Facts" spots on nine of the 10 stations that currently carry the reports, beginning Aug. 1.

On Eastern's 10-city radio lineup the one-minute "Flite Facts" announcements are now heard hourly from 6 a.m. to midnight. With the introduction of the new schedule in August, eight of the stations will carry the spots once-an-hour around the clock and a ninth will do so starting in September. The Eastern "Flite Facts" schedule was renewed in June for a one-year period. Plans for the increase were announced last week.

Eastern spends approximately \$4.9 million yearly in broadcast, about \$3 million of the total in television. The radio budget is now divided between an estimated \$1.5 million in the "Flite Facts" schedule and \$400,000 in miscellaneous 20-, 30-, and 60-second spots on 58 stations in 29 cities.

An official of the airline said the decision to increase the radio schedule was partially a result of a recent survey of air travelers which indicated considerable interest in the flight and weather information offered by the announcements. Of 40,000 respondents to the survey, 78% said they listened to the survey, 78% said they listened to "Flite Facts." A further breakdown: 22% said they listened to the spots regularly, 56% heard the announcements occasionally and 22% indicated they haven't heard the reports.

Stations carrying the "Flite Facts" are WNAC Boston; WHN New York; WBT Charlotte, N. C.; WSB Atlanta; WIOD Miami; WFLA Tampa, Fla.; WDSU New Orleans; KTRH Houston; WLS Chicago and WMAL Washington.

Business briefly . . .

Equitable Life Assurance Society of the U. S., through Foote, Cone and Belding, starts its third major spot radio campaign of the year in September. Equitable has almost doubled its budget in 1963 to over \$1.3 million. It will use more than 200 markets over a 12-

The sky's the limit

The advertiser, United Federal Savings and Loan Association of Des Moines, Iowa, put no ceiling



Mrs. Rex

on its commercial production budget to announce the opening of a new branch office.

So naturally the agency, LaGrave Advertising, Des Moines, produced the two spots, a 60-second and a 20-second for less than \$200.

The fiscal feat was performed by Mrs. Pat Rex, radio-TV director at the agency, who utilized every photograph she had taken in a quick cut commercial. Using 42 stills, four lines of voice-over dialogue and 58-seconds of music, the commercial was taped at KRNT-TV and shown over that station, WHO-TV, both Des Moines and WOR-TV Ames-Des Moines.

week period, with frequencies ranging from five to 35 announcements a week.

General Mills, through Dancer-Fitzgerald-Sample, and **Beech-Nut Life Savers**, through Benton & Bowles, will sponsor repeat series of *Captain Gallant* on NBC-TV Saturdays (5:30-6 p.m. EDT) beginning Sept. 21.

Thomas J. Lipton Inc., Hoboken, N. J., has purchased three TV specials starring Carol Burnett to be presented on CBS-TV during 1964. First of the specials will be a 90-minute adaptation of the off-Broadway musical "Once Upon a Mattress" scheduled for the fall of 1964. Other specials are a yet untitled one-hour variety show, planned for next spring and rebroadcast of *Carol and Company*, originally presented Feb. 24 on CBS-TV. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

Xerox Corp., Rochester, N. Y., has purchased sponsorship of a 90-minute NBC-TV *Project 20* special called "That War in Korea" on Wednesday, Oct. 30 (7:30-9 p.m. EST). Advertising agency: Papert, Koenig, Lois, New York.

Shell Oil Co., New York, has purchased sponsorship on CBS-TV of Leonard Bernstein's *New York Philharmonic Young People's Concerts* for the fourth straight year. The four taped concerts will again originate in Philharmonic Hall at Lincoln Center for the Performing Arts. Broadcast dates

for three of the concerts are Friday, Nov. 29, Monday, Dec. 3 and Wednesday, March 11, all in the 7:30-8:30 p.m. EST period. Date for the fourth concert is to be announced. Agency: Kenyon & Eckhardt.

Seventh Day Adventist Church has renewed sponsorship, for 22d year, of *The Voice of Prophecy* over Mutual (Sunday, 10-10:30 a.m. EDT). The renewal is for a full year effective Sept. 15. Agency is Milton Carlson Co., Los Angeles.

The Savings and Loan Foundation, Washington, has purchased *American Spectacle* and *The Red, White and Blue*, one-hour NBC-TV color specials to be presented in 1964. *American Spectacle* will be telecast Friday, March 20 (7:30-8:30 p.m. EST). *The Red, White and Blue* has been set for either late June or early July. Agency: McCann-Erickson.

Oldsmobile division of General Motors, through D. P. Brother, **Pepsi-Cola**, through BBDO, and **The Toni Co.**, through North Advertising, have bought the 43d *Miss America Pageant* to be telecast by CBS-TV Saturday, Sept. 7 (10 p.m.-midnight) from Atlantic City, N. J.

Agency appointments...

■ **International Equity Corp.**, Bala-Cynwyd, Pa., has appointed Geyer, Morey, Ballard, New York, as advertising agency for its subsidiary, Jontine Inc. Agency will develop advertising for new Jontine line of medicated toiletry preparations for treatment of hair and scalp.

■ **N. W. Ayer Inc.** has been appointed as agency for new products in the proprietary drug field by Menley & James Laboratories, affiliate of Smith, Kline & French Inc. Company said Ayer appointment would not affect relationship with Foote, Cone & Belding, which handles Contac, Duractin and other Menley & James products.

■ **Smith Brothers Inc.**, Poughkeepsie, N. Y., makers of Smith Brothers cough drops, has appointed Pritchard, Wood, New York, as agency.

■ **Bowman Dairy Co.**, Chicago, appoints Earle Ludgin & Co., that city, as its advertising agency. J. Walter Thompson formerly handled the Bowman account which has billings of approximately \$400,000.

■ **The American Home Foods division** of American Home Products Inc. names Richard K. Manoff Inc. for G. Washington's line of instant broths and seasonings. Account was at John F. Murray, American Home house agency. No media plans were announced.

ISN'T ARBITRATION BETTER THAN A NATION-WIDE RAIL STRIKE?

When two people find it impossible to agree, they frequently leave the decision up to a third party. This is arbitration.

Arbitration, we believe, is the only way left to head off a crippling nation-wide rail strike. The railroads have repeatedly said they are willing to leave the decision in the work rules dispute to an impartial third party. The rail unions have consistently refused to trust their case to such impartial analysis and decision.

The only remaining solution appears to be action by Congress requiring both parties to submit to arbitration.

WHAT'S WRONG WITH THIS? WHAT COULD BE FAIRER?

The public overwhelmingly favors arbitration over a rail strike. A recent nation-wide survey by one of America's oldest and most respected opinion research organizations showed a three to one vote among the general public for arbitration in the transportation industry (60% for, 20% against, 20% no opinion).

Do union members share their leaders' opposition to arbitration?

THEY DO NOT!

The same survey showed 54% of union members in favor of arbitration over a strike, 30% in opposition, and 16% no opinion.

How do union families who stand the brunt of a work stoppage feel about arbitration? By a greater majority than the general public, they favor arbitration over a strike. Sixty-six per cent of the union families support arbitration, while only 19% oppose, and 15% express no opinion.

In view of the basic fairness of an impartial third party decision when two sides fail to agree; in view of the overwhelming public support for the principle of arbitration in transportation; and in view of the disastrous consequences of a nation-wide rail strike, Congress can serve the public interest best by promptly enacting legislation requiring a settlement of the issues in this dispute.

AMERICAN RAILROADS

RAB'S RADIO SURVEY TAKES SHAPE

It won't be elementary, though Dr. Watson is in charge

The Radio Advertising Bureau said last week the Advertising Research Foundation will begin an examination this week of RAB's plans for a \$200,000 radio measurement methodology study.

Also in preparation for the study, the bureau last week announced the naming of Dr. Alfred N. Watson, a pioneer in the use of probability sampling in this country, as director of advanced research at RAB (WEEKS HEADLINER, page 10). In that post, Dr. Watson will direct the new study being sponsored by RAB.

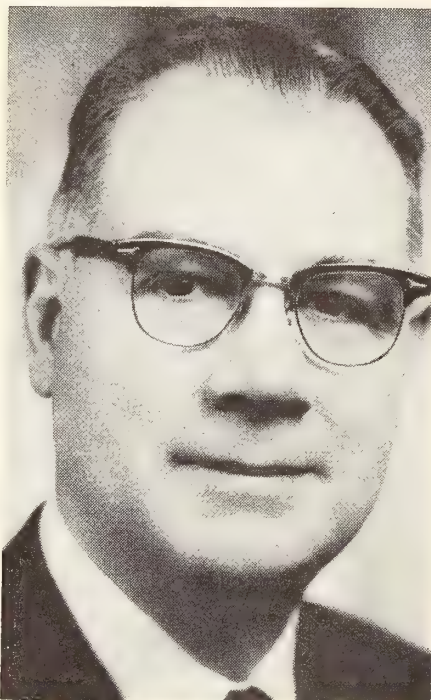
The methodology project will be conducted for RAB by Audits & Surveys, New York, a marketing research company.

RAB said executives of Audits & Surveys also would attend the ARF meeting which is scheduled for Thursday (Aug. 1). At the session, the basic survey design will be described and shortly thereafter, RAB said, the methodology study plan will be submitted for review by ARF's technical committee.

RAB said that field work for the study would begin by mid-September. The survey design plan has been shown to representatives of the National Association of Broadcasters to "aid them in deciding whether to co-finance the project with RAB."

According to RAB, the NAB and its research committee members will receive a "full written description of the study plan within the next 10 days."

In describing Dr. Watson's assignment at RAB, Miles David, administrative vice president of the bureau, said Dr. Watson will direct a "broad program of research in areas beyond audi-



Dr. Watson

ence measurement as well as directing our current study of ways to measure radio's audience size."

Mr. David said Dr. Watson will be concerned with a "variety of studies" that will look into aspects of advertising effectiveness relatively unexplored by media.

He noted that it's the intent of RAB to have the radio medium assume a leadership role by investing in advanced research areas. Mr. David pointed to such questions as how the effect of advertising varies with the selling tech-

nique used, how sophisticated copy compares in retention and believability to "hard sell" techniques, and what may be the effects of a change in the environment in which a message is heard.

Dr. Watson's career began with the government in the 1930's. He rose to be assistant chief statistician of the U. S. Bureau of the Census before he joined Curtis Publishing where he became president of that firm's wholly owned National Analysts subsidiary.

He was executive vice president and senior project director of Alfred Politz Research Inc. from 1958 to 1961, when he was made vice president-marketing for the United States Rubber Co. He is a visiting professor of marketing at Columbia University and has been a director of research grants at the Sloan School of Industrial Marketing of the Massachusetts Institute of Technology.

Rep appointments . . .

■ KBLA Burbank, Calif.: H-R Representatives, Los Angeles, as national representatives.

■ KCHU-TV San Bernardino, Calif.: Savalli-Gates Inc., Los Angeles, as representative.

■ KISN Vancouver, Wash.: William L. Simpson & Associates, Seattle, as representative.

■ WALE Fall River, Mass.; WMIN Minneapolis, Minn.; WWOK Charlotte, N.C.; WHWH Princeton, N. J., and WGRY Gary, Ind.: Vic Piano Associates, New York, appointed national representative.

■ WCMB Harrisburg, Pa.: H-R Representatives, New York, appointed national representative.

■ WCRB Waltham, Mass.: George P. Hollingbery Co., Boston, as representative.

■ WCSH Portland, WLBZ Bangor and WRDO Augusta, all Maine; KRMG Tulsa, Okla., and KIOA Des Moines, Iowa: Robert E. Eastman & Co., New York, as national representative.

■ WMAS Springfield, Mass., and WEXT Hartford, Conn.: Bolling Co., New York, appointed national sales representative. WEXT, now under construction, has projected air date of Sept. 15.

Regional TV buy

A three-station group to be known as the "Georgia-Tenn. Network" has been formed by Blair Television's BTA division and will be offered as an area buy.

The stations, WAII-TV Atlanta, WTVC (TV) Chattanooga and WTVM (TV) Columbus, Ga., are all ABC-TV affiliates and will offer unified availabilities.

An overnight success—after 98 years

B. F. Myers Furniture and Appliance Store in Goodlettsville, Tenn., grew up in a hurry last year after 98 years as a relatively small operation.

The reason? A daily morning television program on WLAC-TV Nashville called *Country Junction*, which the Myers Co. chose to carry its advertising messages. Quicker than you could shout "Hank Snow," business exploded last year for Myers.

Beginning with three spots a week, the company said results were "more than gratifying." The advertising was then stepped up to one hour sponsorship on Saturday morning. As a result the company reported it had broken all sales records for 98 years.

The sponsorship was increased to three different days, in addition to the Saturday program, with extra time for special sales.

The company reported that after its first year of TV advertising, sales had increased 1,000% over the previous year. During that time, it became necessary for the Myers store to increase its staff from nine to 43, its warehouses from one to five, and its delivery vans from two to 12.

Even the switchboard needed revising, with 12 phones used now instead of the two formerly used.

And for the first five months of this year, the sales have continued with Myers's continued sponsorship of *Country Junction* show. Sales so far this year are 800% above the records set in 1962.



-- a Twentieth Century-Fox TV series

HONG KONG

...one of 268*
syndicated
TV film series
which use

BMI

licensed music
and were
telecast locally
during the past year

*out of a total of 390
syndicated TV film series



*

BROADCAST MUSIC, INC.

589 FIFTH AVENUE • NEW YORK 17, NEW YORK

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

Alberto-Culver TV budget up to \$40 million \$250,000 RADIO TEST STARTING IN 10 MARKETS

Beginning with the fall television season, Alberto-Culver Co. will be pumping \$40 million into the visual medium on an annual basis—a healthy notch above the firm's present \$30 million rate.

Plans for a test of radio also are underway (CLOSED CIRCUIT, March 18).

Details were disclosed Thursday (July 25) during the company's annual sales convention in Chicago. Alberto-Culver's spending in spot TV will continue at its present \$1 million-a-month rate with the rest concentrated in buys on all three TV networks.

Alberto-Culver has repeatedly credited TV as the key reason for its meteoric growth since 1955. It is a 52-week advertiser which doesn't believe in the summer hiatus.

Alberto-Culver's 1963-1964 ad budget will go almost entirely into television with these two minor but significant exceptions:

(1) Alberto-Culver has just begun buying a heavy saturation test of radio to start late in the summer for an indefinite period in about 10 markets for Command men's hair dressing through J. Walter Thompson Co., Chicago, and (2) last fall's tiny test splash in magazines will be a little bit higher this year.

Close Watch ■ With the initial radio budget in excess of \$250,000, the test will be very carefully controlled, au-

dited and researched, according to Charles A. Pratt, director of advertising and public relations who recently was elected vice president (BROADCASTING, July 8). The magazine budget will run around \$500,000, it was estimated.

Leonard Lavin, Alberto-Culver president, told the sales meeting the company plans to diversify soon into the food products and household products fields. He said the development and exploration of specific product opportunities are already in progress. The firm, which originally used TV to build up sales momentum and volume in the hair preparation field under its VO5 label, recently also expanded into the proprietary market.

Alberto-Culver agencies in addition to JWT are Compton Advertising and BBDO, also Chicago.

The firm's network buys for the new season include eight prime-evening programs (five on ABC-TV, one on CBS-TV and two on NBC-TV) and 14 daytime programs (eight on CBS-TV, five on NBC-TV and one on ABC-TV). The share of sponsorship varies but the schedule gives Alberto-Culver full exposure all week both day and night.

The nighttime TV networks buys include: ABC-TV—*Jaimie McPheeters*, *100 Grand*, *Breaking Point*, *Greatest Show on Earth* and *Ben Casey*; CBS-TV—*Gunsmoke*, and NBC-TV—*The Virginian* and *Dr. Kildare*.

C-E citrus ad plans strong on television

Tentative advertising plans outlined this week by Campbell-Ewald to Florida citrus industry representatives in Lakeland call for heavy reliance on television and magazines, predominantly east of the Mississippi River.

Agency representatives and Florida Citrus Commission staff members discussed advertising and merchandising possibilities for the fall and winter months at a "workshop session" held in the commission auditorium Monday.

A decision on the program will probably come Aug. 21 at a special meeting of the commission in Asheville, N. C.

The fiscal year began July 1, and about \$500,000 is being spent during the summer and early fall on processed products. It is estimated that another \$2.5 million will be available during the remainder of the year, and this was the portion of the program discussed this week.

As recommended by agency spokesmen, the program would use about half the available funds, \$1.25 million, for television time, mostly one-minute com-

mercial participations on ABC and CBS network programs—a total of 218 minutes of nationwide network time, both day and night.

Approximately \$800,000 would go into general circulation and women's magazines, mostly half pages in color. The balance would be used in trade papers, Canadian outlets, production expense and special merchandising support.

Commercials in production...

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager. Approximate cost is listed, where given by producer.

Pepper Sound Studios Inc., 2076 Union Avenue, Memphis 4.

Kroger Food Stores, one 60 for radio (musical). Bud Smalley, production manager. Agency: Campbell-Mithun. Bob Nichols, account executive.

Muntz TV, one 60 for radio (jingle). Jodie

Lyons, production manager. Agency: Sanders-Roden. Ray Friedman, account executive. Approximate cost: \$1,800.

Marshall Field Department Stores, one 60 for radio (musical). Al Rinker, production manager. Approximate cost: \$1,300.

Sears, Roebuck & Co., one 60 for radio (jingle). Joe D'Geralamo, production manager. Agency: Bill Giez Advertising. Bill Giez, account executive.

HEB Food Stores, one 60 for radio (jingle). Ernie Bernhart, production manager. Agency: Fraser, Wiggins, Collins & Stecklu. A. J. Lewis, account executive. Approximate cost: \$1,300.

Maxfield Candy, one 60 for radio (jingle). Al Rinker, production manager. Agency: R. O. Pusey Co. Approximate cost: \$1,300.

Cherokee Village (resort area), one 60 for radio (jingle). Edwin Hubbard, production manager. Approximate cost: \$1,300.

Chicken Shack Restaurant, one 60 for radio (jingle). Larry Muhoberac, production manager. Approximate cost: \$1,300.

Deeya Cosmetics, one 60 for radio (jingle). Hub Atwood, production manager. Approximate cost: \$1,300.

State of Arkansas, (tourist), one 60 for TV. Bud Smalley, production manager. Thomas Hockersmith & Associates. Ed Dozier, account executive.

Bama Brand Wine, one 60 for TV. Jodie Lyons, production manager. Agency: Ben R. Goltsman Inc. Larry E. Wallock, president. Approximate cost: \$1,800.

Red Dagger Wine, one 60 for TV. Al Rinker, production manager. Agency: Ben R. Goltsman Inc. Larry E. Wallock, president. Approximate cost: \$1,800.

Radio survey unveiled by Blair stations

Blair Radio and the 55 stations it represents last week disclosed the results of a nationwide survey designed to measure radio listening of all types, both in-home and out-of-home.

Titled "National Survey No. 1," the study was conducted by The Pulse Inc. using a sample of 2,125, said to be almost double the sample normally accepted as representative of the nation. Blair Radio said the results can be projected to 51.7 million radio households.

Arthur McCoy, president of Blair Radio, reported that the male heads of households, for example, spend 235% more time listening to radio than reading newspapers and 500% more time with radio than with magazines. The female heads of households spend 239% and 450% more time with radio than with newspapers and magazines respectively.

The study shows that almost half, or 48.9%, of the Blair Group Plan audience are in the "white collar" group, compared to 38.1% for the total sample. It also points out that Blair stations rank high in families of three or more people; with children 17 years

Last Friday there were 12 radio choices in Houston; **TODAY THERE ARE ONLY TWO!**

What Happened?

Simple.

KTRH-CBS is now info/radio in Houston. 24 hours a day.

The only one. Total.

That leaves one music-news format on eleven stations.

The two radio choices you have in Houston today are quite simple.

Want your message in the background, with the music?

Simple choice.

Buy juke-box radio.

Want your message up front, where the sales are?

Simple choice.

Buy KTRH-CBS, info/radio. The influential, information radio buy in Houston.

Info/radio involves the listeners. All of them.

Makes them listen with their ears wide open.

Makes them think.

Wakes them up to what's going on.

Gets them involved with us . . . and our advertisers.

When they want to go to bed, they leave KTRH, 740. For the sack.

If they don't leave us, they'll be awake all night. And not even

Houston-sized Texans can think and sleep at the same time.

What are you supposed to do?

Call CBS Radio Spot Sales for details.

Or us.

KTRH-CBS HOUSTON'S MOST INFLUENTIAL STATION
RICE HOTEL, HOUSTON



Songs and Suspense

What does Perry Como think about when he's facing the cameras? "Well, I'm thinking about lying down," he's confided to interviewers, "but there's no place to lie, so I stand up."

No television singer, we might add, has ever stood up so well. For 14 years now, Perry's been one of the medium's greatest attractions. And next season his seven, full-hour specials will be among the highlights of NBC-TV's '63-'64 line-up.

The color broadcasts of "Perry Como's Kraft Music Hall" will premiere Thursday, October 3. The same time slot on the following week will bring the first performance of the color series, "Kraft Suspense Theatre."

Thus, on the Thursday nights when viewers aren't getting comfy with Como, they'll be getting duck-bumps with drama. That's Kraftsmanship.

Properties under development in the suspense series include "The Fox Hunt," a tale of a jailer who permits prisoners to escape just so he can

track them down; and "Only One Day Left Before Tomorrow," the problem of a girl who must choose between marriage to a man she loathes and her possible conviction as a murderess.

Between the two types of television offerings—songs and suspense—the new Kraft time period (Thursdays 10-11 p.m. NYT) looks especially promising. What's more, the entertainment gamut of these programs represents a range that typifies the diversity of our 1963-64 schedule.



Look to NBC for the best combination of news, information and entertainment.

A television shopping aid for car buyers

Prospective buyers who prefer to look at a car without going to the dealer have found the commercials in *Family Night at the Movies* on WTTV(TV) Bloomington-Indianapolis, Ind., fill the bill.

The station has set up a live camera on the used car lot at Smart & Perry Ford City, sponsor of the program, and six spots in the show feature cars requested by viewers.

"The most amazing thing is the fact that it produces sales," according to Jack Smart, firm's president.

Family Night is presented 7:30-9:30 p.m. Friday. At the opening of the show viewers are asked to phone in a description of the car they're shopping for. Later in the program as many of the cars are shown as possible, and all calls are acknowledged on camera. The first show brought 120 calls and more than 200 were received on the second show.

If a requested car isn't on the lot, viewers are reminded that since someone is looking for such a model, Smart & Perry will trade for it on a new Ford. Mr. Smart says after the first show a couple drove 90 miles to trade in a '60 Pontiac, requested but not in stock.

Mr. Smart noted that "not all of the results come in terms of direct sales or sales leads. The program gives us an opportunity to have the prospective car buyer see the high caliber of our sales personnel and to hear on-camera testimonials from satisfied customers.

"One man, who has bought six new Fords from us in the last 10 years, invited himself on the show to tell the viewers how much he liked our company."

Bob Holben, station manager of WTTV, calls the program "live television with an instant measure of

results." To support this he cites the showing of a '39 Ford on the program. The car had been bought new from the dealer and just traded in on a current model. No one asked to see it, but it was shown as a curiosity. Eighteen people called to ask the price, and the family which came in to claim it, said they had left their outdoor barbecue to do so.

A combination of station and sponsor promotion is credited with audience reaction and acceptance of the "Car Shoppers' Tele-Sale." For a week preceding the first show Smart & Perry ran ID's asking viewers to "phone in the car you want to see; we'll show it to you on TV."

The same invitation was carried for two weeks in all of the dealer's print advertising and three weekly shopping papers carried a front page feature story on the "tele-sale."

of age or under, and with an educational background of high school or better.

A presentation on the study was given in advance several weeks ago to media executives of 45 top advertising agencies. Since it contains data on various demographic characteristics of the audience (age, income, occupation, family size) in addition to audience size by periods of the day, the study should prove helpful to advertisers and agencies in market selection, Mr. McCoy stated.

The study claims that the Blair Group Plan stations have audience superiority over each of the radio networks. It states the Blair stations have a 52.9% advantage of average home impressions over the affiliate of "network A;" 36.8% over network B;" 44.4% over "network C" and 62.5% over "network D."

Subsidiary firm formed for international trade

De Garmo Inc., New York, and Botsford, Constantine & Gardner, Seattle, have formed a jointly owned subsidiary known as Botsford/de Garmo.

The new agency was formed to expand new business among domestic advertisers with growing international marketing problems, and among foreign-based companies seeking coverage in U.S. markets, according to Joseph Maguire, president of Botsford, Constantine & Gardner.

Advertising, marketing and public relations services will be provided by the new agency to national and international firms through 29 wholly owned

domestic and international offices, associates or affiliates.

Officers of Botsford/de Garmo are Joseph Maguire—chairman; John de Garmo, president of de Garmo—president; William Walker, de Garmo vice president—secretary-treasurer.

ITA sells Stafford shows to Foremost

A large regional sponsorship of syndicated programing was announced last week by Independent Television Corp., which reported that Foremost Dairies Inc., San Francisco, has bought six, first-run one-hour musical specials featuring Jo Stafford for placement in 30 major markets west of the Mississippi.

The sale was made by ITC to Foremost's agency, Guild, Bascom & Bonfigli, San Francisco. This purchase follows ITC's previous sale of a one-hour program with Miss Stafford and guests Bob Hope, and James Darren to Procter & Gamble for showing on CBS-TV on Aug. 18. The regional telecasts will begin in late 1963.

Brisk NBC-TV daytime sales

More than \$16 million in new and renewed daytime business has been received by NBC-TV during the last month-and-a-half, with three programs—two of which are not yet on the air—accounting for a quarter of the total.

The three programs are *Missing Links*, starting Sept. 9; the new Merv Griffin program, beginning Sept. 30, and *People Will Talk*, which started July 1.

Also in advertising . . .

TVB moves ■ TVB West Coast offices move to 444 North Larchmont Boulevard, Los Angeles, Aug. 1. New telephone number is Hollywood 9-8231. Jack O'Mara is vice president in charge of West Coast operations.


New BAR client ■ Fuller & Smith & Ross has added Broadcast Advertisers Reports's national weekly spot TV service to the list of services FSR now offers its clients. The agency will now be provided with detailed monthly proof-of-performance statements for spot TV schedules and with weekly TV competitive activity reports based on BAR's monitoring of stations in the top 75 markets.

Ad Staff move ■ Ad Staff Inc., Hollywood, a commercial production company, has moved to new offices at 1680 North Vine Street.

Free booklet ■ Air Check Services, Chicago, is offering a free booklet listing approximately 700 markets from which recording and monitoring services are available on a low-cost annual subscription basis. The pamphlet also gives competitive data from all monitored markets. Air Check is located at 1743 West Nelson Street, Chicago 13.

What's in a name ■ The Decatur, Ill., advertising agency Nichols, Flink & Associates Inc. has changed its name to Robert Nichols & Associates Inc. No changes in personnel are involved and the company remains at 1061 West Main Street.

TV GOSPEL TIME' DELIVERS THE TOP RATINGS



Atlanta	61.1%
Chicago	31.4%
New York	19.0%
Charleston	62.9%
Memphis	58.9%

PULSE 1963

TV GOSPEL TIME' REACHES A \$20 BILLION MARKET



TV GOSPEL TIME' IS AVAILABLE IN YOUR MARKET NOW

a cost per thousand that is considerably lower than a comparable radio buy



TV GOSPEL TIME' DELIVERS A LOYAL AUDIENCE FOR YOU

one-half hours available. All featuring the outstanding Gospel singers and leading choirs in America. On
eo-tape. Now in production: 26 additional half hours. Fully sponsored in 24 markets. Additional
markets are still available. All markets available 1964 season. For further information contact Len Sait. **I.C.S.**

39 WEST 55TH STREET, NEW YORK 19, N. Y., TEL: CIRCLE 5-35

Don't drive editorials 'underground'

HARRIS WARNS THAT TOUGH LAW WOULD HAVE THAT RESULT

The National Broadcast Editorial Conference which convened Thursday (July 25) in Athens, Ga., exceeded the fondest hopes of the sponsoring Georgia Association of Broadcasters when 130 radio and television opinion writers registered.

Unusual interest in the conference and the high turnout from more than two dozen states, Puerto Rico and Canada undoubtedly were helped by a congressional hearing on editorializing held two weeks ago (BROADCASTING, July 22).

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee and a member of the subcommittee which conducted the hearing, said that if Congress intends to write the fairness doctrine into law to put a tighter rein on editorializing, it should be careful not to be so tough that broadcasters abandon "overt" editorials

broadcast programming is the public interest more difficult to protect. In no area will protection be needed more as the practice of editorializing assumes greater prevalence," he said.

His speech was expected to be a highlight of the three-day conference, sponsored jointly by the GAB and the Henry W. Grady School of Journalism of the University of Georgia. In addition to Representative Harris, the committee—the group most likely to draft and push to enactment any legislation in this area—was represented by Kurt Borchardt, its communications specialist, who was to participate in a panel on government relations Friday.

Defends Hearing ■ In his speech, Representative Harris sought to answer broadcaster criticism of his committee's hearing when he said it had "not only the right but the duty to go into this admittedly highly sensitive subject." He said FCC decisions on editorializing have construed the "public interest" to reach "diametrically opposite results" and Congress "would be derelict" if it didn't look into the problem. (The FCC in 1949 reversed its 1941 Mayflower decision, which held that editorializing was not in the public interest.)

He went on to say "Congress and the commission would be remiss in their duties" if they failed to not only look into "overt editorializing"—that which is pretty well labeled as such—but also to look into other practices: "There is the type . . . by means of licensee selection of news editors and commentators sharing the licensee's general opinions . . . [and] by making available the licensee's facilities to persons and organizations reflecting the licensee's viewpoint either generally or with respect to specific issues."

The congressman did not expect to provide "easy answers to many difficult questions. My hope is to suggest some pertinent questions for your critical consideration."

Turning to editorializing for or against political candidates—a subject which concerned his subcommittee during the hearing—Representative Harris said the "apprehensions" of political office holders (not just members of Congress) "are not based so much on lack of trust in the fairness of broadcasters [as] on the certain knowledge that radio and television broadcasting are today among the most powerful mass media of in-

fluencing public opinion."

He noted that while politicians might therefore wish to discourage this kind of editorializing, they (here he meant Congress and his committee, over which he wields great influence) would be wiser "to attempt to bring about the enactment of an amendment to the Communications Act to assure fairness to politicians" in this area.

Who's To Judge? ■ Suggesting that politicians themselves may not be the best judges in deciding what is fair to politicians and what is fair to the public, Representative Harris said, "I can assure you, however, that politicians as a rule may object to having their 'rights' of answering broadcast editorials depend on the discretion of broadcasters."

He discussed HR 7072, a bill which would apply Section 315's equal opportunities provisions to editorializing, and said that while there are some "in-

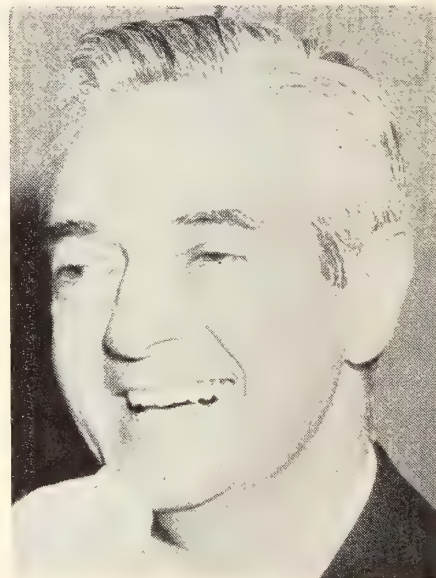


Representative Harris

and "go underground" with their opinions instead.

In a speech prepared for delivery to a banquet Friday (July 26), Representative Harris reminded his audience that he's been an advocate of on-air editorials for several years, and he cited a speech he made on the subject in 1958 to prove it.

But he stressed his concern and that of his congressional colleagues that editorializing is a powerful instrument which must be guided. "In no area of



Mr. Smith

herent" difficulties in its approach, "these . . . can be corrected."

"Hard and fast" rules may be difficult to achieve but "we must nevertheless strive to do so," Representative Harris said. The existence of the conference itself "seems proof to me that you agree with that proposition."

In a discussion of regulation and a National Association of Broadcasters recommendation that licensees not editorialize until they are ready "to act fairly and to employ an adequate staff

as the foundation for meaningful and intelligent editorialization," Representative Harris asked, "Are the NAB and the FCC getting ready to establish minimum standards with respect to staffing? I hope not." Standards of procedure are necessary, he said, but then asked, "is exclusive or primary focusing on the question of staffing going to be helpful?"

A licensee operating an "electronic juke box" who does not give time for discussion of public issues "has not equipped himself in any sense of the word to editorialize on such issues or candidates even if he should hire a qualified person to write the editorials for him," Representative Harris said.

Earn The Right ■ "I submit that the right to editorialize must be earned and this right should be properly exercised only within the content of exposures of the issues or the candidates over the facilities of the station."

Editorials furnished by organizations, networks or editorial services must be so identified on the air, he said. Sponsored material advocating a point of view already is covered by Section 317, which requires identification, Representative Harris pointed out.

In his conclusion, he returned to a point he made often during a probe of

broadcast measurement services: "The committee's payola and ratings investigations have demonstrated the tremendous power which organizations not licensed by our government, such as phonograph record manufacturers and distributors, and ratings services have exercised over the programs broadcast by many licensees. If, unbeknown to viewers and listeners, persons not controlled by individual licensees, such as editorial services, were to achieve similar control over broadcast editorializing, the potential harm to the public could be infinitely greater than it has been in these other situations."

Smith's Plea ■ Howard K. Smith, ABC-TV commentator, opened the conference Thursday with a plea to the federal government not to place restraints on the broadcast of opinions, both through editorials and commentary. "The two can be classed together as members of the same family," he said. "Both are arguments and conclusions that deliberately seek to take one side of a public issue."

He warned that a proliferation of specific rules tends to produce timidity and has a negative influence "to take the stimulation out of the editorials and defeat their purpose. A dull and cautious editorial or a strong stand on a banal

issue are no help to anyone."

Congress, Mr. Smith said, must abandon the hope of the ideal—"the expectation that strict clear legislation will produce perfect balance of opinion and eliminate the need for hard, human, fallible judgement. Like all else in life, editorial judgment is highly imperfect and we must live with that as we must live with all other aspects of our imperfect processes."

Those in Congress who seek to prohibit broadcasters from airing opinions have their own answer in the "amazingly few" abuses by radio and television in the past, Mr. Smith said.

He said he has had to devote a large part of his professional career to the question of whether radio and television should be permitted to editorialize at all. "Not because I wanted to argue about it, but simply to defend my function," he said. "I believe that we should quite boldly take sides and explain why, in words that are as persuasive as possible."

Speaking of his most famous controversy, Mr. Smith pointed out the FCC received 2,200 complaints last year on one of his ABC-TV programs—"The Political Obituary of Richard M. Nixon." He defended the Nixon show which included an appearance by con-

Newspapers editorialize on radio-TV editorials

The fight of broadcasters to retain freedom of editorial opinion has been supported in the editorial columns of several newspapers. The papers, which do not face government control of what they print, took affront at the comments of Representative Robert W. Hemphill (D-S.C.) who asked Congress to stop "abusive editorializing" on the air (BROADCASTING, July 22).

The *New York Daily News* called the congressman's proposal "censorship." It continued: "Hemphill should be turned down cold. We're for TV and radio editorials. But we also think the stations and networks airing them would be wise to imitate a longtime *News* practice, by setting up equivalents of our Voice of the People column. Let dissenters yell their heads off [and] you also stir up as much public interest as possible in what the paper or the TV or the radio station or network has to say."

The *Wall Street Journal* cited Representative Hemphill's remark to the House commerce subcommittee at the editorializing hearing that "It affronts my sense of justice and fair play to have one of these monkeys get on the radio station."

Said the *Journal*: "Now and then, for example, the viewpoints of some congressman and other government officials affront our sense of justice and fair play; in fact we may feel they don't know what they are talking about. And, sadly, we can't shut them off just by turning the page or flipping the dial."

Referring to the same comment by the congressman, the *Washington News* said if any citizen "gets on the air and is uninformed, stupid or unfair, his listeners have an instant remedy. They can tune him out, and if they are sufficiently fed up, can quit listening to the station. . . . Political power over the broadcasters—through ability to revoke licenses—already is oppressive and inductive to timidity. . . . If Congress takes any action on these airwave editorials, boring as some of them sound to us, it should guarantee them protection from the bureaucrats, rather than put them under some restraint."

The *New York Herald Tribune* complimented the testimony of FCC Chairman E. William Henry before the subcommittee. The best answer on whether stations should editorialize, the paper said, "is Mr. Henry's

statement that broadcasters now editorializing are conducting themselves fairly and with an eye to the public service, and that whatever abuses might arise could be easily policed . . . we are happy he has rejoined the battle led by his predecessor to encourage broadcasters to use the airways to air their views."

The *New York Times* noted the FCC's encouragement of station editorializing and said "This is as it should be. . . . The American public, getting its information from a multitude of sources, does not hold any one sacrosanct. . . ."

"To regulate editorializing on the airways . . . would be even more difficult than the provision of law requiring equal time for political candidates. . . . As a practical matter, a station can no more give exact equal time in minutes to candidates than can a newspaper give exact equal space in inches. . . . License renewal need not be automatic. But neither should it be political, which is what it would be in danger of becoming if Congress got into the act of telling the stations how to deliver their editorials."

victed spy Alger Hiss is a legitimate form of interpretive journalism with a balance of views. The FCC, he explained, dismissed all the complaints against the program.

The necessity to inform the public and help the people understand issues of today is greater now than ever before, Mr. Smith told the conference. Newspapers, he said, abdicated their leading position as opinion makers long ago and radio and television have tended to do the same.

"I say it is your duty to editorialize," he stressed. "They [editorials] must be crisp, clear, stimulating and interesting. Dull editorials have destroyed the usefulness of most newspapers; they can ruin this institution as well. You must go ahead first into genuine controversy. Editorials on banal subjects are a disservice to everyone."

Long History ■ In a Friday morning session, Dr. Mary Ann Cusack, assistant to the president of the NAB, prepared for delivery a history of broadcast editorials and news coverage.

Dr. Cusack reviewed recent congressional concern over editorializing—shown through House hearings two weeks ago and hearings on Section 315 the last three years. "I am confident, despite the obstacles which some would attempt to place in our paths, that this right of the broadcaster to editorialize

will be preserved and will continue to flourish and contribute to a more vibrant society," she said.

Much of the concern over broadcast editorials today, the NAB spokeswoman intimated, has been caused by the growing station practice of endorsing political candidates. In the 1960 elections, she said, 62 stations editorialized either for or against candidates and two years later the number of stations expressing such opinions had grown to 148.

Raymond Carow, WALB-TV Albany, Ga., and GAB president, said that he is "amazed and delighted over the way this conference has mushroomed." When originally planned three months ago GAB was expecting 50 broadcasters, he said. The large turnout taxed the facilities of the new Georgia Center for Continuing Education on the University of Georgia campus and caused the sessions to be transferred to larger rooms.

Rematch draws \$750,000 less than first fight

The closed circuit television production of the Sonny Liston-Floyd Patterson heavyweight championship fight last Monday (July 22) grossed an estimated \$1.25 million after taxes from 143 locations in 109 cities.

SportsVision Inc., New York, which

handled the closed circuit telecast, noted that the estimated figure is based on returns from 86 out of the 143 locations.

The first Liston-Patterson bout fought last September grossed \$2 million after taxes on returns from a total of 254 closed circuit locations.

NBC International, which purchased the film rights of the fight from SportsVision, sold kinescopes to TV stations in Mexico, Venezuela, Panama, Spain, Nigeria, Kenya, Singapore and Jamaica. The film was flown to the foreign points the morning after the fight.

Swear to accuracy or no pay, Nielsen told

A Colorado broadcaster has told the A. C. Nielsen Co., Chicago, that his station won't complete payment for a coverage survey unless Nielsen provides a sworn statement that the work was done properly.

Nielsen warned through its New York attorneys that it might take legal action if payment were not received by Friday (July 26), but the station, KIMN Denver, was not going to pay without written assurances about the survey, said Kenneth E. Palmer, vice president and general manager.

KIMN which owes Nielsen about \$2,000, stopped its monthly payments in April at the height of a House subcommittee investigation of ratings services (BROADCASTING, Feb. 18, et seq), Mr. Palmer explained.

"I'm not implying that it [a Nielsen survey] wasn't made or was improperly done—but we need proof," Mr. Palmer said Thursday (July 25).

The station had requested information about the survey sample, its execution and tabulation, he said. Instead Nielsen said Mr. Palmer or his representative could examine the survey material at the company's Chicago headquarters. But the broadcaster said he did not feel his people could evaluate it and requested a statement assuring that the work had been properly done.

He has ordered his salesmen not to use the Nielsen report, although they have continued selling with reports from C. E. Hooper and The Pulse Inc., Mr. Palmer said. These two firms provide sample information, he pointed out.

Mr. Palmer said he has reminded Nielsen that the FCC and the Federal Trade Commission warned licensees last month that they would be held responsible for the reliability of ratings material used in their advertising and sales presentations (BROADCASTING, June 17).

If Nielsen sues to collect, Mr. Palmer said, "one place or the other they're going to have to swear to the court that they completed the survey."

WAVE RADIO AND TV

ARE

VARIABLELY

EFFECTIVE

LOUISVILLE
BOTH NBC

BOTH REPRESENTED BY THE KATZ AGENCY

(Antique type from the Robinson-Pforzheimer Collection.)

Cox group to pay \$12 million for KTVU(TV)

APPLICATION FOR FCC APPROVAL DUE THIS WEEK

Approval of the sale of KTVU(TV) Oakland-San Francisco to the James M. Cox group for approximately \$12 million will be sought in an application to be filed with the FCC this week (CLOSED CIRCUIT, June 3). Months-long negotiations were completed in San Francisco July 18 with the signing of the contract.

The gross price for the channel 2 independent is \$12,360,000 in cash for all 20,600 shares of outstanding stock of San Francisco-Oakland Television Inc., licensee of KTVU. The price includes net quick assets of about \$600,000.

The total cash consideration, however, is expected to be under \$12 million after adjustments are made for a long term debt of \$250,000 and payment due on capital stock of \$130,000.

Should the net quick assets increase above the \$600,000 figure by the time the sale is completed, the price paid will be adjusted by that increased amount.

The Cox group has arranged for a line of credit for the total purchase price with the Chase-Manhattan Bank of New York and with its affiliated

companies. A deposit of \$600,000 has been made to bind the agreement.

The sale is being made to Miami Valley Broadcasting Corp., licensee of WHIO-AM-FM-TV Dayton, Ohio; WIOD-AM-FM Miami, and WSOC-AM-FM-TV Charlotte, N. C. The Cox group also owns WSB-AM-FM-TV Atlanta as well as community television systems in Washington and Pennsylvania. J. Leonard Reinsch is executive director of the Cox broadcast properties.

In the newspaper field, Cox owns the *Atlanta Journal and Constitution*, *Dayton News* and *Journal-Herald*, *Miami News* and *Springfield (Ohio) News and Sun*.

KTVU, which went on the air in 1958, is owned by William D. Pabst, Ward D. Ingram and Edwin O. Pauley, each with 25.005%; Willet H. Brown, 19.79%; Stoddard P. Johnston, 4.94% and Harry R. Lubcke, 0.25%. All of the present management will be retained, it was reported last week. Mr. Ingram is president and general sales manager; Mr. Pabst, executive vice president and general manager.

Major Sales ■ The KTVU sale exceeds the price paid by Metromedia for the



Dear ol' NAB school days

Six "students" who double as broadcasting executives study a problem during the Executive Development Seminar of the National Association of Broadcasters at the Harvard Business School, Boston. Seeking a solution are (l to r) Roger S. Davison, WJBO Baton Rouge; Harold B. Barre, WRVA Richmond, Va.; Kenneth F. Small, WRUF Gainesville, Fla.; James H. Gross, WJIM-

AM-TV Lansing, Mich.; E. J. Meehan Jr., WPBS(FM) Philadelphia, and Lincoln W. Miller, KIRO-AM-TV Seattle.

The two-week seminar ended this past weekend with a commencement address by John Daly, veteran radio-TV newsman and quiz master. "Degrees" were presented to 67 broadcasting executives who attended the course.

LIKE TO COUNT NOSES

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Count how many in this ad—get yourself a big prize and a big surprise!

SMIFF OUT THESE CLUES!

These noses represent just ten-thousandth of one percent of the noses to be counted in North Carolina's Triple Rich Market of New Bern—Greenville—Washington. Noses that are eager to get a whiff of your products!

GET RICH! Give your products the sweet smell of success. . . Get nosy about the first full-time ABC TV station in Eastern North Carolina! . . . coming September 1 to New Bern—Greenville—Washington.

GET RICH CONTEST! 5003 PRIZES!

- First Prize:** A Case of Imported Martini Olives Stuffed with Cocktail Almonds.
Second Prize: A Case of Deluxe Martini Olives Stuffed with Cocktail Onions.
Third Prize: A Case of Compact Martini Olives Plain.

To the first 5,000 Runners-up—A case of genuine North Carolina wood toothpicks for use with all three classes of olives.

In case of draw—duplicate olives will be awarded. Winners May Substitute Lemon Peels or Onions (unstuffed).

Send your entry to:

GET RICH CONTEST BOX X-12

Broadcasting Magazine
1735 DeSales St. N. W.
Washington, D. C.

CHANNEL 12



Greenville—NEW BERN—Washington

independent KTTV(TV) Los Angeles, acquired from the *Los Angeles Times* for \$10,390,000.

Los Angeles is a seven-station VHF market while San Francisco-Oakland has four VHF's.

Other major station sales in recent months:

Hearst Corp. paid \$10.6 million for 50% ownership in WTAE-TV Pittsburgh (it already owned the other 50%).

Westinghouse paid \$10 million for WINS New York.

Cowles Magazines & Broadcasting paid \$8 million for WREC-AM-TV Memphis.

Harte-Hanks Newspapers paid \$6.25 million for 63% of KENS-AM-TV San Antonio (it already owned 37%). Later KENS was sold for \$700,000.

Time-Life paid \$6.25 million for KOGO-AM-TV San Diego.

Outlet Co., Providence, R. I., department store (and owner of WJAR-AM-TV there) paid \$6 million for WDBO-AM-FM-TV Orlando, Fla.

Church resolution protested again

Broadcasters continued last week to protest a resolution of the governing board of the National Council of Churches urging stricter regulation of

radio-TV (BROADCASTING, June 17).

Carleton D. Brown, president of WTVL Waterville, Me., and member of the National Association of Broadcasters' board of directors, wrote the council that he was "grieved and shocked" at pronouncements put forth as policy of the council members. In a letter to J. Irwin Miller, president of the National Council of Churches, Mr. Brown also questioned the validity of the resolution.

"I am particularly grieved that the National Council favors increased federal government control of broadcasting and even suggests that limitation on the freedom of speech is advised," Mr. Brown told Mr. Miller. He said further that he was "shocked" to learn that only 62 of approximately 200 council board members were present when the resolution was approved.

The board's action is a "distinct disservice to thousands of honorable broadcasters who . . . have used their talents and have given generously by contribution or facilities to the support of the church," Mr. Brown said. "I hope your board may become appraised of the unfair nature of this action and I would ask what definite steps you may have in mind to correct the hurt which has been caused."

Two weeks ago, W. N. McKinney of El Dorado, Ark., wrote the council in

strong protest of the resolution (BROADCASTING, July 22). The NAB plans to arrange a meeting between broadcasters and the council to discuss the resolution.

NAB near blastoff for audited ratings

All systems are "go" in the efforts of the National Association of Broadcasters to provide accredited and audited program ratings for radio-TV. This was the word last week from Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of both the NAB's Ratings Council and Research Committee.

The two groups met July 19 in New York. Afterward Mr. McGannon announced that a nonprofit corporation would be established to supervise the auditing of audience research firms (BROADCASTING, July 22). The actual auditing will be done under contract by an independent firm.

Mr. McGannon reported last Wednesday (July 24) on the work of various subcommittees of the Ratings Council. Criteria to which ratings firms will be asked to subscribe will be drafted by mid-August, he said, and will be sent to all firms along with a questionnaire on ratings shortly thereafter.

Another subcommittee has been meeting with Radio Advertising Bureau on the latter's request that the NAB support an RAB-planned study of radio audience measurements (see story, page 36). Mr. McGannon said the NAB should have sufficient information by mid-September to reach a decision and make recommendations to the RAB. The radio bureau has asked the NAB for \$75,000 to help finance the proposed \$200,000 study.

Changing hands

APPROVED ■ *The following sales of station interests were reported last week subject to FCC approval:*

■ KTVU(TV) Oakland-San Francisco, Calif.: Sold by William B. Pabst, Ward D. Ingram, Edwin O. Pauley and others to James M. Cox stations for \$12,360,000 (see story page 47).

■ WALK-AM-FM Patchogue and WRIV Riverhead, both New York: Sold by W. Kingsland Macy Jr. and associates to Chet Huntley, NBC; Jerry Feniger, Cowles Magazines & Broadcasting; Bill Mulvey, McCann-Erickson; and Ed Wood, Screen Gems, for \$217,500 and \$150,000 for agreement not to compete. Each of the buyers will hold 25% interest. WALK is a 500 w daytimer on 1370 kc; WALK-FM operates on 97.5 mc with 15 kw. WRIV is a 1

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C. Bennett Larson
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9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

kw daytimer on 1390 kc. Broker was Blackburn & Co.

APPROVED ■ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 101).*

■ **WHRV** Ann Arbor, Mich.: Sold by Zanesville Publishing Co. (Zanesville [Ohio] *Times-Recorder* and *Signal*) to Radio Ann Arbor Inc. for \$295,000. Radio Ann Arbor is owned by Frank H. Babcock Jr., J. William, Dorothy and Thomas A. O'Connor, and Edward Ballantine who have varying interests in WBOW Terre Haute, and WHUT Anderson, both Indiana; WCVS Springfield, WPEO Peoria, WGSB Geneva, all Illinois and KASK-AM-FM Ontario, Calif. Zanesville Publishing Co. retains ownership of WHIZ-AM-TV Zanesville and WTAP-AM-TV Parkersburg, W. Va. WHRV is a fulltime station on 1600 kc with 1 kw. Commissioner Robert T. Bartley dis-sented.

Emergency meeting asked by Missouri group

Another state association sounded a call last week for a national emergency meeting of all broadcasters to "deal with FCC proposals to limit advertising and further restrict freedom to editorialize."

The executive committee of the Missouri Broadcasters Association unanimously adopted a resolution urging the National Association of Broadcasters to call such a meeting. A previous request for an emergency session was made by the Georgia Association of Broadcasters, which threatened to call its own meeting if the NAB did not act (BROADCASTING, June 17).

NAB President LeRoy Collins turned the Georgia request down and said the NAB's opposition would go through normal channels. The national association since has contacted every station in the U. S. and urged opposition to the FCC rulemaking to adopt commercial time standards through pleas to community civic leaders and individual members of Congress (BROADCASTING, July 15).

Public affairs report

A report of the public affairs and special events department of WBAL-TV Baltimore's activity in 1962 has been released by the station. It highlights the regular and special programs and announcements aired by the station and notes the work of the WBAL-TV Community Advisory Council. The council is made up of 15 civic leaders who meet with station management and present possible areas for future programs.

BROADCASTING, July 29, 1963

Hagerty moves upstairs to AB-PT

QUESTION: WHO STEPS INTO HIS SHOES AT ABC NEWS?

James C. Hagerty last week was promoted from chief of ABC's news operation to an executive position with the network's parent company, American Broadcasting-Paramount Theaters.

Mr. Hagerty, who served for 2½ years as vice president in charge of news, special events and public affairs at ABC, was elected AB-PT vice president in charge of corporate relations (WEEKS HEADLINER, Page 10). No successor has been named to fill Mr. Hagerty's news post, and the department will operate under the supervision of Stephen C. Riddleberger, vice president and general manager of ABC News, Robert J. Quinn, executive producer, and John Madigan, director of news.

In announcing Mr. Hagerty's new position, AB-PT President Leonard H. Goldenson said the move was made "in order to take fullest advantage on more varied corporate problems of his many capabilities and world-wide experience." He said that under Mr. Hagerty's leadership, ABC News had been "tremendously strengthened," and that Mr. Hagerty "will still be available to counsel the news department when needed."

Mr. Hagerty, from 1952 to 1960 news secretary to former President Eisenhower, commented: "I may engage in on-the-air work in this country and abroad from time to time in the future, so I do not feel as if I will be severing entirely my news interests or activities."

He said, "Naturally, I regret that it will be necessary to leave the ABC News department," but added that he was "pleased and honored" at his new election and considered the position as "challenging and exciting."

Speculation varied on how Mr. Hagerty's talents will be put to use in the future at AB-PT. Some reports indicated that Mr. Hagerty may be called upon by AB-PT to make appearances in Washington when necessary as a spokesman for the company. It also was mentioned that AB-PT would make use of Mr. Hagerty's contacts and experience abroad in ABC's expanding international broadcasting interests. Still another area in which Mr. Hagerty reportedly may be active is that of civil rights, as they concern the theater division of AB-PT, but this report could not be confirmed.

EXCLUSIVE BROADCAST PROPERTY!

MEMPHIS, TENN.

—A five thousand watt daytimer, non-directional, remote control. Mid-south's largest city with second largest Mississippi River port population. Check page 75 in June 17 Broadcasting for latest facts on the Memphis market.

WLOK frequency and transmitter with WHHM's equipment and studios, plus low cost engineering operation. Wide open market for either country-western or good music format. Priced to sell at \$195,000.00 with substantial down payment and balance secured with bankable paper.

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MUSIC SHOW SEES NEW SETS

Dealers unconcerned about all-channel prices

FM stereo, AM-FM combinations, small personal TV and color TV appeared to be the brightest new selling prospects last week in Chicago during the 62d annual convention of the National Association of Music Merchants. The AM-FM sets, including new shirt-pocket AM-FM portables, were reported to be "hot" items.

The music show's record-breaking attendance of more than 12,000 retail dealers, distributors and manufacturers was matched only by the growing diversity of home entertainment products now being offered to the consumer. Most dealers expect a good sales volume for the year's second half.

Relative indifference, however, seemed to be indicated at the dealer level concerning the new all-channel set law which becomes effective next April 30 and will require all TV sets to incorporate all UHF channels as well as VHF. There was only a sprinkling of dealers among the audience that turned out Monday morning for a major panel session to inform the trade about the new all-channel law.

TV set prices are expected to go higher with addition of UHF, up to about \$30 more per set, but it appeared most dealers are not concerned at this time and will leave it up to the national brand manufacturers to do the consumer education job. Some indicated they merely will tell customers the "government" caused the price hike.

Monday's panel included Commissioner Robert E. Lee of the FCC and James D. Secrest, executive vice president of Electronic Industries Association,

and was moderated by W. T. Hamilton, vice president-general manager, WNDU-TV South Bend, Ind. Others participating were Jack Beever, Jerrold Electronics; John J. Frick, Frick Electric and Television Inc., South Bend; Garth Heisig, Motorola; Harold Isenring, Sears, Roebuck & Co., and Robert G. Weston, FCC.

Tax Break? ■ Commissioner Lee said he is hopeful Congress will remove the federal excise tax on all-channel sets this year, thus helping set dealers by cutting the price jump for inclusion of UHF. He urged manufacturers to step up all-channel set production now instead of waiting for the April 30 deadline.

Zenith Radio Corp. last week unveiled three new color receivers including a table model priced at \$449.95, a \$50 cut below the firm's previous minimum.

About two months ago Admiral introduced its new color leader at \$499.95. Subsequently General Electric came out with its \$499.95 color model and Sears and several others announced color sets to sell at the under-\$400 mark. RCA, Westinghouse, Philco, Magnavox and other major brands also displayed their color lines last week at the music show.

There was interest expressed in Motorola's new 23-inch color set but the Chicago firm did not have one on display. National Video Corp. is making Motorola's new tube (BROADCASTING, July 1).

Delmonico International showed two new Japanese-made color sets it will

introduce next month in the U.S. One is a 14-inch model at \$349.95 and the other an open-list 17-inch model.

Delmonico, GE, Panasonic, Sharp Electronics and Sony Corp. all reported brisk selling of their personal and "tiny TV" models.

The UHF all-channel impact is quite evident in the case of Sony's successful "Micro-TV" transistor portable (now \$189.95). Sony unveiled a plug-in UHF tuner and antenna accessory (\$49.95).

Syncom II has two postponements

The launching of Syncom II, postponed twice last week, finally took place Friday, July 26. The communications satellite, capable of handling two-way telephone, telegraph and facsimile transmissions, is expected to be placed in orbit 22,300 miles above the equator. At this height, the satellite will revolve around the earth at the same speed the earth itself turns daily. From earth the satellite will seem to be stationary. Three such synchronous satellites are expected to be capable of covering the entire earth.

Space officials said the delay was due to a fault in the first stage auto pilot system of the Delta booster rocket. Syncom II, like Syncom I which failed to achieve proper orbit, was built by Hughes Aircraft.

As of today (July 29), Relay I, the 172-pound spacecraft built for the government space agency by RCA, has operated 203 days. In that time it has carried out more than 1,350 experiments and demonstrations in transoceanic television, voice, facsimile and data-processing communications. Relay I was launched last December and is now the sole active relay communications satellite capable of handling TV between the United States and Europe.

New 'tallest' tower

Sept. 1 is the target date for completion of what its manufacturer claims will be the "tallest TV tower in the world." The 1,751-foot tower, prefabricated by Stainless Inc., North Wales, Pa., is being put up for WBIR-TV Knoxville, Tenn.

The new tower contains 297 tons of steel and will increase the channel 10 station's coverage area by 50%, according to John T. Hart, general manager of WBIR-TV. Stainless constructed the current "tallest tower," the 1,749-foot one shared by WRBL-TV and WTVM (TV), both Columbus, Ga.

TV up and radio down so far in '63

Television receiver sales for the five months of 1963 remain ahead of the same period last year by almost 200,000 sets, but radio set sales for the period slumped over 600,000 compared to the same period last year.

Production of TV sets also continued up for the five months of 1963 compared to the same period

last year, but radio set production fell behind. Production of UHF television and FM radio receivers were above those made for a comparable period.

Here are the distributor sales and production for the first five months of 1963 as reported by the Electronic Industries Association last week:

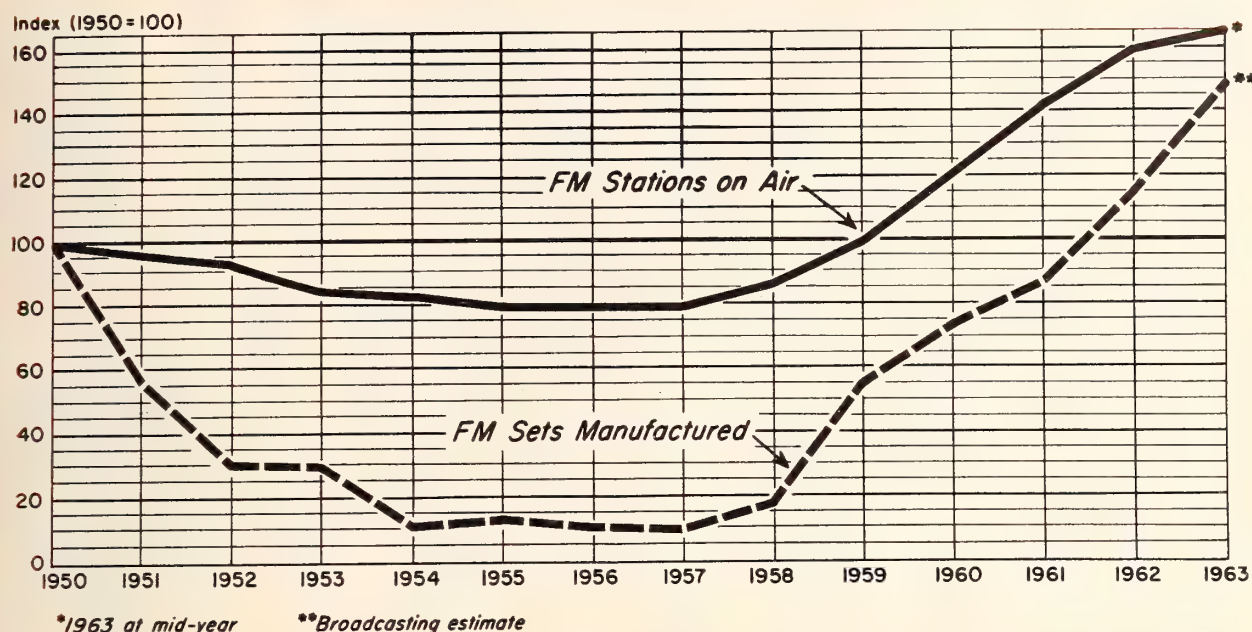
Period		SALES			
		(with UHF)		(with FM)	
Jan.-May	1963	2,414,998	Radio	3,123,747*	
Jan.-May	1962	2,243,528		3,759,976	
		PRODUCTION			
Jan.-May	1963	2,794,917	(325,839)	6,931,372**	(486,089)***
Jan.-May	1962	2,674,848	(225,163)	7,542,572	(367,221)

*Excluding auto radios.

**Includes 3,082,520 auto radios, compared with 2,642,473 in same period of 1962.

***Excluding FM auto radios.

From rising curves come rising expectations



And now FM will have the numbers too

Ambitious NAFMB project will produce market-by-market figures

An audience of 16 million FM radio homes, barely tapped by national advertisers, awaits the coming fall and winter season with its first major numbers project—a nationwide market-by-market ratings system.

At last the medium has grounds to hope that it can confront the buyers of time and space with the type of statistics they want—a lack of which has held national FM buying to a trickle despite rather general acceptance of the 16 million total of FM homes.

Just where does FM stand in mid-1963 after nearly a quarter-century of disappointment and frustration?

In essence, the 1963 FM medium consists of more than 1,100 FM radio stations, one-fifth of which are broadcasting the medium's new glamor service—stereo. These stations—FM only, FM-AM facilities with separate programs and AM-FM stations that duplicate programs—serve an appreciative audience that takes advantage of FM's known superiority in clean transmission, 360-degree coverage and high-fidelity service.

With all its advantages, FM stands as a medium with a great potential. Now, this mid-summer of 1963, FM station operators feel they are developing the accelerated pace and the needed statistical background that will bring closer the elusive goals.

Numbers Needed ■ In a tour around

several important FM markets, supplemented by hundreds of phone calls and in-person interviews, one common statement was heard—FM must have the numbers that national agencies and advertisers demand.

So, for the first time, FM has at hand the beginnings of a major research project

designed to give it national statistical dignity.

The project, about to be started by the National Association of FM Broadcasters, is under the direction of its first paid president, Jim Schulke, former Magnavox advertising executive. Here's what NAFMB is starting:

- A syndicated ratings service measuring the FM audience on a market-by-market basis, with a recognized research group doing the work.

- Ten markets to be surveyed during the autumn of 1963.

- A score of markets to be covered next spring, with a goal of 50 markets as fast as the job can be done.

- At least two complete survey projects a year for the next two years.

NAFMB plans to consult the Advertising Research Foundation on their ratings plans. They expect demographic audience breakdowns and marketing traits to be generated by the surveys.

Other services are planned by NAFMB, which has had a paid staff only since late spring. These include:

- A service program for agencies including special presentations for specific clients, based on new research plus general presentations. This follows the pattern of the Radio Advertising Bureau and similar promotional projects.

- Promotional material and sales ideas for local and regional selling.

- Informational services to FM sta-

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SPECIAL REPORT

Numbers are coming for FM

Page 51

FCC's favor hasn't helped

Page 61

Will AM be left behind?

Page 64

Stereo proves added plus

Page 68

Medium builds its impact

Page 70

FM STEREO is MORE THAN MUSIC ON WSB RADIO

It's full-range FM stereo multiplex programming, not just music. WSB-FM offers stereo lovers the best in outstanding dramatic readings, quotes, tips, news, and, of course, beautiful music. More of everything wonderful is heard on WSB-FM. Heard better, too. Reflecting different impressions like a many-sided prism, WSB Radio offers different services to listeners from all walks of life.

Atlanta's
WSB-FM
100,000 WATTS
OF QUALITY POWER



NBC affiliate. Associated with WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami.

tion members on national advertisers' plans.

■ **A public relations program.**

That's the new look in FM broadcasting, as portrayed by NAFMB. The entire media-advertising world now awaits execution of the ambitious undertaking.

Thus FM stands ready at mid-1963 with an integrated, nationwide research and promotional program. Heretofore it has faced statistically loaded competitive media with bare-bones individual market reports, many of which were by-products of radio or television surveys.

The 16 million FM homes figure has wide acceptance because nobody can support anything better. Mr. Schulke has tossed a bomb into the FM numbers confusion by making this statement to BROADCASTING:

"The 16 million FM homes figure may be understated as much as 50%. The true figure is probably between 22 and 25 million, and growing at an accelerated pace."

He hasn't the research to prove it now but hopes NAFMB's extensive project will show he's right.

A quick perusal of existing numbers indicates the FM audience ranges from a peak of 53% of radio homes in the sprawling 18-county New York market to 49% in Los Angeles and 48% in San Francisco (see Pulse data page 56). Chicago is close behind with 44%.

Are Markets Underrated? ■ Station operators consistently claim they're being underrated. That's what NAFMB is about to clear up with its first closely knit research project. Of course, it will take time. NAFMB is trying to kick off its first major surveys this autumn.

"This could be the year," an optimistic FM station operator said recently as he left a Madison Avenue agency with a slightly hopeful gleam but without a contract. He reflected a buoyant spirit unusual for many FM operators who have flown out of New York haunted by recollections of martini eyes that reflected a timebuyer's indifference to the FM medium.

Major agencies and advertisers seem agreed that FM is a fine service and is a good buy in many local markets. But they say it's hard to buy nationally. "Where are your numbers?" they ask. "Why can't we buy a national package like NBC network news?"

This is an old story to FM operators. They've been hearing it for years. Their reply generally runs about like this—FM stations have a loyal audience whose intelligence and pocketbooks are above average. This description impresses local advertisers. Now, at last, there are hopes that major agencies are ready to take a new look at the FM medium.

Stereo Plus ■ Besides the prospect



"The 16 million FM homes figure may be understated as much as 50%," in the opinion of Jim Schulke, president of NAFMB.

of NAFMB's new and important numbers, FM is getting important impetus from its latest technical attraction—stereo, now blessed with standards provided in a 1961 order of the Federal Communications Commission which set up a multiplex or piggyback formula by which an extra stereo and even a second extra signal can be superimposed on the main station carrier.

Stereo is dramatic and has loyal fans but the actual contribution to the effectiveness of programing and commercials hasn't been established at this early stage. Experimental stereo campaigns were sponsored this year by General Electric (Young & Rubicam) and Chevrolet (Campbell-Ewald) (see GE-Chevrolet story, page 68).

A temporary complication in recent months has been an FCC freeze on station grants. This freeze has run its course and applications for new stations will be flowing to the commission in the autumn (see FCC roundup, page 61). It's mighty tough to find vacant assignments in larger markets.

The FCC's earlier action in setting the multiplex standards used for stereo and background music, plus some auxiliary utility-type services, apparently means the eventual end of the few background music projects in which AM stations blank out or substitute voice messages between musical selections for the benefit of paid subscriber outlets that buy such musical service.

FM's Economics ■ Most big cities have two or more outstanding FM stations that operate in or near the black. The full story of FM's revenues is told annually by the FCC. Latest figures cover the year 1961; data for 1962 will be out in the late autumn.

Using a base of 91 FM stations that operate independently of AM ownership in metropolitan areas, the FCC found 1961 total time sales were \$2.8

million, incidental broadcast revenues (mostly background music) \$853,000, or total broadcast revenues of \$3.9 million (less commissions plus talent and program sales). Since total broadcast expenses were \$5.1 million, the year produced a deficit in broadcast income of \$1.25 million. In 1960, 85 stations had a deficit of \$1.2 million.

Against those hard figures, many FM operators barely stay alive with benefit of hope, tax writeoffs, official salaries and assorted business relationships.

If the NAFMB research produces numbers that are impressive, FM still faces an agency problem. An agency must justify its expenditures to the client. A national agency that budgets say \$250,000 for an FM campaign must translate the figure into a 15% commission, or \$37,500. That permits parttime service of one staffer, secretarial help and an allotment for office overhead. And time purchases must show a low cost-per-thousand.

From this slim picking the agency must do creative planning; if stereo is involved, the going gets sticky. Here many FM stations are eager to lend their expertise, often unselfishly and at an actual loss.

Those are some of the reasons big agencies aren't plunging into FM.

Unappreciated Audience ■ "I am convinced that if FM stations were receiving reasonable compensation for the unmeasured audiences now actually being delivered, total FM revenues both national and local would be many times greater than they are now—probably in the area of \$100 million," said Mr. Schulke. He contended current research indicates both total FM audiences and individual audiences of leading stations are highest in those cities with the greatest number of FM-only and 100% separately programed stations.

"I believe over 50 million FM receivers will be sold within the next five or six years and that the largest portion will have FM stereo capabilities," Mr. Schulke said. He added this qualification: "This will happen if manufacturers truly recognize this market and do the merchandising, promotion and advertising job necessary to exploit its potential."

Recent research, according to Mr. Schulke, shows peak listening in Chicago and Detroit between 9 a.m. and noon; at Cleveland, 4:30-6 p.m. The evening FM audience is only slightly behind these daytime peaks.

"FM's prime revenue problem," Mr. Schulke explained, "is that it does not join all other media in providing regularly scheduled and syndicated audience measurement [ratings] research on the market-by-market basis necessary to produce the cost-per-thousand evaluations that are standard in the purchase of broadcast advertising. FM is not

SIMULCASTER BECOMES SIMUL-COSTER

John Owner reports today receipt of thousands of letters from his FM listeners.

A former simulcaster, Owner recently separated his FM from his AM programming. The results: listener praise and advertising support. Owner sees end of the Simulcasting Era when separate AM and FM programming is possible at no increase in personnel cost. He calls the new era "Simul-costing."

IGM Simplimation, a unique combination of automation equipment and high quality music, when blended with your local program format permits separate FM programming with no increase in personnel cost.

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45 West 45th St., New York 36, N. Y.

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NAFMB Building

large enough as a medium to change established spot buying procedures.

"There is considerable evidence indicating the basic construction of the AM radio research (from which most current FM audience measurement information is gleaned as a byproduct) is probably biased against FM because of its AM measurement purposes, and the FM audience is thus substantially understated."

He reminded that FM signals are substantially similar to television, both in coverage and engineering characteristics, with a large portion of the regular FM audience outside metropolitan areas as defined by the U. S. census yet within the TV coverage area. This difference can be substantial, he added.

Here are examples cited by Mr. Schulke: The Los Angeles standard metropolitan area is 2.2 million homes compared to 2.9 million in the TV coverage area, a difference of 700,000 homes; in Cleveland the difference is 800,000 (520,000 vs. 1.3 million TV homes).

He continued: "There is evidence that FM set penetrations are higher in suburbia and exurbia than in the standard metropolitan area counties. In January 1962, Fort Wayne, Ind., was credited with 20.8% FM set penetration, but a year later a 27-county coverage pattern of wowo showed nearly 39%, almost double."

Measurement Problem ■ All this adds up to one problem—how to measure the FM audience. The salesmen will take over once the numbers are available.

Having measured FM, there remains the question of the size of stereo's audience. It's growing fast. FCC Commissioner Robert T. Bartley says 90% of the United States is now within stereo range.

The year 1963 may see over 4 million FM sets sold in the United States, including domestic and foreign models plus components and kits. The rate has more than doubled in four years. And stereo tripled phonograph sales in a short period; it sextupled them in the last few years. Sales of phono albums have risen. One estimate puts the 1963 FM stereo volume at a million units.

From a geographic viewpoint, FM stations are concentrated in the northeastern quadrant of the U. S.; a cluster in the Carolinas and Georgia plus some in Florida; across the Mid-South through Texas; a heavy bunching in California and on into the Pacific Northwest; a scattering of stations through the midwestern and mountain states. But the cupboard is practically bare between Spokane and St. Paul where the population is scant.

Practical elements enter at this point. FM stations concededly put out a clean, interference-free signal that exceeds the

coverage of a TV station with comparable power and antenna height. But the signal is susceptible to shadowing in rugged terrain and in the skyscraper canyons of New York—offset somewhat by bouncing. Surprisingly, FM penetrates Manhattan canyons in a manner that belies the predicted blanks of a contour map and of course building and apartment antenna systems can pull in local signals.

Stereo's dramatic impact is slightly curtailed in fringe coverage areas where reception of the main and multiplexed signals may be cut back by inherent technical traits. More power and a higher antenna are usually suggested



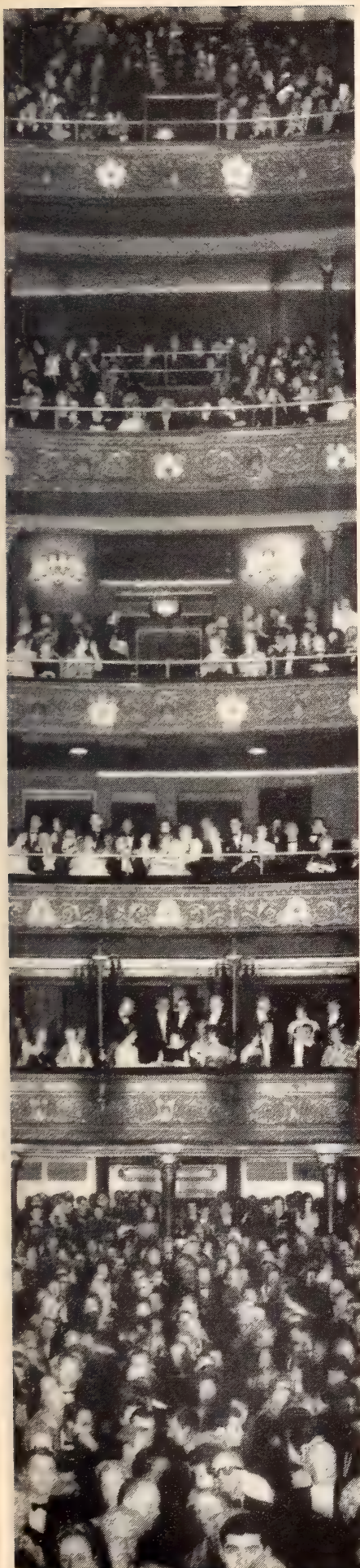
QXR Network has grown to 36 of top 50 markets under guidance of General Manager James Sondheim.

as the answer to these problems though both are limited in the densely populated northeastern area.

But stereo must be recognized as a major attraction for listeners, hence an audience builder. With proper acoustics, receiving equipment and antenna, the quality of FM stereo programs is outstanding. Having been blessed by the vinyl record and high-quality albums after World War II, FM broadcasters now have a sound appeal whose charm varies from ear to ear, from room to room, and from city to city where engineering and station techniques are important.

Those who deem stereo the answer to man's aural desires like to emphasize that double-dimension signals are especially important to those who have cheap stereo sets. Even a \$35 Japanese stereo unit sounded pretty good in the paneled recreation room of a station operator. The comparison with monaural was dramatic.

Another Boost ■ Stereo's biggest mid-summer boost came with the announcement by American Broadcasting Co. that it was opening Aug. 1 with full



***WABC/FM introduces
stereo to its entire
evening schedule
starting August 1***

FM stereo comes of age in New York on August 1 when WABC/FM inaugurates stereocasting for its entire evening program schedule.

The thousands of New York listeners who have enjoyed WABC/FM's classical music, opera, authentic folk music, jazz, drama, Broadway cast musicals and discussion shows since 1960, will now experience the added presence and excitement of stereo sound every evening from 6:00 p.m. to midnight.

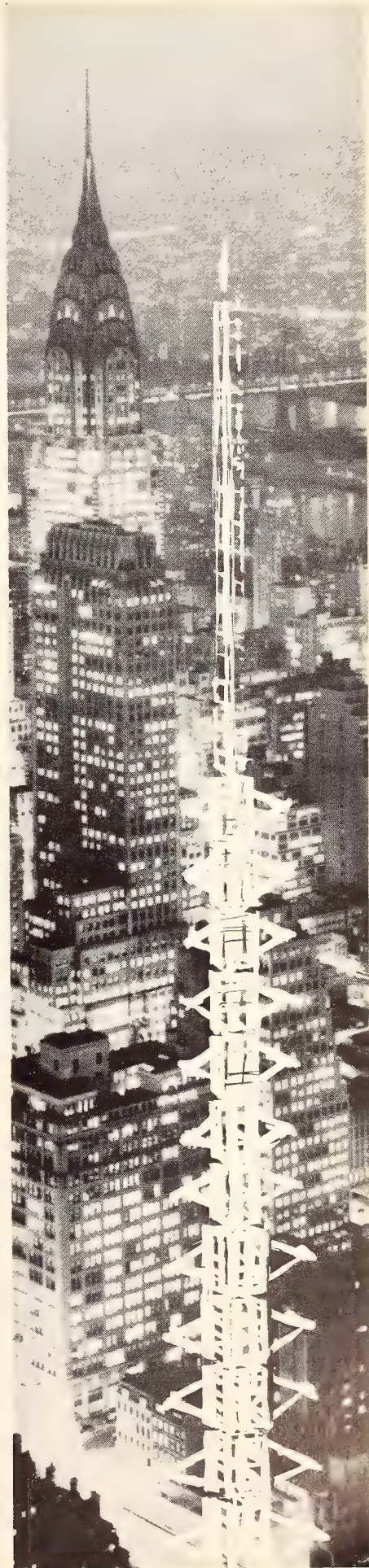
This is the event FM stereo owners in New York have been waiting for. To insure unsurpassed reception to listeners within 75 miles of New York, ABC has engineered the finest FM stereo installation possible. WABC/FM is the only FM stereo station transmitting from atop the tower of the Empire State Building.

The finest FM stereo, the most carefully planned musical programming and unexcelled home reception, are the reasons why WABC/FM is the choice of New York's discerning FM listeners.



***AN ABC OWNED
FM STEREO STATION***

Represented nationally by Blair Radio



stereo service on its WABC-FM New York. The step moved Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, to observe: "This marks another major extension of ABC's rapidly growing owned radio stations division." WABC-FM has been offering separate programming from WABC since early 1960.

Mr. Goldenson voiced a favorite theme of stereo broadcasters when he said: "Through the excitement and richness of stereophonic sound we are adding an entirely new dimension of listening enjoyment to our New York FM service." He estimated there are 2½ million FM homes in the New York metropolitan area and added that stereo broadcasting "is the finest in FM." WABC-FM, he explained, is the only network-owned station to provide separate programming 6 p.m.-midnight, Monday through Sunday in New York. Except for news, all WABC-FM evening programming is to be in stereo including the ABC network symphony.

The WABC-FM stereo signals, according to WABC-FM station director Alex-

ander Smallens Jr., reach out "anywhere within 75 miles of New York." The industry will watch WABC-FM closely, knowing the acceptance of the service will guide the network in deciding future plans of its five other owned FM stations (WENR-FM Chicago, WXYZ-FM Detroit, KQV-FM Pittsburgh, KABC-FM Los Angeles, KGO-FM San Francisco).

WABC-FM's programming will be mainly good music, drama, jazz, show and folk-ethnic tunes. Signals are transmitted from the Empire State tower.

With stereo, WABC-FM is upping its rates 50% in a city where FM rates run a fifth to a tenth of AM rates. The present \$15 one-minute spot becomes a flat \$25 with the switch to stereo.

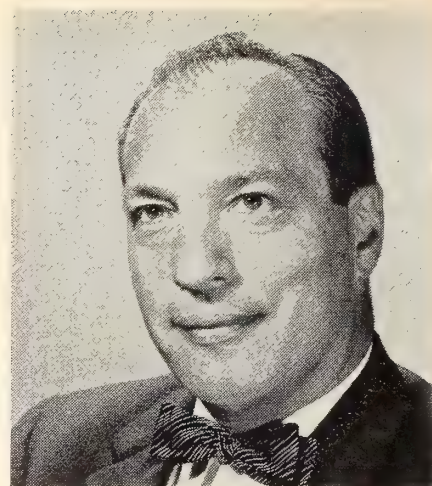
Only National Net ■ The 47-station QXR Network is the only nationwide group of commonly programed FM stations. Sixteen eastern outlets pick up programs off the air, starting with WQXR-FM New York. The other 31 are fed by tape. Novo Broadcasting, a division of Novo Industrial Corp., bought the network from the *New York Times* in 1962; the *Times* owns WQXR-AM-FM, some of whose programs are fed over the network's live and tape facilities. There are a lot of problems to lick before live stereo can be networked around the country.

Most spectacular event of the past season was the two-ply General Electric package on QXR Network—four major stereo dramas and the Victor Borge series (see GE-Chevrolet story page 68). In its dramas GE named as its goal a speedup in the acceptance of FM stereo by building greater program variety. Most stereo programs have been musical.

James Sondheim, network general manager, recalled that the network had grown out of the old Rural Radio Network and had been conceived as a statewide rather than nationwide hookup. Now QXR has affiliates up and down the West Coast and claims coverage of 36 of the top 50 markets. Mr. Sondheim described programming as adult, including news, discussions, commentaries, drama, classical and semi-classical music, show tunes, folk and jazz.

Demographic and diversified market studies of the QXR audience have been conducted under direction of Emanuel Denby, president of Media Programmers Inc. A new series of statistics will emerge soon from the computer. Mr. Sondheim said the success of the GE dramas has caught the interest of advertisers and should speed the medium's growth.

Shortage Of Reps ■ There's general agreement among FM station operators



Stereophonic sound offers an entirely new dimension of listening enjoyment, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres believes.

that national selling will be tough until more national reps get into the act. There's more national FM business than many suspect, but generally it's in one-station buys such as Cadillac on KPEN (FM) San Francisco, or in small station clusters. Many agencies consider FM salesmen, as a whole, rather inferior salesmen.

A national rep official, Joseph Weed, New York, said advertisers like to buy a substantial piece of the U. S. when they spend media money, desiring large markets and the best stations—10 or 12 major markets with maybe 20% of the population. They want low cost-per-thousand since media buys must be made on that basis most of the time to satisfy advertiser clients.

FM Group Sales Inc., New York, has a novel approach to the rep problem. It represents from four to six different FM stations in each of the top 10 markets. "This makes cost-per-thousand in FM a reality," said Art Sakelson, president. Last autumn United Air Lines ran an eight-week spot campaign through FM Group Sales in New York, Chicago, Los Angeles and San Francisco. The rep firm has six stations each in Chicago and Los Angeles. "We sell numbers," Mr. Sakelson said.

Herbert E. Groskin & Co., New York, represents 49 stations coast-to-coast. All are good music operations, spanning a range from tuneless show music to classical. Groskin represents Triangle FM stations (WFIL-FM Philadelphia, KRFM Fresno, Calif., WNHC-FM New Haven, Conn., WBNF-FM Binghamton, N. Y., and WFBG-FM Altoona, Pa.). Other groups are three Concert Network stations in the northeastern area and Mid-State Network, Michigan. On the West Coast it has three International Good Music Stations.

Triangle's intense interest in FM is

Market penetration of FM

The penetration of FM (percent of radio homes) shows no consistency, judging by latest Pulse figures, ranging from 53.2% in New York to only 19.7% in Indianapolis. Here are FM penetration figures covering 23 major markets as compiled by Pulse:

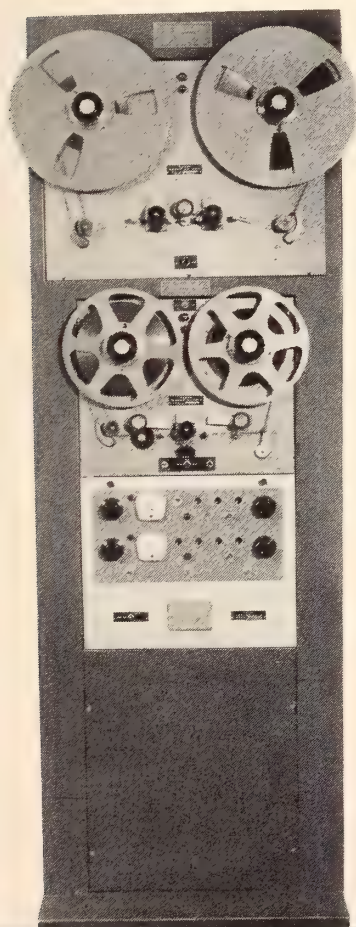
Akron (April 1962)	26.6%
Atlanta (Feb. 1963)	33.7
Baltimore* (Dec. 1962-Jan. 1963)	33.1
Chicago* (Feb. 1963)	44.5
Cincinnati* (Jan. 1962)	30.8
Cleveland* (Feb. 1963)	39.7
Dallas* (April-May 1962)	21.5
Detroit* (Feb. 1963)	38.5
Fort Wayne* (Jan. 1963)	41.6
Fort Worth* (Oct.-Nov. 1962)	23.5
Houston* (July-Aug. 1962)	33.7
Indianapolis* (April 1962)	19.7
Jacksonville* (Oct. 1962)	24.1
Los Angeles* (Aug. 1962)	48.7
New York** (Oct.-Nov. 1962)	53.2
Phoenix (March 1962)	19.8
Providence*** (Jan.-Feb. 1963)	38.5
St. Louis* (Jan.-Feb. 1962)	23.2
San Diego* (Jan.-Feb. 1962)	42.7
San Francisco* (March-April 1962)	48.4
Seattle* (Jan.-Feb. 1962)	26.4
Tacoma* (Jan.-Feb. 1962)	26.0
Washington* (Jan. 1962)	41.7

* Metropolitan area
** 18-county area
*** 3-county area

AM-FM...Three critical questions answered by PROGRAMATIC

Q: *Can I separate AM and FM profitably?*

A: Others are doing it. Without any full-time FM personnel, Station KTTS of Springfield, Missouri, separates from 9 AM to 10 PM daily. Except for two 15-minute newscasts, the station uses Programatic and O-Vation music throughout this period in its FM Programming. Find out how you can save on manpower, save on music, save on time and build a separate FM audience with Programatic.



Q: *Can I automate and still be creative?*

A: Others are doing it. Nashville's WSIX (AM-FM), for example, since 1959. Operating in the black, WSIX-FM, uses Programatic automation seven days a week, a minimum of seven hours a day. Remaining hours are spent in creative programming—local live and 16½ hours a week in stereo. WSIX-FM has combined the time-saving, money-saving features of Programatic with imaginative programming to build audience ratings which often compare favorably with AM. You can do it too!

Q: *Can I cut costs on FM music programming without sacrificing quality?*

A: Others are doing it! Roanoke's WSLS (AM-FM), for example. With no extra personnel, WSLS broadcasts FM 18 hours a day with no duplication of its AM. Eight hours a day are covered by O-Vation Music Programming on automated Programatic equipment. The station receives excellent audience write-in reaction. You can do it too! Each reel of O-Vation Music offers you eight full hours of skillfully programmed, high-quality, adult music. You save on time, music, manpower and money. Find out how O-Vation Music and Programatic Automation can help you.


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Programatic  an International Service of Wrather Corporation

All FM is divided into three parts

From a management-media viewpoint, FM stations are divided into three types: Stations that rebroadcast all or part of the programs of AM stations commonly owned or operated; stations associated in ownership with AM stations but 100% independently programed, and independent stations that have no ownership ties with any AM station.

The most enthusiastic FM operators, as a class, are the independents. They often take a dim view of FM stations that rebroadcast the programs offered by AM affiliates. Historically these independents have featured music of a serious type, sometimes strictly longhair. Some of them look down their noses at standard and popular music. Demographic studies of their audiences have shown superior intellectual and financial attainments. The most frequent reference made to this audience is a comparison with the high-rate specialized magazine *New Yorker*, hence an audience that can buy luxury merchandise.

But literally hundreds of FM stations have shifted toward a broad-base musical formula, often bracketing different types of selections during the day. Many stations now emphasize "nice-to-listen-to" music. Some of those in the background music business—WLDN(FM) Detroit and WOAT(FM) New York, to name a couple—feature tuneful selections without hitting the extremes of longhair or rock 'n' roll. Incidentally, the bouncy music of the Nashville type (BROADCASTING, Jan. 28), including the now-stylish folk and country-western fare that many AM stations feature, can now be heard around the national FM dial.

Though some FM independents consider FMers with AM ownership ties as a sort of traitor to the cause, FCC Commissioner Robert T. Bartley takes the position that a lot of the present FM audience was built by the programing of prosperous AM stations with network service and/or prestige programs such as those originated by WJR Detroit.

shown by its assignment of David Bennett as fulltime director of the group's FM operation.

Roger Coleman Inc., New York, acts as both a rep and consultant. In addition it is producing a series, *The Festival of the Living Shakespeare* which is about to be test marketed in several cities. The firm represents 15 stations, mostly in major markets.

FM Spot Sales, originally associated with QXR Network, separated itself from the network and changed its name to Ohland/Robeck. It serves as national representative for 45 stations including many of the QXR stations and Concert Network. QXR Network sells

programs to its list of affiliates as a prime contractor, much as the AM and TV networks serve their affiliates, a network official said. Ohland/Robeck represents both AM and FM stations programing classical and semi-classical music, including WQXR-AM-FM outside New York.

But the big radio-television reps are mostly apathetic toward FM except where they serve an especially aggressive station or an FM affiliate of an AM-FM combination with separate programing.

Once these majors start door-knocking around Madison and Fifth Avenues it's a good bet FM national spot will

start to increase.

In Philadelphia the Triangle FM operation has been set up as a unit under Mr. Bennett who considers it "the growing medium today." Sales efforts are bringing results locally. The operation is not stereo, with Triangle apparently awaiting availability of more stereo program material. Triangle's syndicated program service provides 16 hours programing a day, covering a wide range of instrumental music.

Services, Equipment ■ The FM medium faces the future with a full complement of automated programing services and related equipment, and more can be expected to enter the market as station revenues increase.

Station equipment, from transmitters to sky-high radiators, has been highly refined and stereo circuitry has emerged from the inefficient experimental gear of past years to crisp, sharply tuned signals. Receivers are getting better but many engineers see room for improvement. Listeners are still subject to the engineering efficiency of the individual FM station, which leaves something to be desired in the case of some of the pioneering racks of early post-war years.

At RCA it was stated the company makes "just about anything you can think of for a station." This ranges from transmitters up to 50 kw, antennas (including ring types that can be hitched to existing towers) and stereo. RCA installed a 50 kw FM transmitter at WJEF-FM Grand Rapids, Mich. Gates, Bauer, Fairchild, Collins, ITA Electric, General Electric, CBS Labs, and many others produce gear embracing the latest technical developments.

Among syndicated program services and automation producers are Triangle, International Good Music, and Programatic. Using Ampex, Schafer, Clark-Root, and other types of automation equipment, these services now offer the economies of automation and quality music of diversified types.

International Good Music provides Heritage classical service, including stereo plus Premier good-music (part stereo) and Sovereign middle-of-the-road selections. Programing is bicycled to 45 stations, 30 FM and 15 AM.

Programatic Broadcast Service provides automatic music service on tape and associated automation devices.

Nems-Clarke has a "tireless wireless" rebroadcast receiver.

All the major receiver manufacturers—RCA, Zenith, Magnavox, GE, Motorola, and the rest—have improved models. Many are making FM auto sets; Motorola was a pioneer in the field. H. H. Scott, McIntosh and other makers of custom components are featuring stereo.

As the FM medium grows it's certain manufacturers will keep improving their station and consumer equipment.

TELE-MEASUREMENTS, INC.

Electronics for the Radio-TV industry

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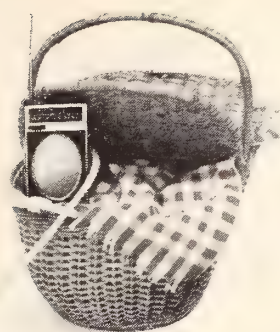
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—even when it's in fringe areas with those tiny transistor sets or in autos. Use the AUDIMAX® automatic level control! It's your route to as much as quadrupling your effective marketing area without increasing station power a single watt! Here's how: the exclusive gain platform principle of the AUDIMAX insists on maximum modulation... a clear, natural signal, even in fringe areas, with no distortion. The AUDIMAX logic and memory circuits discriminate between momentary and general changes in signal, to maintain gain at just the right level regardless of input. □ Yes, the AUDIMAX acts almost like another station engineer. The AUDIMAX thinks for itself! For details, call collect or write Professional Products, CBS Laboratories, a division of Columbia Broadcasting System, Inc., High Ridge Road, Stamford, Conn.



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Everybody knows...FM delivers a QUALITY audience...NOW...the FM Group Concept adds the Missing Ingredient...QUANTITY.....4 to 6 stations in top major markets in ONE Package...with ONE order...and ONE invoice.

Leading National Advertisers find FM a BETTER BUY than AM Radio. FM Groups rank THIRD in Los Angeles...SECOND in Chicago...6-10 PM, Monday through Friday*...proving NO adult radio buy is complete without FM, when bought economically, efficiently through FM Group Sales.

*Pulse, Inc.

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Chicago 11, Illinois

467-6070

NEW YORK

FM Group Sales, Inc.
1 Rockefeller Plaza
New York 20, New York

Plaza 7-2256

LOS ANGELES

FM Group Sales, Inc.
Suite #110
1540 N. Highland Ave.
Hollywood 28, California

HO 6-6388

FM HAS LED A RUGGED LIFE

In spite of commission's favor, medium's history has been marked by as many setbacks as gains

Historically the FM medium has been the darling of the FCC, coddled to the commission's bosom as the ultimate form radio should take.

All prewar and wartime development of FM was upset when the FM band was moved from the 42-50 megacycle band to its present spectrum strip, 88-108 megacycles. The pioneers of FM fought this move but had to move reluctantly to a spot inside the television band between channels 6 and 7. A lot of television sets in early video days had a continuous tuner that would bring in FM stations but the trend switched to turret tuners that can't pick up FM signals.

The medium survived the transition



The commission has come out with some weird proposals that have bewildered the medium, in the opinion of NAB Radio Vice President John F. Meagher.

from one band to another after World War II and applications for new stations poured into the commission, encouraged by what appeared to be an official bureaucratic blessing.

But television was getting under way and those whose money had bought new transmitters, studio trappings and towers found they couldn't convince many advertisers FM had an audience big enough to justify advertising expenditures.

FM's revenue picture—with two or more outstanding exceptions in most major markets—has been dismal on the whole until recent years. Now there are encouraging signs everywhere. Encouragement and hope have kept and are still keeping hundreds of stations on the air. They're nurtured by the promised potential of the medium. At last there are signs their hopes may be realized—

increasing agency-advertiser interest, increasing audience and the other evidence of progress.

Variable Climate ■ The Pennsylvania Avenue climate for FM has been variable in recent years. To help FM stations make a buck or two the commission set up its multiplex or piggyback rules by which they can conduct additional background and other non-broadcast services on the same frequency. It followed in mid-1961 with the technical standards for stereo. Already 250 FM stations are broadcasting in stereo or will be soon.

Exactly one year ago, July 26, 1962 the commission adopted rules revising the FM rules and allocation standards, setting up new classes of stations and zones (BROADCASTING, July 30, 1962). A table of minimum mileage separations for use in assigning stations to communities on a "go-no-go" basis was proposed and a new concept—a table of FM station assignments similar to TV—was proposed.

Complaints were heard and promptly dismissed. The National Association of FM Broadcasters' opposition to a rule that keeps Zone I (Northeast) Class B stations from using maximum power is still pending. The association contended 85% of the 500 Class B FM stations "would be forever foreclosed from improving facilities by increasing power and antenna height."

Freeze Imposed ■ A specific table of FM assignments was proposed by the commission Dec. 21, 1962 and it imposed a freeze on the grant and acceptance of all FM applications for new stations except in the Rockies and Plains states. This freeze is ready to be thawed soon, it appeared in July, promising a new flood of FM applications.

Last May 17 the commission issued a notice of proposed rulemaking designed to limit the number of AM stations depending on the size of the community and the number of FM stations assigned to it (BROADCASTING, May 13, 20). This made most FM proponents unhappy, though many were delighted that the FCC had indicated it might abandon its idea of an FM table of assignments. The commission indicated it will probably adopt some variation of an assignment system based on a protected contour concept.

And then the rulebook hit the fan. For several years the commission had been hinting that AM stations owning FM outlets should program them separately or let someone else have the FM facility. Taking the cue, many AM-

3RD on the TOTEM POLE*

GOOD REASONS why FM is overtaking AM in Los Angeles

HIGH QUALITY HIGH QUANTITY LOW COST BUY THE GROUP CONCEPT

FM GROUP SALES, Inc. Group Rep.

* Mon.-Fri. 6-10 P.M. Pulse, Inc.

FM duplicators split up their programing all or part of the day.

But the May 17 proposal astonished many of these owners of both AM and FM stations that had split up their programing because of a new gimmick. The FCC suggested the filing of competing applications at renewal time against dual AM-FM operators, especially in major markets and if the two stations aren't programing separately or the FM station is operated as secondary to its AM twin.

On top of that the commission indicated it had this long-range goal—separate ownership of AM and FM stations in the same community.

That posed a new dilemma to AM-FM operators, who have been credited by some FCC sources as well as many industry officials with a major role in building the FM medium to its present stature of 16 million plus homes and over 1,100 stations on the air. There was some feeling that AM-FM operators were to be given the dubious reward of loss of their FM facility because they had built audience and had followed the FCC party line by separate FM programing.

The National Association of Broadcasters is upset about the FCC's attitude toward FM. "Just as FM had

finally been raised to the launching pad, and all systems indicated 'go' the commission has come forth with some weird proposals that have bewildered the medium," said John F. Meagher, NAB radio vice president.

"For two years we have been kept busily engaged in preparing petitions and comments dealing with a variety of innovations designed to have a heavy and long-lasting effect upon FM. One called for a cutback in the facilities of 130 existing FM stations. Another looks toward forcing divestiture of their FM stations upon a great many of the pioneers who kept FM alive during its darkest days.

"Now that more and more FM broadcasters are catching their first whiff of the sweet smell of success, it is hoped the medium will be permitted to move toward the fulfillment of its early promise in an orderly and reasonable manner."

\$150,000 bonanza gives NAFMB life

The National Association of FM Broadcasters was given a financial shot in the arm when Magnavox Co., placing through Kenyon & Eckhardt, spon-

FM stations increasing

FM stations on the air at year-end:

1950	676
1951	648
1952	626
1953	563
1954	554
1955	536
1956	534
1957	537
1958	577
1959	671
1960	813
1961	956
1962	1,078
1963*	1,117

* At mid-year

ored a spot package that started Dec. 1, on participating NAFMB member stations.

Magnavox was happy; NAFMB sure could use the money and is spending it right now. The arrangement was helpful to both.

The Magnavox campaign was based on a \$150,000 contract between the sponsor and NAFMB, with funds to be used to open a New York office as NAFMB headquarters (BROADCASTING, Nov. 26, 1962). Magnavox carried spots on 150 FM stations around the country for a six-to-nine-month period, stations turning over income from the campaign to NAFMB. At the time Frank Freimann, Magnavox president, said the campaign was "the largest use of FM in the medium's history."

Here's the official Kenyon & Eckhardt appraisal of the FM campaign:

"It has been our belief that the quality broadcasting standards which characterize the FM industry in general represent valuable markets for products of many types. The package which we negotiated for Magnavox gave us an opportunity to use the medium on a scale which would not have been possible otherwise.

"At the same time, the package permitted Magnavox and Kenyon & Eckhardt to work with the NAFMB for the FM industry, in laying the groundwork for the establishment of standards and systems for development of the knowledge necessary to make FM a more frequent and affluent 'partner' in the difficult task of formulating marketing and media strategies and plans.

"Both K&E and Magnavox look forward to even more fruitful and sophisticated data and experience which can be derived from the continuing efforts of the FM industry, agencies and clients."

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WBCN Boston
WXCN Providence
WHCN Hartford

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Plaza 2-0870

TOTAL PACKAGE CONCEPT ASSURES MAXIMUM STEREO PERFORMANCE

A complete FM stereo broadcast package — specially engineered to deliver the greatest stereo realism possible — is now available from the Gates Radio Company.

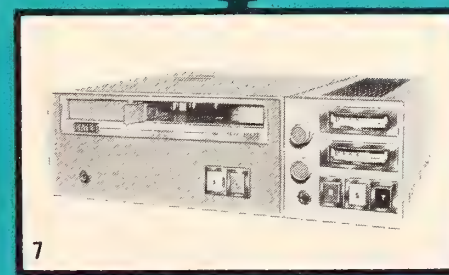
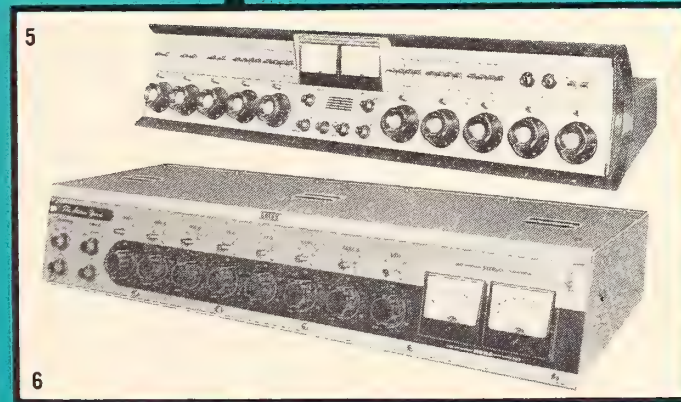
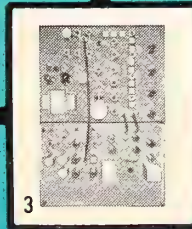
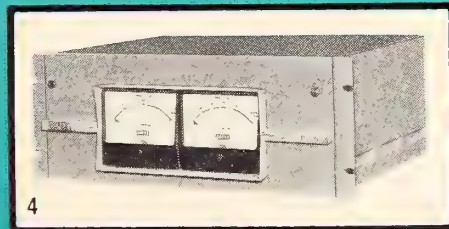
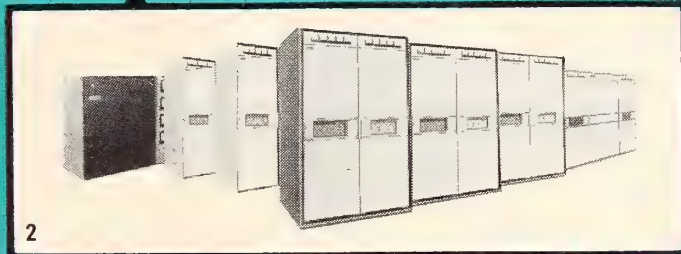
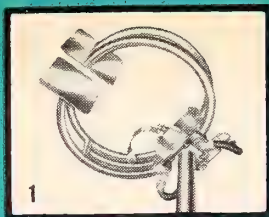
This exclusive system features a full power range of stereo transmitters from 10 watts to 20,000 watts, the new Cycloid antenna with one through sixteen bays, a dual peak limiter, stereo Cartritape, the choice of two stereo audio consoles and two professional stereo turntables (12 or 16-inch)—plus other important accessories that add realistic depth and separation to broadcast sound.

All equipment in the package was researched, designed and manufactured after the FCC rules and regulations concerning FM stereo were finalized — yet each product has been extensively field tested.

To assure maximum stereo performance, the new FM station will want a fully integrated system designed specifically for stereo—and Gates is the only manufacturer in the broadcast industry to offer such a complete equipment plan. This total package concept solves the broadcaster's problem of purchasing equipment from several different sources — which could result in an incompatible stereo broadcast system.

Many FM stereo stations already on the air may find that they are not getting full stereo performance due to an incomplete system. By reviewing the package diagram on the right, they can determine the equipment needed to assure true stereo transmission. And the commercial station should investigate to see how relatively simple and inexpensive it is to convert to the "wonderful world of stereo" with the complete Gates package.

Full technical information on this special FM stereo package is now available. Write Gates Radio Company, Quincy, Ill., for the FM Stereo Fact File.



GATES OFFERS MOST COMPLETE FM STEREO PACKAGE IN INDUSTRY

1 Gates Cycloid FM Antenna — Designed for Stereo

2 Complete Line of FM Stereo Transmitters — from 10 Watts to 20,000 Watts

3 Gates M-6146 Stereo Generator

Gates M-6160 Sub-carrier Generator 67 KC or 41 KC. Switching Kit Optional

4 Gates M-6144 Stereo Dual Limiter

5 Gates M-6158 Executive transistor console—10-channel stereo

6 Gates M-6188 Stereo Yard

7 Gates Stereo Cartritape II

8 Gates M-6169 Stereo Transistor Pre-amplifier

9 Gates CB-500 16-inch & CB-77 12-inch, with GE VR-1000 Gray 208S Stereo Cartridge Arm & Rest

Gates is the only manufacturer in the broadcast industry to offer such a complete stereo system. For complete information, write for the FM Stereo Fact File — yours for the asking.

GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

**HARRIS
INTERTYPE
CORPORATION**

Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C.

In Canada: CANADIAN MARCONI COMPANY

Export Sales: ROCKE INTERNATIONAL CORP. • 13 EAST 40th ST. • NEW YORK CITY

Expected growth of national FM revenues by 1973

Comparison of Gross National Product, national advertising expenditures, national radio advertising expenditures and national FM revenues with projections to 1973.

Year	GNP (\$ Billions)	Natl. Ad. Exp. (\$ Millions)	% GNP	Natl. Radio Adv. Exp. (\$ Mill.)	% Natl. Ad. Exp.	Independent FM as % Natl. Radio Exp.	Natl. FM Revenues (\$ Mill.)
1953	347.0	7,755.	2.2	611.	7.90		
1954	363.1	8,164.	2.3	559.	6.85		
1955	397.5	9,194.	2.3	545.	5.95		
1956	419.2	9,905.	2.3	567.	5.76	.25	1,415
1957	442.8	10,311.	2.3	618.	6.00	.33	2,035
1958	444.5	10,302.	2.3	619.	6.01	.41	2,546
1959	482.7	11,255.	2.3	656.	5.83	.66	4,303
1960	503.4	11,932.	2.4	692.	5.80	.84	5,814
1961	518.7	11,845.	2.3	695.	5.87	1.02	7,100
1962	553.9	12,365.	2.2	720.	5.83	1.36	9,800
1963	569.0	13,095.	2.3	762.	5.83	1.80	13,700
1964	605.0	13,915.	2.3	810.	5.83	2.40	19,400
1965	641.0	14,743.	2.3	858.	5.83	3.20	27,400
1966	670.3	15,417.	2.3	899.	5.83	4.25	38,200
1967	696.1	16,010.	2.3	934.	5.83	5.68	53,000
1968	722.0	16,606.	2.3	969.	5.83	7.52	73,000
1969	756.0	17,388.	2.3	1,012.	5.83	10.00	101,200
1970	788.9	18,145.	2.3	1,058.	5.83	13.33	141,000
1971	822.1	18,908.	2.3	1,110.	5.83	17.70	197,000
1972	857.1	19,713.	2.3	1,149.	5.83	23.50	270,000
1973	893.5	20,550.	2.3	1,198.	5.83	31.50	374,000

Sources: Statistical Abstract of the United States 1962 and, Federal Communications Commission report on broadcasting revenues and expenses, 1961.

Assumptions:

1. GNP will grow at the rate of 4.1% on an adjusted 1961 base as predicted by the National Planning Association.
2. National advertising expenditures will continue to average around 2.3% of GNP.
3. National radio advertising expenditures will remain at the plateau of 5.8% of total advertising expenditures (average of 1959-1961 period).
4. That the percentage of FM revenues to total radio revenues will continue to grow at a 33% rate. This percentage has been growing at a 33% compound rate over the last five years (1956-1961); and a 36% rate over the last three years (1958-1961).

Prediction: FM to pass AM in 1970's

HARVARD RESEARCH OFFERS PROJECTION TO PROVE THE POINT

FM station operators who find the going rough stand a chance of getting a tremendous reward for their efforts, according to a series of projections compiled by the Harvard Graduate School of Business Administration.

A special research study conducted at Harvard came up with a series of recommendations that have stirred wide attention. In essence they foresee FM catching up to AM and then passing it, possibly by 1975 (BROADCASTING, April 8).

The media world had its first look at this interesting study when it was presented to the March 30-31 meeting of National Association of FM Broadcasters at Chicago by T. Mitchell Hastings Jr., Concert Network. FM operators were delighted, other broadcasters showed keen interest while wondering if it might be on the optimistic side, and the advertising world took a let's-wait-and-see attitude. Mr. Hastings said the figures "represent historic trends of revenues and costs projected into a meaningful picture of the future."

Projections ■ The Harvard figures

showed that radio, both AM and FM, took in 5.83% of national advertising expenditure in 1962. Then the Harvard data projected this expenditure for all media from \$13 billion in 1963 to \$16 billion in 1967 and \$20.5 billion in 1973.

At this point the Harvard report projects total radio revenues upward, using a constant figure of 5.83% of total advertising expenditure for the two radio media. This carries total radio from \$762 million in 1963 to \$1.198 billion in 1973. The billion point, under this projection, is reached in 1969. In discussing independent FM, the survey refers to FM stations that have no common AM ownership.

The Harvard report goes into the relative roles AM and FM will occupy in the next decade or so. It projects the revenues of FM independent stations from a tiny \$1.4 million in 1956 to \$13.7 in 1963 to a substantial \$38.2 million in 1966 and on to \$374 million in 1973.

And then the story gets even more interesting. FM's \$374 million in 1973

is surpassed by AM's \$500 million plus but, according to the Harvard projection, AM's total started downward in 1970. The dramatic moment when FM rises above AM comes in late 1974. From then on, an FM enthusiast can see the revenue trend mounting sharply as AM continues to fall.

Continuing Growth ■ These projections are based on FCC broadcast revenue data. They are tied to this assumption—that the percentage of FM revenues to total radio revenues will continue to grow at a 33% rate. This percentage has been growing at a 33% compound rate over a five-year period (1956-61) and at a 36% rate over the 1958-61 period.

Interlocked with FM's growth is a swift increase in the demand for FM receivers, according to the Harvard study. The forecast shows FM and FM-AM set production overtaking AM in 1968, based on domestic production. FM imports, the report indicates, could speed up the FM superiority by at least a year.

Harvard's projection of FM set pro-

Can an FM Station have 65 years of experience?

If it's a Triangle Station it can. For the combined experience of the five Triangle Stations totals 65 years...a lifetime of broadcasting!

Some Triangle Stations have served their communities for more than two decades. Others are comparative newcomers. But all of them, as well as other major broadcasters across the nation, are programmed by the Triangle Program Service...an FM service still available in many markets.

For advertisers, Triangle FM means access to a big, loyal audience...well able to buy and ready to buy when prompted by the right kind of commercial. Because the number of commercials per hour on Triangle FM Stations is restricted, availabilities are limited. Contact any Triangle representative for current availabilities and information on audience dominance.

For information on Triangle Program Service...

TRIANGLE PROGRAM SALES
230 Park Avenue
New York 22, New York



For availabilities and rates on Triangle Stations...

HERBERT E. GROSKIN & CO.
310 Madison Avenue
New York 17, New York

WFIL
FM
PHILADELPHIA, PA.

WNBF
FM
BINGHAMTON, N.Y.

WFBG
FM
ALTOONA, PA.

WNHC
FM
NEW HAVEN, CONN.

KFRE
FM
FRESNO, CALIF.



United has found FM produces results. This California billboard lists

FM stations which carry the airline's sales messages.

duction runs into enormous figures. From the 2.5 million level in 1962 for FM receivers, the projected production total proceeds to 3.36 million in 1963; 4.4 million in 1964; 5.75 million in 1965; 7.39 million in 1966; 9.28 million in 1967. Finally in 1968 the total FM set output rises to 11.4 million, compared to 9.2 million in AM where the production trend has been downward for five years.

If these projections come true for U. S. production, and if the German-Japanese imports plus kit and assembly gear are considered, American homes will be dominantly FM homes and a

new medium will be living up to the hopes of its pioneers.

With increased revenues forecast, the Harvard survey took a look at operating costs and station profits. Of special interest is the prediction that in 1964 independent FM stations as a whole will pull out of the red for the first time, predicting the 400 operating independents will have a \$1,500 profit per average station. By 1966 the 550 independents will have boosted this figure to \$12,100 each.

The Harvard research project took a look at the size of the FM industry (number of stations on the air) and

again peeked into the future. Harvard started with the approximately 500 stations operating in 1956 (both independently programed and duplicating stations). Finding a steady growth rate of around 15% a year starting in 1958, Harvard projects the number of stations to 2,000 in mid-1966 and carries it on to 2,200 by the end of 1967. In view of the variables involved in plotting the number of stations likely to be operating, the study shows a total of 3,200 FM stations in either 1970 or early 1975 depending on the predicted rate of slowdown in new FM stations as better markets are saturated.

Share of audience figures prove growth

A significant aspect of FM's growth is found in the increasing appearance of stations in the regular radio indexes compiled on a nationwide basis by C. E. Hooper Inc. "Our criterion for reporting any radio station, whether AM or FM, is that they have 1% or more of the overall share of audience in our interviewing," said Frank Stisser, president of the Hooper firm.

"In many cities more than one FM station has sufficient audience to be listed in our indexes," he said. "On the whole, FM set ownership and listening seems to be on the upgrade."

The researcher has a special problem in connection with FM measurements, according to Mr. Stisser. He put it this way:

"From our end of the business it seems that many people who are listening to FM radio have a problem identifying the FM station they are listening to. FM stations historically seem to pride themselves on lack of interruptions; therefore they do not identify themselves as often as most AM stations. Furthermore, with the trend in radio toward more and more open programming exclusively, many AM stations have gone to good music or middle-of-the-road music formats which, prior to this time, seem to have been almost exclusively the province of FM."

Mr. Stisser cited these markets where FM stations have sufficient audience to be listed in Hooper reports: Akron, Ohio; Albany-Troy-Schenectady; Bakersfield, Calif.; Chicago, Cleveland, Columbus, Dayton, all Ohio; Detroit; Fort Worth, Houston, both Texas; Kansas City, Mo.; Lansing, Mich.; Lincoln, Neb.; Los Angeles, Miami, Milwaukee, Norfolk-Portsmouth, Va.; Philadelphia, Pittsburgh, Rochester, N. Y.; Sacramento, Calif.; San Antonio; San Bernardino-Riverside, Calif.; San Diego, San Francisco; Syracuse, N. Y.; Tampa-St. Petersburg, Fla., and Washington.

OHLAND / ROBECK, INC. PRESENTS . . .

A new philosophy in station representation. . . "Quality Stations with Quality Audiences"

O/R represents a group of 45 radio stations exclusively devoted to a quality music format. Located in most of America's top markets, O/R stations deliver a unique, specialized audience with higher incomes and more advanced education, with more leisure time to enjoy the finer things: travel, higher quality products in the home, finer automobiles. These are the "Pace-setting" audiences in the vanguard of buyers of new products and services.

Let an O/R man give you the facts on our "Quality Stations with Quality Audiences"!

OHLAND/ROBECK, INC.

200 E. Ontario 230 Park Avenue 41 Sutter Street
Chicago New York San Francisco

IN RADIO'S WONDERFUL WORLD



Broadcast With The Fidelity Of Direct FM

What makes the listener turn the dial to your FM station? Quality. And quality alone. Programming at such levels virtually demands highest fidelity transmission. To achieve such standards the unquestioned choice of knowledgeable FM stations is RCA's unmatched Direct FM Transmitter. This system is easiest to tune and holds its adjustment best. Whatever the power class, you are assured minimum distortion and wide frequency response. Such performance is

the happy result of RCA's long background of pioneering and achievement in the wonderful world of radio.

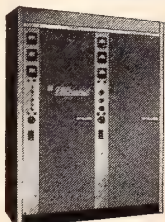
RCA designs and builds its complete line of transmitters to accommodate stereophonic signals and an SCA multiplex subchannel. For complete technical details on any of RCA's Direct FM transmitters, see your RCA Broadcast Representative. Or, write: RCA Broadcast and Television Equipment, Dept. YE-22, Building 15-5, Camden, N.J.



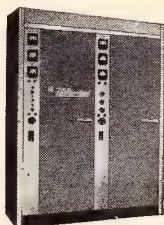
The Most Trusted Name in Radio



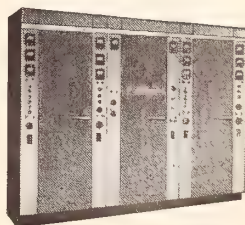
1 Kw



5 Kw



10 Kw



20 Kw

ADVERTISERS LIKE STEREO

GE and Chevy experiments prove it successful; both plan further use of multidimensional sound

Two of the nation's top advertisers have completed stereo experiments—General Electric Co. and Chevrolet Motor Co. Both spent the late winter and spring months in serious attempts to decide (1) how to use stereo for programing and commercials and (2) how effective stereo is in comparison with other media.

GE tested a major series of four top-flight dramas and Victor Borge musical programs on QXR Network. Young & Rubicam, New York, was the agency. Chevrolet confined its tests to WJDM (FM) and WDTM(FM) Detroit, with Campbell-Ewald participating in the effort to learn more about multidimensional sound.

GE discovered, judging by early compilation of a major research look at the four-drama series, that stereo can, in effect, do a visual selling job—in other words, get visual commercial impressions on radio.

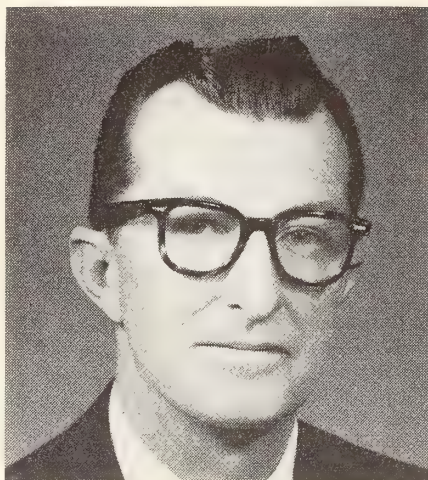
Stereo Sells ■ What GE wanted to do was simple and basic. It was anxious to find out if appliances featuring good appearance and performance

could be effectively sold by stereo. According to Thomas H. Castle, GE manager of advertising and public relations for the radio-television division, the tests demonstrated that GE's styling leadership and performance theme for radio and TV receivers can be effectively sold with the visual appeal provided by stereo, according to preliminary research.

Chevrolet and Campbell-Ewald got



Willard Klose, Campbell-Ewald's radio-TV director, planned special commercials for stereo's double dimensions.



Chevrolet advertising's Jack Izard was impressed by the effectiveness of stereo commercials.

their feet wet with stereo in a 26-week Detroit campaign coordinated by Jack Izard, manager of the Chevrolet advertising department, and Paul John, C-E account executive on Chevrolet, along with 25 members of the agency's staff. Besides learning some basic lessons in use of the medium, they were convinced the stereo commercials did a good job of creating an awareness of Chevrolet.

GE's adult commercials, directed at what it considered an above-average audience in intelligence, were felt to be effective in an atmosphere of relatively low commercial saturation and high listener involvement. In late July it appeared GE would be back in the fall with more stereo dramas but plans were not definite.

Stereo commercials were effective in selling GE's T-1000, the small stereo in a handsome little cabinet with the speakers in removable doors.

Eager For More ■ They're anxious at GE to underwrite further experiments in stereo drama techniques. "Many people find TV limits the use of imagination," Mr. Castle said, recalling the impact of the once-popular radio dram-

as of a past era. "We want to learn exactly what dimensions stereo can add to drama. After all, GE pioneered stereo on WGFM(FM) Schenectady, N. Y., as the first station to take the air with multiplex programing when the FCC's authorized system became effective June 5, 1961.

"What we're trying to do is to marry good sound and good drama."

The GE line has few monophonic radio receivers, a trend that is now industrywide. In GE's case there are only three portable FM monaurals in the line.

GE's drama series premiered last March 6 on QXR Network with "The Turn of the Screw," starring Agnes Moorehead. Peter Ustinov starred March 27 in "Billy Budd"; Joseph Cotten led the cast in the April 17 drama, "The Fall of the House of Usher," and the final drama was "Visit to a Small Planet," featuring Cyril Ritchard and Dina Merrill.

Both GE and Y&R profited from the four-drama test. They tried a number of commercial techniques but as Mr. Castle observed, "There's still a lot to be learned."

When the GE series was all over and QXR Network was reading its mail and answering its phones, James Sondheim, president, said he was thoroughly convinced there is "a large, enthusiastic nationwide audience for quality dramatizations on radio."

Chevrolet is one of the oldest radio users on the books. A few veterans at Chevy still remember Rubinoff and his magic violin as well as symphonic programs.

Just this summer it wound up its first stereo campaign, strictly experimental in nature. Aware of FM's development, it joined with Campbell-Ewald in the two-station Detroit series. Chevrolet wasn't too concerned about the size of the audience but it was anxi-



Unique? You Bet !!!

Of 96 advertisers, 76 have been on KGCK-FM over 2 years* . . . a big 78% still using KGCK-FM because they get results!!

The Sound of Stereo in Orange County, California.

KGCK-FM, Garden Grove
LEhigh 9-9526

Bj Hamrick & Assoc.
Hollywood 466-9877

*list available upon request

ous to get mail reaction. This came, and Mr. Izard and Campbell-Ewald are studying it. Most of the reaction centers around the content of commercials and technique.

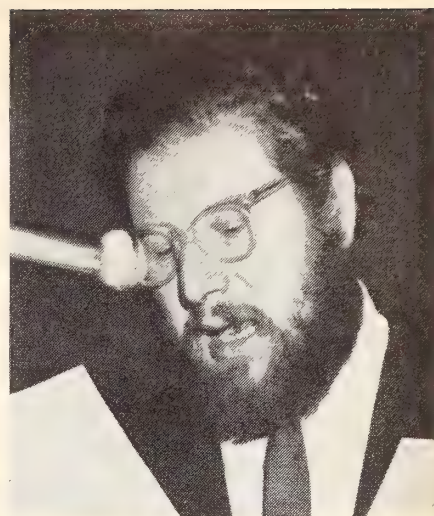
Free To Experiment ■ Chevy gave C-E complete freedom. Woody Klose, radio-TV creative director of the agency, was placed in charge of production, facing up to the job of putting sounds and words together in a meaningful way through the double dimension of stereo. The commercials were taped for stereo and also blended for AM radio.

Facing up to the task of devising effective stereo messages, the agency ran into interesting problems. For example, how to express the jet-smooth theme for the Chevrolet motor? This was solved by driving out to Metropolitan Airport where jets were picked up; bump-in-the-road effects were done with the car door open and then closed.

Possibly the most irritating of the commercials, and at the same time the one most liked, centered around a salesman theme. A customer anxious to buy the top of the line—Impala convertible—tried futilely to interrupt a wordy salesman who mentioned 31 models in the line, working from the left mike. The customer tried to interrupt from the right mike. When the



Among the famous players who appeared on the General Electric stereo tests were Agnes Moorehead (l) who



starred in "The Turn of the Screw" and Peter Ustinov who was in "Billy Budd." Both were on QXR.

salesman had finished with the line, the customer said, "You left out the Monza club coupe." Another commercial used a ping-pong effect, with the script calling for a little girl on a swing singing the Chevy theme song. This problem was worked out in stereo by having a little girl sing while riding on a swing.

In all a dozen commercials were produced. Both sponsor and agency spoke

highly of the cooperation received from Marshall Carpenter Jr. of WDTM and Harold Tanner of WJLM.

At the time the series was started last winter the sponsor estimated there were 12,000 stereo sets in Detroit, a figure the city's stereo stations believe is much too low. In any case, set sales are big and the stereo audience is growing fast.

"Cream of the Crop"

COAST
TO
COAST

THE QXR NETWORK



Albany-Troy, N. Y.
WFLY

Cleveland, Ohio
WCLV

Ithaca, N. Y.
WYBR-FM

Philadelphia, Pa.
WPBS

St. Louis, Mo.
KCFM

Atlanta, Ga.
WGKA

Columbus, Ohio
WTVN-FM

Jamestown, N. Y.
WJTN-FM

Phoenix, Ariz.
KEPI

Syracuse, N. Y.
WSYR-FM

Baltimore, Md.
WFMM

Corning, N. Y.
WCLI-FM

Kansas City, Mo.
KCMO-FM

Pittsburgh, Pa.
WLOA-FM

Tampa, Fla.
WTCX

Binghamton, N. Y.
WKOP-FM

Dayton, Ohio
WKET

Los Angeles, Calif.
KFMU

Portland, Ore.
KPFM

Tucson, Ariz.
KSOM-FM

Birmingham, Ala.
WSFM

Denver, Colo.
KFML

Miami, Fla.
WWPB-FM

Providence, R. I.
WXCN

Utica-Rome, N. Y.
WRUN-FM

Boston, Mass.
WCRB

Detroit, Mich.
WDET

Milwaukee, Wisc.
WFMR

Roanoke, Va.
WLSL-FM

Washington, D. C.
WASH

Bridgeton, N. J.
WSNJ-FM

Greensboro, N. C.
WQMG

Minneapolis, Minn.
WLOL-FM

Rochester, N. Y.
WROC-FM

Worcester, Mass.
WTAG-FM

Buffalo, N. Y.
WBEN-FM

Hartford, Conn.
WBMI

New Orleans, La.
WWMT

San Diego, Calif.
KOGO-FM

Chicago, Ill.
WXFM

Houston, Texas
KRBE

New York, N. Y.
WQXR

San Francisco, Calif.
KDFC-FM

Cincinnati, Ohio
WKRC-FM

Indianapolis, Ind.
WFBM-FM

Norfolk, Va.
WRVC

Seattle, Wash.
KLSN

A SERVICE OF NOVO BROADCASTING

FINE MUSIC • DRAMA • DISCUSSION • NEWS

FM today—coast-to-coast view

Medium assuming increasingly important place in many markets

What is the present status of FM broadcasting in the United States? One way to find out is to take a look at some of the larger markets where FM stations have become an important part of the broadcasting picture.

While a detailed examination of all of the stations in all of the markets is obviously impossible in limited space, BROADCASTING's reporter has visited the following random group, talked to sta-

tion, advertiser and agency executives. The trends he has uncovered are outlined in the following capsule reports.

Atlanta

For years much of the South lagged behind the Northeast, Midwest and West Coast in the development of FM service. Now Atlanta is reported to have at least two of six FM stations

operating in the black—WSB-FM and WKLS(FM). Three stations with AM ties are separately programed. Two more stations will soon take the air.

Latest WSB-FM figures show 33.7% saturation or 101,500 FM homes served. The station started separate programing in June 1962. One salesman works fulltime on FM aided by lapover from other station personnel. Programing is popular with some serious music. It's sold as "best sound," with some automation. Most accounts are local, including GE and Zenith campaigns from distributors. WSB-FM contends most FM listeners are "neither stiffnecked or highbrow." In early summer WSB-FM celebrated its first anniversary as "The Stereo Voice of the South" by announcing it was in the black.

Distributors report phenomenal increases in stereo sales, now running 30% to 40% of total FM sales. With WKLS and the other four commercial stations, FM is well promoted in Atlanta.

Birmingham, Ala., has five FM stations. At least two operate with stereo.

Chicago

They're talking in million terms in Chicago—one million or more FM homes served by local stations. One of the nation's more prosperous stations, judging by a look at the market, is WFMT(FM), featuring fine arts music. WFMT puts its annual gross at a half-million dollars, with probably nine-tenths coming from broadcast time sales and the rest from its *Perspective* magazine listing the program schedule. Stereo is broadcast 120 hours a week.

An estimated 25% of radio homes are described as stereo-equipped. New sponsors are Midas Mufflers, Continental Casualty, Tab (Coca Cola) and Peoples Gas Light. Commercials are limited to three minutes an hour. George P. Hollingbery Co. was recently named national representative.

WDHF(FM) programing is broad-based. A WDHF survey shows 61% of homes surveyed had FM sets. Hooper radio ratings show FM stations doing well, four of them appearing frequently and others occasionally. WRSV(FM) is a "swingin' station" in Skokie. It has twisted the old arty FM concept by the tail. It boasts that an FM void has been filled and has the sponsor list to show for this dramatic innovation. WNIB(FM) has serious spoken-word programs, classical concerts and one adult jazz show—"important music" is

DOMINANT

IN

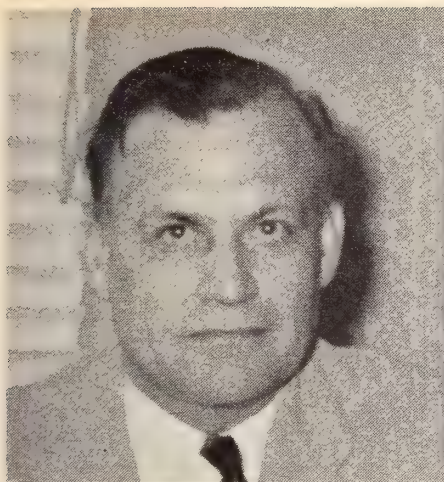
DETROIT*

WLDM/FM

STEREO

ESTABLISHED 15 YEARS

*SEE PULSE—FEBRUARY 1963



Harold Tanner, WLDL(FM) (I) and Marshall M. Carpenter Jr., WDTM(FM) both Detroit, tested the Chevrolet-

Campbell-Ewald stereo commercial series that has just been completed in that city.

the way the station describes its schedule.

Chicago has 19 FM stations in the metropolitan area and 11 suburban operations, a total of 30 commercial outlets. About one out of five operates in the black.

Chuck Klein, head of the management consulting firm, FM Unlimited, said FM is at last coming into a competitive position with AM as advertisers reach the audience they want. "The FM dike is about to be opened," he said, commenting on the future prospects of the medium. He pointed to a need for diversification of FM programming.

Three stations feature stereo—WFMT, WKFM(FM) and fulltime WEFM(FM) Zenith-owned noncommercial outlet. Other stereo stations are WSBC-FM, WFMQ(FM) and WMAQ-FM. WKFM programs light classical and instrumental standards with popular appeal.

Detroit

The nation's No. 4 market, as FM salesmen are happy to term the city, is featured by FM diversity and advanced stereo. Two stations—WLDL(FM) and WDTM(FM)—operated by Harold Tanner and Marshall M. Carpenter Jr. respectively, have come up with important stereo contributions. They carried a Chevrolet-Campbell-Ewald test of stereo that ended in mid-summer (story page 68) and helped greatly in the production and technical details.

WDTM ran a checkup of Chevrolet stereo reaction, getting favorable comments on both its Boston Symphony concerts and the stereo commercials. The station features serious music whereas WLDL tends toward standards and relaxed selections. WLDL has a Muzak franchise.

J. L. Hudson Co., world-famed de-

partment store, is a longtime WLDL sponsor. It embraced stereo in 1962. The store is in the \$300-million bracket. Mid-State FM Network, with headquarters in East Lansing, has four stations—WABX(FM) Detroit, WGMZ(FM) Flint, WQDC(FM) Midland-Saginaw-Bay City and WSWM(FM) East Lansing. All are fulltime stereo. WXYZ-FM Detroit is watching the stereo experiments of its ABC sister station in New York, WABC-FM. WWJ-FM, WJBK-FM and WJR-FM, pioneer Detroit broadcast operations, duplicate AM programs.

Appliance Booster ■ A. V. Witbeck, operating a leading Detroit appliance store (mostly GE lines), is an FM and stereo booster. Except for a few small newspaper ads each year, he's exclusively an FM stereo advertiser (WLDL), and uses six to 18 spots a day. "We get the people with more money and have less than 25% installment buying," he said. The store once moved 531 kitchen disposals in 10 days on WLDL, a feat that astonished the GE organization. Fred Syerson, head of Hi Fi Systems Co., said his store sells stereo gear and records via WLDL. "No major components manufacturer makes monaural equipment any more," he said.

Mr. Carpenter said WDTM features "Foreground FM" and caters to "intelligent listeners." WDTM is stereo 16 hours a day. It features news commentaries and discussion programs with its serious music, plus some jazz.

Interest in auto FM receivers runs high in the motor capital. Among popular makes are Delco, Dynaco, Blaupunkt, Motorola, Granco, Bendix, Toshiba and Sony. Mr. Syerson said his store had sold 400 FM portables recently to buyers who planned to connect them to their auto antennas so they could get FM on the highway. Going back to stereo, Mr. Syerson observed, "Stereo stopped the slump in the \$60

WFMT

CHICAGO'S FINE ARTS STATION

Serving six states with 135,000 watts

Recent recognition includes:

* **ALFRED I. DU PONT AWARDS**

only two-time winner

* **PEABODY AWARD**

nation's best radio entertainment

* **EAST-WEST PRIZE**

in Prix Italia world competition

* **EDISON FOUNDATION AWARD**

best service to youth

* **OHIO STATE AWARDS**

best cultural program and excellence in overall programming

* **NEWSWEEK (1963)**

"WFMT may well be the liveliest FM station in the country."

* **TIME (1962)**

"By last week, WFMT had the largest audience of any FM station in the U.S., an average 800,000 weekly. But more significantly it is successfully competing with AM . . . Advertisers have discovered that WFMT's listeners are a group to be taken seriously . . . WFMT has long been a sort of vast wasteland."

* **BUSINESS WEEK (1962)**

"The WFMT audience is not only big, but affluent . . . Results sometimes startle advertisers . . . The relationship between WFMT and its audience is a highly personal one."

* **FORTUNE (1961)**

"WFMT, which doesn't hesitate to broadcast all 4½ hours of Wagner's 'Parsifal' without interruption, in 1958 broke into the "Top Ten" list of Chicago stations as rated by number of listeners."

* **VOGUE (1962)**

"Intellectual and financially successful (WFMT) heads all U. S. FM stations."

AVAILABLE ON REQUEST

to advertisers and agencies

- Latest WFMT audience survey
- Histories of advertising results
- New rate card and coverage map
- PERSPECTIVE, WFMT's monthly magazine

Write or phone

RADIO STATION WFMT

221 N. LaSalle St. • Chicago 1, Ill.
STate 2-5670

National Representatives
George P. Hollingbery Co.

AM and PM THESE BLUE- CHIP ADVER- TISERS USE FM (WRFM)

Does your company belong on this list of WRFM sponsors?

TWA • New York World Telegram •
American Express • Audio Exchange •
Lowenbrau Beer • Sabena Airlines •
International Automobile Assoc. •
Bankers Trust Co. • Iberia Airlines •
Portem Distributors (Epic Records) •
Barnes & Noble Publishing Co. •
Fordham University

WRFM

The Selective Sound of Music
105.1 MC New York

million national components industry."

Kansas City

With over 40% FM homes saturation, the 11 stations in Kansas City (four duplicate fulltime, one parttime) bill close to \$175,000 a year. Two—KCMO-FM and KMBC-FM—are fulltime stereo. KTSR(FM) is 100% religious; KPRS-FM duplicates its AM affiliate, and KCUR-FM is educational, operated by University of Kansas City.

A three-year-old Pulse study shows 113,200 FM families in the metropolitan area. E. K. Hartenbower, manager of KCMO-FM, said national spot delivered by QXR Network and Ohland/Robeck, its rep, "has been by far the best in our history." KCMO-FM gets far out into Kansas and Missouri with its high tower.

Mr. Hartenbower credits independent programming during the entire dozen years of operation with the station's progress. It has a Muzak franchise. Like WTFM(FM) New York and a number of other stations, KCMO-FM requires playback men handling stereo discs to wear gloves to avoid fingerprint distortion.

Arthur B. Church, a pioneer broadcaster and station owner (KMBC), was Kansas City's first FM operator. He dropped the station 12 or 13 years ago.

Los Angeles

"Los Angeles is an FM community," Jack Kiefer, owner of KMLA(FM) and president of the FM Broadcasters Association of Southern California, observed. "There are about 1.25 million FM homes in our metropolitan area, second only to New York and ahead of the AM count in all but the top five markets in the land. And I'm pretty sure that our combined billings would put us ahead of New York and make us the No. 1 market in volume of FM advertising."

Until the FCC begins separating FM from AM data in its annual market re-



Independent programming has helped build KCMO-FM Kansas City, Mo., in the opinion of General Manager E. K. Hartenbower.

ports or keen competitors start showing each other their balance sheets, the precise rank of Los Angeles in FM billings will remain a matter of conjecture. But there's no doubt that it's very near the top. A dozen of the market's independent FM stations put their client lists for 1962 together and, after duplications had been eliminated, came up with a list of nearly 600 advertising campaigns, admittedly incomplete for the market as a whole. In sharp contrast to the situation only a few years ago when virtually all FM business was local, the 1962 advertisers on Los Angeles FM include scores of national brand names, whose advertising was placed in large part through agencies on Madison Avenue and Michigan Boulevard.

National Advertisers ■ From Alpine to Zenith, the Los Angeles FM advertising roster is studded with such familiar names as Beech-Nut, Buitoni, Capralan, Coca-Cola, Ford, GE, Hamm's, John Hancock, Kent, Lanvin, Magnavox, Mazola, Philip Morris, the *New York Times* (Western edition), RCA Whirlpool, Santa Fe, *Saturday Evening*

SAN FRANCISCO'S NEWEST FM STATION AND ALREADY RATED #2.*

KFOG

KAISER BROADCASTING

*C.E. Hooper May-June 1963 S.F.-Oakland Area

Post, State Farm, Texaco, TWA and United Air Lines. And that's only a sample.

The list indicates another change in FM advertising. Not long ago it was chiefly for products appealing primarily to the highbrow, longhair symphony set. It is still true that the Los Angeles FM family tends to be better educated, with higher incomes than the average. A great many of the Los Angeles FM listeners like to go to jazz concerts and stock car races and to do their FM listening with a can of beer at hand.

There's a diversity of programming on the 40-odd FM stations tunable in the Los Angeles area. The eight non-commercial educational stations offer erudite lectures and unfamiliar music, in contrast to the middle-of-the-road music-and-talk programming of the 11 FM outlets that duplicate the programs of their AM affiliates. Eight stations devote some or all of their broadcast day to FM multiplex stereo programming and one offers AM-FM stereo. There are stations whose programming is virtually all talk and those offering only jazz music.



"There are about one and a quarter million FM homes in our metropolitan area," says Jack Kiefer, owner of KMLA(FM) Los Angeles and president of the FM Broadcasters Association of Southern California.

Active Group ■ The local FM broadcasters association is in large measure responsible for the pre-eminent position of Los Angeles in the world of FM. On

frequent occasions the member stations have dropped their intramural battles for business to combine forces for the general good. They have individually given time to promote such products as FM converters for TV sets and FM auto radios, with payment going into the association coffers for use in underwriting surveys or promotion campaigns for the area FM market. The success of *FM and Fine Arts*, monthly magazine now in its fourth year with a circulation of 55,000 (at \$5 a year) is in large measure due to the spots it has received since its inception from the major FM stations, according to its editor, Geoffrey Nathanson, who asserts that while similar magazines have been started in many cities, his is the only one to become established. And the FM broadcasters as readily admit that in making their full program schedules easily available to the set-owners, the magazine has more than earned its gratis air time.

New York

The largest city also is the largest FM market in the nation. By pooling the

IN DALLAS

bright, exciting

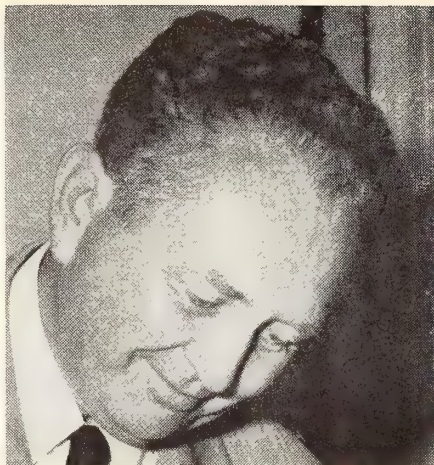
Kvii FM

for contemporary music

SOLD OUT

Please turn this ad sideways...

Thank you. This is the kind of attention and quality audience your commercial will attract on WPBS (98.9 FM), The Philadelphia Bulletin Station, the city's only FM station honored with 4 major news awards in last 18 months. Wonderful music, too! May we have your order? Call national rep: Roger Coleman, Inc., N.Y., Plaza 5-1621 (21 West 58th St.). Regional rep: Robert S. Dome Co., Phila., LOcust 4-6027 (Phila. National Bank Bldg.). Or WPBS at IVyridge 3-7200 (440 Domino Lane, Phila. 28).



William H. Reuman mixes classical music with news and stock market reports on WRFM(FM) New York.

assorted data provided by stations the FM audience listening to a score of stations adds up to as many as 3 million homes. Biggest event of the summer was the addition of stereo by WABC-FM, key network outlet (see page 54). Actually New York has lagged behind some of the other major markets in taking on stereo.

WTFM(FM) has one of the nation's most handsome and efficient plants out near the World's Fair site. It combines an original international program theme with stereo. It is associated in ownership with the 26 Friendly Frost appliance stores. Concert Network, operated by T. Mitchell Hastings Jr., links WNCN(FM) New York, WNCN(FM) Hartford, WXCN(FM) Providence and WBCN(FM) Boston. The network operates on the principle that good music is good advertising.

WRFM(FM) was founded in 1953 by William H. Reuman, who says he has a couple of offers every month to buy the station. Programming mixes classical and pop plus stock market and news programs. An investor's roundtable is featured.

New York's FM stations have plenty of numbers and their popularity is growing steadily. Long Island and other

outlying communities are heavily FM saturated.


WQXR-AM-FM, *New York Times*-owned, feeds programs to the separately owned QXR Network which in turn serves an eastern station group by FM air-hop and sends tape to the rest of its coast-to-coast affiliates (see page 56). According to WQXR sources, the station audience runs about 50-50 AM and FM. The FM outlet programs 30 hours a week in stereo and estimates 17.2% of its homes can receive stereo.

Fair A Plus ■ WTFM figures its international theme and adjacency to the World's Fair will be effective when the fair gets under way. Jerry Kaye is president of Friendly Frost, plus a new five-store Magnavox franchise. Dave Polinger, manager, said WTFM is the only 24-hour stereo station in the market.

QXR Network is getting fall-winter orders in early summer instead of later in the year, said James Sondheim, president. He cited this as an encouraging feature. He added another thought: "We're fostering the rebirth of radio networks." QXR Network carried two major GE series last season, featuring



Good music is the principle which has made Concert Network an important force in the New York broadcasting picture in the opinion of its manager, T. Mitchell Hastings Jr.




+


**QUALITY
PROGRAMMING**

Classics through jazz
and the music in between

=

**QUALITY
AUDIENCE**





Represented by
OHLAND/ROBECK, INC.
(FM Spot Sales)
230 Park Ave. NY

Chicago - San Francisco • University Village, Seattle 5, Wash. • A QXR Network Affiliate

KLSN Serving
SEATTLE-TACOMA
"Tops in a top market"

four major stereo dramas and Victor Borge (story page 68).

WTFM has a cutie—a small FM receiver that tunes only one station. Guess which one? Several thousand have been bought, mostly by doctors and dentists, Mr. Kaye said.

The upstate cities have a lot of FM, markets ranging from good to mediocre. WUFM(FM) Utica started broadcasting monaurally April 23, 1962. It had 24 "quality" sponsors. In September 1962 it moved into stereo and has been in the black ever since. Programing is broad except rock 'n' roll is barred along with country and western. A magazine concept is followed—commercials are heard mostly at half-hour breaks. Salesmen sell both program and spots. Several thousand persons in the area work at the GE radio receiver plant that builds FM sets for the nation.

WUFM finds a need for "a more professional type of timebuying at major agencies." It contends "artists, washed-up newspaper layout men and party goers are spending national advertisers' money."

Philadelphia

A dial-turner can get 26 nearby FM stations in Philadelphia, most of which are independent or independently programmed; five AM-FM operations duplicate programs. Saturation runs about 50% which translates to 500,000 FM homes, according to best estimates. One survey is nearer 700,000 FM homes.

WPBS(FM) is operated by the *Philadelphia Bulletin*. Like WFIL-FM and WQAL(FM), it's actively promoted and sold at what has become a lively competitive pace in this big market. WPBS estimates stereo saturation at 15% (four stations are stereo-equipped). With Muzak, WPBS says it has a million-dollar investment. WIF(FM) broadcasts stereo.

A tenth of WPBS business is national—Fels, Curtis Publishing, Delta, and Philadelphia Electric are among sponsors. Only 19 months old, the station has a staff of 27 and "is running ahead



"The growth of FM is the most important development of the past decade in broadcasting," Roger W. Clipp, of Triangle Stations with five FM outlets, believes.

of its earnings schedule."

Abe Voron, WQAL, said that the station is in the black. Local agencies are buying but the campaigns are generally small, he said, adding, "Public acceptance of FM is running well ahead of agency, advertiser and rep recognition."

Roger W. Clipp, vice president Triangle Publications Inc. and general manager of the radio-TV division which has five FM outlets, made this statement when he named a top executive, David J. Bennett, to direct the group's FM operations, "The growth of FM is the most important development of the past decade in broadcasting." The company produces Triangle Program Service, a syndicated operation.

San Diego

San Diego listeners are served by 13 FM stations, offering a diversity of program fare from strictly classical to solid jazz in the music department and with almost as wide a selection in the world of words. Five of the FM stations are affiliated with AM outlets, but one offers nonduplicated programing after

K. Que

HOUSTON

THE
NATION'S
FLAGSHIP
FM

NOW!

41.2%

Special Hooper report, May-June 1963, on penetration.

FM set ownership in Houston market

K. Que...the FM station with AM type share of audience...with an 8.8 Sunday Hooper (May 1963), **tops 6 AM stations in Houston!**

280,000 WATTS OF PURE PLEASURE, 88 HOURS WEEKLY STEREO



Affiliated with K-NUZ, Houston / KAY-C and KAY-D-FM, Beaumont

**See Katz, or call
Dave Morris, JA 3-2581, Houston**



NEW....PEAK LIMITING AMPLIFIER!

The Bauer "Peak Master" is the smallest, completely self-contained limiter available that can be used in critical broadcast, recording and motion picture audio applications • 3½" of Rack Space • Vernier Input—Output Controls • Switchable VU Meter • Fast Attack Time • Adjustable Release Time • \$440.00 • Send for Complete Details Today!

Bauer ELECTRONICS CORPORATION
1663 Industrial Road, San Carlos, California
Area Code 415 591-9466

THE POWERFUL SOUND OF JAZZ IN SOUTHERN CALIFORNIA



Serving 200 communities with over 7 million persons from mile-high Mt. Wilson with contemporary music and public service programming 24 hours a day.

KBCA-FM

6505 Wilshire Boulevard
Los Angeles

Represented by

Frederick W. Smith
15 West 44th St.
New York
TN 7-0295

FM

is

NOT

effective

.....in reducing tooth decay. But it has proven to be effective in a conscientiously applied program of advertising. Why not try some soon!

Bj

HAMRICK and ASSOCIATES

Los Angeles, Chicago, New York, San Francisco

(We only represent FM stations)

3 p.m. and two don't do any duplicating. Four of the FM stations offer multiplex stereo service, three of them fulltime. Of the 13 FM stations in the San Diego area, 11 are commercial, two noncommercial educational.

A recent survey underwritten jointly by a group of San Diego FM operators showed 48.8% penetration of FM ownership in the sections of the city where the middle, upper-middle and upper income families reside. Because the survey did not cover the full metropolitan area, a spokesman for the group declined to estimate how many FM homes the area contains, but an outside source put the figure at certainly not less than 200,000 and probably not more than 250,000.

Many New Arrivals ■ One reason that it is difficult to compute the number of FM families in San Diego, or throughout Southern California, for that matter, is that thousands of families are moving into the area each month, many of them bringing AM, FM and TV receivers, record players, hi-fi rigs and stereo gear with them. Such imports don't get into records of the Electric League of Southern California, which show that nearly 600,000 FM receivers were purchased from firms cooperating with ELSC in the seven-year period, 1956-1962, in seven counties—Kern, Los Angeles, Orange, Riverside, San Bernardino and Santa Barbara. In January 1956 there were 1,162 FM set sales reported; in December 1962 the total was 14,749 sets. (The league admits even these figures are incomplete, with some domestic and many foreign makes not reported.) But the trend is unmistakable. The 1962 total of 103,088 FM receivers reported sold in the seven counties was more than the combined total of 1956 and 1957.

The number of stereo receivers is just as hard to calculate. A midsummer 1962 survey showed approximately 40% of a selected sample of FM set owners had stereo equipment and a like percentage were contemplating its purchase. Robert Bell, president, Packard-Bell Electronic Corp., has said that of the 4.4 million stereo sets which Electronic Industries Association predicted will be built this year, 10% will be purchased by families in greater Los Angeles. Any way you figure it, there's a lot of stereo listening being done in Southern California.

San Francisco-Oakland

Take it from Gary M. Gielow, co-general manager of KPEN(FM), a widely publicized station, "San Francisco is one of the hottest, if not the hottest, FM market in the U. S. today." He placed saturation at 50% of 450,000 homes. The market has more FM than AM stations—26 FM to 20 AM—and

ADMIRAL
10 TRANSISTOR
FM/AM RADIO
39.88

FM/AM listening to take with you everywhere! 10 transistors, 5 diodes. Enjoy long-distance AM plus static-free FM with AFC Switch that "locks in" FM signals. Vernier tuning, slide-rule dials. Whip-type telescopic (FM); built-in ferrite rod (AM) antennas. Plays on 4 penlite batteries.

Now FM comes first

Encouraging sign for FM is the fact that in many cities combination radios no longer are being advertised as AM-FM but rather as FM-AM. Here's section taken from a larger radio advertisement in a Philadelphia newspaper. The same paper also listed General Electric and Arvin receivers as FM-AM combinations.

is a stereo center with an estimated 150,000 homes. This estimate is one of the nation's highest and indicates a ratio of 1-3 FM homes for stereo.

Five FM stations appear regularly in Hooper ratings. Advertiser acceptance is good. KPEN(FM), for example, lists Cadillac, Bank of America, United States Lines, U. S. Rubber, Yellow Cab, Metrecal, Sabena Airlines, Burgermeis-

KEEP TIME
Minerva
Centralized Register STOPWATCH

Radio and TV people—get the most of every minute you pay for—to the last split-second with the Minerva Stopwatch designed for radio and TV use! Eliminates the possibility of "last minute" errors—easy-reading—OFFICIALLY ADOPTED by major networks. Write TODAY for complete catalog.

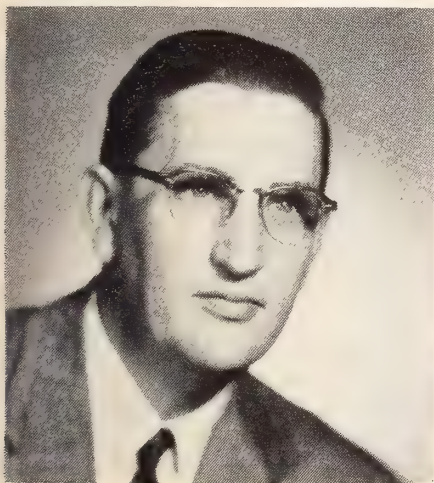
List Price \$38.50
Professional Price
\$26.95 net
M. Ducommun Company
Specialists in Timing Instruments
580 Fifth Avenue, New York 36—PLaza 7-2540

ter Beer, Cinerama, Twentieth Century-Fox, RCA Victor, Fisher Radio, to name a few.

FM's success is ascribed locally to the zealous promotion campaigns of station operators such as KFOG(FM), KPEN and several others.

Seattle

FM listening is a treat in the Pacific Northwest Seattle-Tacoma market and out into the valleys and shores. Six-



Although national business is developing slowly KQUE(FM) Houston is in the black, General Manager David Morris says.

teen FM stations are operating. In Seattle there are 11 AM and 11 FM stations. KING-FM programs separately from KING-AM eight hours a day. Cortland T. Clark, manager of KLSN(FM), said FM must be bought differently from AM because the listener spends more time at the receiver.

Four or five spots a day is saturation in FM, Mr. Clark said, compared to 15-20 in AM. Greater Seattle FM Broadcasting Association has nine members who jointly promote the medium. KLSN broadcasts 108 hours a week in stereo. KETO-FM and KISW(FM) also carry stereo. KLSN has a program guide, *Preview*, produced in its own studios; 1,500 subscribers pay \$3.50 a year for it. Mr. Clark said KLSN billings for the first half of 1963 are 50% above the same 1962 period. He added that FM's audience holds up in summer. The daytime audience, he added, runs about 60% of nighttime. "In many markets one lone television spot costs more than a month-long saturation campaign on FM," Mr. Clark said.

"we need business"

KWHP-FM—Edmond, Okla.

City - Village - Briton - 97.7

KETO-FM is associated in William E. Boeing Jr. ownership with KPFM(FM) Portland, Ore.

Texas

Houston, Dallas and San Antonio are experiencing a satisfying growth rate in FM. A spot check around the state shows intensive activity in several markets. The Houston FM Association isn't active but it's still the focal point for the 12 local station operators who have done some joint promotion.

KQUE(FM) is in the black, according to Dave Morris, manager (KNUZ is the AM affiliate). Stereo is broadcast 2 p.m.-midnight weekdays, 6 a.m.-2 a.m. over the weekend. National business is developing slowly. Mr. Morris said a saturation survey showed 41.2% of the 554,444 radio homes in the market have FM. The station draws regular mail from points as far away as Florida, Alabama and well down the Gulf Coast.

Lynn Christian, managing KODA-FM, said Houston has about 18,000 stereo sets, according to a March 1963 study. Four stations broadcast in stereo and a fifth is due. He cited Pulse data showing 185,000 FM homes in the metropolitan area. One local FM station, he said, programs in Spanish.

In Dallas John C. Coyle, KVIL-FM operator, is sold out 6 p.m.-6 a.m., using pop albums, quiet jazz, contem-



"The man who studies FM can go out and sell it," in the opinion of John C. Coyle, owner and operator of KVIL-FM Dallas.

porary classical and one vocal in the middle of each quarter-hour. Time is sold in half-hour segments. "The man who studies FM can go out and sell it," Mr. Coyle said. KVIL-FM will carry the Dallas Cowboys pro football games in stereo, he added.

A San Antonio saturation study by telephone exchanges shows 34% of all homes have FM, or 70,235 homes. This is described as a gain of 52.7% over a November 1960 study.



There are many sharp differences between the WQXR audience and average listeners to other radio stations. One difference: the remarkable loyalty of WQXR listeners. They are not typical dial-twisters. In fact, a large percentage of them never listen to other radio stations in metropolitan New York. We repeat, never listen to other stations. Take this difference—audience loyalty—add to it other unique differences, such as unusually high incomes, better educations and occupations, and you reach an inescapable conclusion: WQXR should be an integral part of your advertising program in the New York market. It makes all the difference. Get the complete score from us today by calling LACKawanna 4-1100. **WQXR AM/FM, Radio station of The New York Times.**

NOW!

NATION'S NEW #4 MARKET WHETHER IT'S PEOPLE

1—NEW YORK	10,953,100
2—LOS ANGELES	7,292,100
3—CHICAGO	6,450,600
4—MID-STATE	5,964,000
5—PHILADELPHIA	4,514,000

OR \$

1—NEW YORK	\$29,466,231,000.00
2—LOS ANGELES	18,218,615,000.00
3—CHICAGO	16,739,477,000.00
4—MID-STATE	12,534,585,000.00
5—PHILADELPHIA	10,284,098,000.00

JUST ONE BUY DELIVERS MICHIGAN!



WSWM-East Lansing . 99.1

WABX -Detroit 99.5

WQDC -Midland 99.7

WGMZ -Flint..... 107.9

Represented by
HERBERT E. GROSCHIN
310 Madison Ave.
YU 6-4366

SET PRODUCTION GAINING

FM receivers now common in automobiles with most manufacturers offering combinations in \$100 range

Radio manufacturers look forward to FM as one of the most promising growth areas in consumer electronics, according to William Long, director of marketing services on FM for Electronic Industries Association. "The number of FM stereo stations on the air is rapidly approaching 250 and is helping to continue the steady rebirth of FM that began in 1958," he said. "This year FM promises to be at the highest production level in the last decade."

Mr. Long said FM is a key factor in the replacement market. "With disposable income at high levels," he said, "FM finds ready acceptance as the consumer seeks to improve the quality of the entertainment he purchases. FM is becoming standard in the large and growing radio-phono combination market. It's an item the dealer can demonstrate with good effect and is therefore easier to sell than some other consumer products."

A look at EIA's figures (see table page 80) and those gathered by the Department of Commerce and other industry sources indicates that at least 3 million FM receivers (including component rigs and imports) were added to the nation's receiving capability in 1962. An estimated 1 million to 1.25 million Japanese sets had FM tuners; at least 100,000 of these were stereo.

Stereo Gains ■ About 1.2 million phono consoles were sold last year, with 550,000 having stereo. For the first five months of 1963, according to EIA figures, 275,000 phono consoles included stereo reception. This is 2.2 times the rate for the comparable 1962 period.

Practically all component gear and most radio consoles are now stereo, a check of manufacturers shows. Last year an estimated 275,000 component tuners were sold, it's estimated; the

figure could be higher.

The major auto manufacturers are showing genuine interest in AM-FM radios. There is no available data on the total number of domestic and imported (Japanese and German) auto receivers with FM capability. Larry Jones, sales-service manager for automotive products at Bendix estimates that 40,000 to 50,000 Ford cars will have FM radios in the 1963 model year; 15,000 Volkswagens will have FM radios. "The use of FM in automobiles is a gradually growing market," Mr. Jones said.

About 72% of Mercury Montereys sold are factory equipped with radios,



This is the way the new FM-AM sets installed in Ford cars appear on the instrument panel.

5% of them having FM tuners. Through the first six months of 1963, 17% of Lincoln purchasers specified the new AM-FM radio (an AM radio is standard equipment on this deluxe automobile).

Fords With FM ■ The AM-FM sets on Ford-built cars are fully transistorized. Five pushbuttons provide instant selection of two AM and three FM stations. Factory suggested list price for AM-FM is \$130 compared to \$60 for the standard AM radio.

Factory-installed AM-FM units were first offered on the 1963 model Ford Galaxie, Thunderbird, Mercury Monterey and Lincoln Continental. If customer interest warrants, AM-FM will be offered on other models; in any case

HERE'S AN EXCITER

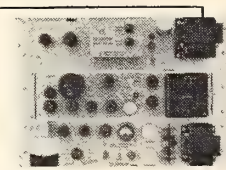
that WILL FACE THE MUSIC!

AND GIVE YOU

BRILLIANT STEREOPHONIC AND SCA REPRODUCTION.

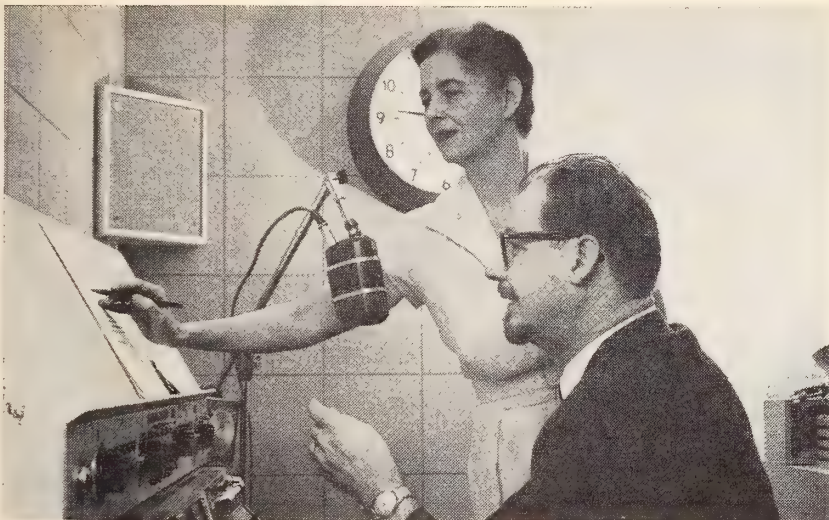
Direct FM 10 WATT EXCITER • Model LPE-10

- approved for educational service.
- the ultimate in circuit design and unique construction.



MOSELEY ASSOCIATES INC.

TEL 967-1469 OR 967-8119
AREA CODE 805 PO Box 3192
SANTA BARBARA, CALIFORNIA



The Pulliams and 'Bookmarks'

Book discussions draw big audience

A series of commercials on KODA-FM Houston has developed into a program with an intellectual background. Titled *Bookmarks*, it is voiced by Jack and Aline Fisher Pulliam who in 1960 were owners of a book store.

The original Pulliam commercials on KODA-FM were in the form of brief book reviews calling attention to particular works the store owners found most interesting. Once the

commercials had run their course, the station asked the Pulliams if they would like to do a book review program. They would, and within a year the series was being tape-syndicated to a dozen cities and more are in the works.

Now the format is getting broader. It includes interviews with visiting authors. The present audience is estimated at 9.5 million daily listeners.

higher usage is anticipated in the 1964 line.

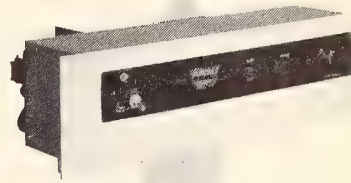
Roy Nelson, Delco radio account executive at Campbell-Ewald, Detroit, said at least one out of three 1963 Cadillacs has FM radio tuning. An AM-FM set runs about \$100 more than AM-only in the case of Cadillacs. Chevrolet introduced AM-FM radios last March as optional equipment on the standard models.

General Motors, of which Delco is a subsidiary, is known to be experi-

menting with auto stereo. Several cars operated by GM executives are rumored to have stereo prototypes. Because of stereo's appeal, Pontiac and Oldsmobile will have optional simulated stereo receivers in the 1964 models. These are reverberation units in which the signal from the rear speaker is delayed 30 milliseconds.

Chrysler lines introduced AM-FM in the 1963 models. They are offered on Plymouth, Dodge, Dodge 880 and Chrysler models. Factory retail prices

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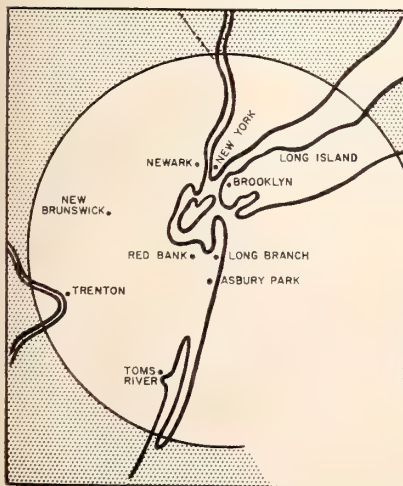
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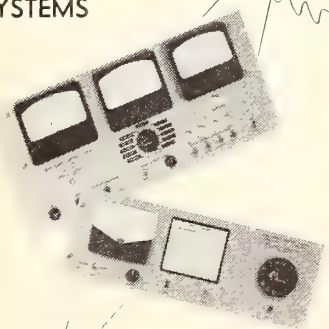
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of \$129.30 and \$157 are listed, the higher being for cars carrying the Chrysler name. Deluxe AM radios run \$59.50 and \$129.40. Percentages of cars sold with AM-FM are: Plymouth 0.1%, Dodge 0.1%, Dodge 880 0.6%, Chrysler 0.3%.

The motor majors have used limited FM time, mostly through dealer

groups. Chevrolet experimented last spring with stereo (story page 68). Chrysler divisions have bought "scattered and spotty" FM.

At Ford it was stated that several dealers are buying time as well as Lincoln-Mercury dealer advertising associations in Los Angeles and Cleveland.

Agencies like FM, but want more research CONFUSING NUMBERS PICTURE MAKES BUYERS HESITATE

"Give us your numbers," agencies keep telling FM station salesmen and the scattered members of the station representative fraternity who are showing an interest in soliciting time for their clients.

Concededly the Madison Avenue agencies, and their brethren around the nation, are numbers conscious. It's natural for them to want specific figures on size of audience, listenership and demographic details about the composition of the audience.

Yet there's an obvious trend toward recognition of the specialized nature of the FM audience and its buying power. Some agencies, however, feel FM is overloaded with fractionized audience groups and they're looking for broad appeal. Many stations are quite aware of the desire for broad-based audiences, and the appearance of FM ratings in the Hooper reports confirms the belief that mass-appeal programming can bring more and better numbers.

Many Studies ■ FM's research library offers scant pickings to the agency buyer who wants statistical enlightenment and lots of it. The Pulse Inc. has compiled FM saturation figures (percent of AM homes, see page 56) but stations aren't always happy with these ratios. Hooper's radio reports, Independent Research Measurements, Politz, DATA, QXR Network, FM Group Sales, Mid-State FM Network (Michigan), Sindlinger and others have extensive sta-

tistical information but the agency man accustomed to the high stacks of AM,



"FM actually has more factual information than is generally believed," says David Wedeck, vice president of Benton & Bowles.

TV and periodical data isn't easy to satisfy when confronted by the figures FM stations and groups have compiled by stretching their limited budgets. (See research data BROADCASTING, June 4, 1962, Feb. 20, 1961.)

Here's an example of statistical confusion: Pulse gives the Indianapolis metropolitan area 19.7% FM satura-

97.1
msc.



STEREO

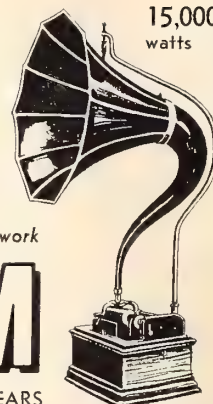
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Sales of FM receivers

U. S. factory sales of FM receivers by years: (Total FM sets including phono consoles, radio, TV). Source: Electronic Industries Assn.

1950	2,228,000
1951	1,267,000
1952	670,000
1953	659,000
1954	233,000
1955	277,000
1956	229,000
1957	204,000
1958	375,000
1959	1,215,000
1960	1,640,000
1961	1,930,000
1962	2,568,000
1963*	3,300,000

* BROADCASTING estimate

tion. But a glance at Indianapolis Hooper radio ratings shows that at certain periods of the day two FM stations show 50% of the total radio audience—a total that clashes with the 19.7% FM saturation figure given by Pulse.

On the basis of a survey by Walker Research Service, Indianapolis (autumn 1962), the local stations claim 41% saturation, double the Pulse figure. This survey covers a broader area than Pulse, reaching out beyond the suburbs. Some outlying communities show up to two-thirds of homes with FM and the Indianapolis stations claim 50% saturation.

If the National Association of FM Broadcasters can shed new light on the major-market and national FM statistical situation, the whole media world will be benefited.

"Putting it bluntly," one New York executive said, "FM is the only medium without nationwide research."

Better Buy ■ A top New York agency executive, David Wedeck, vice president of Benton & Bowles, is convinced FM is becoming more attractive to buy both locally and nationally.

"While there's obviously a need for much more research," he said, "FM actually has more factual information than is generally believed. FM started late and must catch up with the research provided by other media—size and composition of audience and physical factors, for example.

Mr. Wedeck said FM radio has

grown substantially, having today a larger audience than ever before but still quite selective. "While FM radio usage is on the increase," he continued, "FM management's awareness of the application of this medium as an advertising vehicle has not kept pace.

"The medium has been growing up but it still has a long way to go. Its price structure is becoming more realistic as FM management is showing some awareness of the national advertiser's problems and objectives," Mr. Wedeck continued.

"We can't ignore FM's growth when we're thinking of radio. The medium has lots of unique advantages that can make it extremely effective for many advertisers.

"Benton & Bowles has had very satisfactory results with FM in the last few years." Currently Philip Morris is using six Los Angeles FM stations. Another B&B client, Texaco, is reported in four markets.

Supporting Mr. Wedeck's feelings is Mort Stone, QXR Network vice president. Mr. Stone says QXR gets its data for "quality" radio users from studies conducted by Media Programers Inc., a statistical firm with a computer-designed operation. MPI has already come up with national and special analyses for QXR.



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Lee, Ford explain clear channel stand

COMMISSIONERS TELL HARRIS THEY QUESTION APPROACH TO PROBLEM

FCC Commissioners Robert E. Lee and Frederick W. Ford have given Representative Oren Harris (D-Ark.) their reasons for not endorsing the letter the commission sent the congressman July 1 on the clear-channel proceeding.

In that letter a response to one received from Representative Harris, the commission rejected his suggestion it consider the matter further and said it would proceed with its plan to duplicate 13 of the nation's 25 clear channels, (BROADCASTING, July 8). The commission said it remained convinced of the soundness of this approach as a means of providing service at an early date to underserved areas.

Representative Harris, who is chairman of the House Commerce Committee, and who is reported considering legislation to block implementation of the clear-channel breakdown order (CLOSED CIRCUIT, July 15), solicited the views of the two commissioners.

Neither commissioner took issue with the principle of duplication. Instead, both raised questions about the commission's approach to the problem of granting power in excess of the 50 kw limit now imposed on all AM stations.

Lee's Objection ■ Commissioner Lee who has long favored higher power for the clears, expressed disagreement with the commission's response to one of the congressman's questions on this subject. The commission said that class-A sta-

tions, even if duplicated, could be granted higher power, but that in most cases they would have to use directional antennas to protect the duplicating assignment.

Commissioner Lee said the use of such an antenna would prevent a 1-A station "from realizing the full potential" of the groundwave and skywave service it could otherwise provide. He also said antenna site problems would discourage stations from seeking higher power.

He noted that many 1-A frequencies are occupied by foreign stations that must be protected under the terms of the North American Regional Broadcasting Agreement. The directional antenna that would be required to protect these stations plus the newly created II-A duplicating stations "would be incapable of radiating 750 kw" over a wide area, he said.

Commissioner Lee feels that the clear-channel stations can be granted higher power even if duplicated. But he would have the duplicating station protect the primary outlet.

Experimental Approach Favored ■ Commissioner Ford in his letter to Representative Harris said that in duplicating 13 channels, the commission has dealt with only half the problem of providing service to underserved areas. The other half, he feels, involves the use of higher power by the remaining 12 clears.

He expressed disappointment that the commission didn't say it was prepared to grant experimental authorizations for higher power under test conditions. He said he favors the experimental approach rather than a change in rules since "the issue of higher power is a complicated one, with implications that may not be fully appreciated."

Duplication of the 13 channels, he said, will cause some loss of secondary service. But he said he has hoped "this would be offset, not only by whatever primary service the new stations will provide to underserved areas, but also by an increase in secondary service which would result from higher power."

MORE ETV CHANNELS

31 added for instructional, cultural use by schools

Educational television last week was granted the use of 31 additional channels in the 2500-2690 mc band for the transmission of "instructional and cultural material to schools and other selected receiver locations." The FCC's action, educators believe, will make available a new low-cost closed circuit system.

The rulemaking, effective Sept. 9, had proposed either the 1990-2110 mc band or the 2500-2690 mc band be adopted. The National Association of Broadcasters, CBS and NBC opposed use of the lower band, requesting that it remain for intercity relay and remote pickup facilities, but endorsed use of the higher band by educational broadcasters (BROADCASTING, Sept. 24, 1962).

The new service is officially described as an "instructional television fixed service" and the 31 channels will allow transmission of different subjects simultaneously. Reception is limited to selected points in "accredited public and private schools, colleges and universities for the formal education of students."

Also eligible for the service are hospital and related institutions, commercial and industrial establishments and professional groups or individuals, provided that the transmissions are for instructive purposes. The service can be used for transmitting administrative affairs of the licensee as well, the commission said.

Who's Eligible ■ The commission

Henry calls for network ratings records

The FCC is going to scrutinize the effects of broadcast ratings on the programming of all three TV networks.

Chairman E. William Henry has written to ABC-TV, CBS-TV and NBC-TV, explaining that during last winter's congressional sally against ratings (BROADCASTING, Feb. 18 et seq.), led by Representative Oren Harris (D-Ark.), he was asked if the commission had the ratings records of network programs that were subsequently cancelled. His letters note that he agreed to obtain the statistics, and the networks are asked to comply by Oct. 1.

His correspondence details the records the commission wants for all evening programs of the past three seasons (1960-61, 1961-62, 1962-

63). The networks must supply three national Nielsen and American Research Bureau total homes ratings and the Nielsen shares of audience for each program in the 7:30-11 p.m. Monday through Saturday and 6-11 p.m. Sunday time slots. Each show cancelled in the next season is to be marked with an asterisk.

The networks also must submit ratings information on weekly or alternate weekly evening programs that were carried less than an entire season and not on the network the next season. Two national Nielsen and ARB total homes ratings and Nielsen shares of audience must be given for each of the shows in these categories. Ratings and shares for competing programs on the other two networks must also be detailed.

said that the same standards that qualify a licensee for a noncommercial educational television station will be used to judge an applicant for the new service.

Transmitter operations will have to be supervised by qualified operators, the commission said, but that routine operation will be allowed by third-class engineers. Remote control will be permitted and the unattended operation of relays.

Power was slated at 10 w but the commission said higher power "may be authorized in special cases." External power measurements will be required only once a month and directional antennas are to be used when necessary.

The 2500-2690 mc band is presently being used by about 90 fixed stations but that there will be no further authorizations made for such operations for three years, "pending a determination of the ultimate needs of the new service."

Translators approved

The FCC last week granted requests by the Midwest Program on Airborne Television Instruction Inc. for two new translators to serve Cleveland by relaying the programs of the educational group's KS2XGA and KS2XGD in Montpelier, Ind. The new translators will be

operated on channels 81 and 83.

MPATI, as a part of its overall mid-west airborne educational project, last January petitioned for the assignment of six UHF channels (BROADCASTING, Jan. 21). The FCC's channel 81 grant stipulates that use of the channel must be discontinued if any TV station which goes on the air in the future is short-spaced.

Juke box operators may start paying fees

The House Judiciary Committee approved a bill Thursday (July 25) to erase an exemption which has protected juke box operators from paying royalties to composers for playing their recorded music since the nickelodeon days of 1909.

The legislation specifies no fixed fee but leaves that up to negotiation between the operators and the performing rights societies.

Hearings on two other bills seeking similar ends were held in May. A new, simplified proposal was introduced by Representative Emanuel Celler (D-N. Y.), chairman, last month and was approved without further hearing last week.

Broadcast Music Inc. testified in favor of removing the exemption.

Prefers single owners

Commissioner Lee Loewinger, the FCC's newest member, has made it perfectly clear that "between multiple owners and equally qualified single owners, I would prefer the single owners." This view will not surprise broadcasters aware of his former position as assistant attorney general in charge of the Justice Department's antitrust division.

Interviewed for Storer Broadcasting Co.'s *Report to the People* by Linton Wells, director of Storer's Washington news bureau, Commissioner Loewinger also defended the FCC's equal time doctrine. "I think that in fact the FCC policy [on editorializing] is a perfectly sound one. It seems to me that the 1949 statement on editorializing is well done, is founded on good principles and that what it requires is enforcement, possible implementation and specification."

Commission returns pay TV application

Failure to provide the FCC with the necessary information resulted last week in the return of the pay TV application of Melco Pay TV Co. and KVUE(TV) (ch. 40) Sacramento, Calif., for a three-year experiment on the station.

Melco and KVUE filed the now returned application last April proposing what would have been the third on-air pay TV experiment in the U. S. (BROADCASTING, April 22). WHCT(TV) Hartford, Conn., is presently operating a system and another is scheduled to begin on KCTO(TV) Denver in October (BROADCASTING, July 8).

The commission said that the Melco-KVUE application failed to show that its plan was financially feasible in that its only source of funds would be from sale of stock totalling \$379,000, aside from any revenue from the test itself. The commission also noted that Melco-KVUE offered "no assurance that the stock could be sold."

Also questioned was the amount of information supplied concerning Melco. Melvyn E. Lucas was listed as president of both Melco and KVUE but no other legal and financial information was offered, the commission said. Such information is required under the rules establishing pay TV systems.

Other Opposition ■ The commission last week took notice of an opposition



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to the Melco-KVUE application filed last May by Camellia City Telecasters, but said that it made no judgments on the points raised by Camellia. Camellia raised questions similar to the FCC's concerning the pay TV application.

Camellia has filed an application for channel 40 to compete with KVUE's pending renewal of license, and said that a grant of the pay TV test would hurt its competitive status in a hearing (BROADCASTING, June 3).

KVUE, however, has requested that the Camellia application be denied due to the doubtful character qualifications of its principals and their alleged history of speculating in broadcast properties.

KVUE claimed that two Camellia principals, Jack F. Matranga and Irving J. Schwartz (both 25%), were also principals of Capital Radio Enterprises which was an original applicant for channel 40, but requested dismissal in 1958. Capital was also applicant for channel 46 in Sacramento, KVUE noted. Mr. Matranga was also charged with failing to carry through an application for a new AM station in Placerville, Calif., and later failing to utilize an option to purchase 25% of KJAY Sacramento arising from his deal to dismiss the Placerville application.

KVUE has been off the air since March 19, 1960. In his application Mr. Lucas said that he hoped the pay TV test would be approved promptly so that the station could have an "early reactivation."

Antenna farm comments requested by FAA

The Federal Aviation Agency has released certain proposed criteria for the establishment of television antenna farms and is seeking comments from the broadcast industry. Comments are requested by Sept. 1.

The FAA described its proposal, which was sent to parties the agency believed interested, as a guide for the agency's field offices when considering the antenna plans of applicants for new or modified structures. One of the standards of the proposal would require that an antenna farm be large enough to handle antennas for all of the channels allocated to the area.

An FAA source described the proposed criteria as a "yardstick" for studying applications to the FCC and said the criteria were not in the form of proposed rules. He added that the agency hopes for responses from the broadcast industry.

However, at least one industry organization has expressed fear that the criteria could have further repercussions than are apparent and might prove inflexible. The question that may be asked the most is if the FAA's pro-

posal may indicate another federal agency is seeking to control the industry, i.e., if an antenna farm is required to be large enough for all allocations how would this effect any further allocations on the part of the FCC.

Examiner contested in Little Rock case

KATV(TV) Little Rock, Ark., told the FCC that Hearing Examiner Thomas H. Donahue "failed to maintain an open and impartial mind" in arriving at his decision to deny KATV's proposed transmitter move from a Pine Bluff location to a Little Rock site.

Examiner Donahue, in an initial decision issued last June, accused KATV of failing to live up to an agreement with the Pine Bluff Chamber of Commerce which guaranteed continued service to that community. He recommended denial of the transmitter move and questioned KATV Inc.'s character qualifications to be a broadcast licensee (BROADCASTING, June 10).

In its exceptions to that decision KATV said last week that it has had no thought of "abandoning . . . Pine Bluff" and would not even if it were as "dollar conscious" as Examiner Donahue had charged. KATV said that it would hardly want to forego the revenue available from the second largest city in its service area.

The station told the commission that it can't improve its competitive position if it must keep its tower where it is in agreement with the chamber of commerce contract. As a result the station sought the best alternative, KATV said. KATV admitted that its Pine Bluff studio had been closed but that it maintained facilities in Pine Bluff—mobile and microwave equipment.

KATV said that its station identifications recognize Pine Bluff and that alleged complaints that they didn't were not backed by any witnesses.

What FCC Does and Doesn't ■ KATV said that the commission is not bound to consider the station's contract with the Pine Bluff civic leaders in making any public interest determinations, and that this is the extent of the station's request.

KATV further offered that if the commission considers a "profit motive" as having an adverse showing on the character qualifications of a licensee there would hardly be a commercial broadcaster who could meet such qualifications.

The station suggested that if its proposed move were granted, it could establish translator stations to serve any lost service areas such as was recommended in the WTEN(TV) Vail Mills and WAST(TV) Albany, both New York, case (BROADCASTING, Feb. 18). Just as in the Albany case, KATV said, a more competitive service could be established.

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FCC GETS FLOOD OF HELPFUL HINTS

Lengthy opinions offered on Philadelphia, Boston cases

The FCC was inundated with advice last week on how to settle the complex case involving the NBC-Philco Broadcasting fight over channel 3 Philadelphia and the network's proposed swap of its Philadelphia properties for RKO General stations in Boston.

NBC and Philco filed their conflicting opinions in proposed findings running about 500 pages each. RKO General and Westinghouse Broadcasting Co., another party to the proceeding, were more succinct, with comments of 10 and 47 pages respectively.

The commission's Broadcast Bureau didn't submit its views, but may do so after reviewing the comments. Deadline for the bureau's filing is Aug. 23.

Chief Hearing Examiner James D. Cunningham, who presided at the October-to-May hearing, is expected to issue an initial decision before January 1964.

Besides the comparative questions as to whether NBC or Philco is better qualified to operate channel 3 and the proposed NBC-RKO General swap, the hearing examiner will have to rule on some 15 issues. These include allegations of antitrust or anticompetitive practices leveled against both NBC and its parent, RCA, and Philco and its parent corporation, Ford Motor Co.

Needs Renewal First ■ NBC is seeking

renewal of WRCV-TV Philadelphia and its AM companion station as a first step toward exchanging them for RKO General's WNAC-AM-TV and WRKO (FM) Boston. The network is under a Justice Department consent decree to divest itself of the Philadelphia stations by June 30, 1964.

NBC, in its findings, denied it or RCA had been guilty of antitrust law violations or anticompetitive practices. It also said that it has operated WRCV-TV in an "outstanding" manner that merits renewal of the station's license. Philco, NBC added, has failed to provide evidence that it could be relied on to provide worthwhile television service to the Philadelphia area.

Philco, on the other hand, said RCA's *nolo contendere* plea in an antitrust suit in 1958 is evidence that it was guilty of antitrust violation. Philco also said its familiarity with Philadelphia, where it is located, should be considered an important factor in deciding the comparative issue. It added that NBC's operation of WRCV-TV was "dismally inadequate" and that the network's involvement in the television quiz scandals was a further reflection on its qualifications as a broadcast station licensee.

RKO General and WBC, in their

findings, were concerned principally with the proposed station swap. WBC had said this question should be examined in view of the relationships among RKO General; San Francisco-Oakland TV Inc., licensee of KTVU(TV); and SFO stockholders and the manner in which RKO-General "employed those relationships to obtain SFO agreement to transfer the station's construction permit to NBC." Some of the principals of SFO are former RKO General employees.

RKO General cited a 1960 Justice Department report to support its contention that it never attempted to induce SFO to enter into any agreement with NBC. The proposed sale of KTVU to NBC was canceled by SFO in 1961.

(The sale of KTVU to the Cox station group was announced last week [see story page 47].)

WBC said it is concerned with its own rights as well as those of viewers in Boston. Westinghouse's WBZ-TV in that city would lose its NBC affiliation if the network is assigned the WNAC-TV license. That station is now affiliated with ABC.

The swap, therefore, WBC said, will cause a substantial change in the programming of two of Boston's three VHF stations, causing a disruption of the area's viewing habits without "any countervailing advantages" to viewers.

WBC said that RKO General is interested in the exchange only because

FCC requires facts to oppose a grant

Stations that want the FCC to block the appearance of new competition in their area because of potential economic injury had better be prepared to document their argument with considerable detail.

The commission made this clear last week in a case involving the grant of an AM construction permit in Greensburg, Ind., for Tree Broadcasting Co. WTRE(FM), the only station in Greensburg, asked consideration, contending, among other things, that competition for advertising revenue in the town of 6,605 would degrade the quality of service that either WTRE or the new station could provide.

The commission, however, said WTRE had not presented enough of an argument to warrant a hearing on this issue.

WTRE, the FCC said, should have included in its petitions such facts and allegations as:

■ Whether the proposed operation would draw a portion of its revenues

from those now received by WTRE.

■ The total annual retail sales in Greensburg and the surrounding area, and whether sales were growing, declining or were stable.

■ The total actual and potential advertising revenue available in the area.

■ Whether other revenue is available to replace that which might be captured by the new operation.

■ "Actual knowledge" of the extent to which WTRE would lose revenues to a new station.

Furthermore, the commission said, even if WTRE had made enough of an argument to raise a question as to whether Greensburg could support a second station, it "alleged no facts to support its claim that there will be a loss or degradation of aural service to the area."

The commission said these points don't exhaust the list of those that might be made in support of an economic injury argument. But, it added, they "represent a fair ap-

proach" to the question of determining when a hearing is needed to investigate whether additional competition, "normally favored," would be harmful to the public.

The commission said it cannot entertain an economic injury plea that is expressed "in extremely general and speculative terms."

Although it was turned down on the economic injury issue, WTRE had more luck with two other arguments—one alleging the commission's 10% interference rule would be violated by the new operation and another charging the applicant lacks financial qualifications to build and operate a station.

The commission has asked Tree Broadcasting to submit new data on the population that will be included in the interference area and on the reasonableness of its estimates of construction and operating costs. Failure to provide the information in 60 days will result in the grant being set aside and a hearing ordered.

Philadelphia is a larger market than Boston and that NBC is concerned only with complying with the consent decree. As a result, WBC said, neither city would be served by a licensee with a knowledge of or interest in its TV needs.

Puerto Rican stations face license revocation

Revocations or heavy fines may be in the offing for WKYN and WFQM(FM) San Juan and WORA-FM Mayaguez, all Puerto Rico, the FCC warned last week.

The commission charged that "it appears" the stations, after having asked and been refused permission, surreptitiously intercepted and rebroadcast shortwave news programs of the Defense Department's Armed Forces Radio Service in New York. The commission said evidence indicates that the stations' rebroadcast of the programs were delayed, but were made so as to create the impression that "the programs were coming directly and simultaneously from the Mutual Broadcasting System."

WKYN is licensed to Quality Broadcasting Corp., WFQM to Supreme Broadcasting Inc. and WORA-FM to Radio Americas Corp. Alfredo R. de Arellano Jr., president of all three corporations, is majority owner of Radio Americas, which in turn controls the other two organizations.

The FCC's order to show cause why their licenses should not be revoked cautioned the stations if they avoid the death penalty, fines up to \$10,000 may be imposed.

Disposition of ch. 37 postponed indefinitely

The contest for channel 37 in Paterson, N. J., will have to be suspended until the FCC reaches a final decision on reserving the channel for astronomical purposes, the commission said last week. Progress Broadcasting Corp., one of four applicants for the Paterson assignment, had petitioned the FCC to defer proceedings until final decision was reached. The other competitors are Spanish International Television Inc., Bartell Broadcasters Inc. and Trans-Tel Corp.

Radio astronomers want channel 37 reserved exclusively for their own use (BROADCASTING, April 29, May 6, June 3), and the FCC currently is weighing the merits of TV versus astronomy on the channel. Last week's action stayed the hearing proceeding and ruled that action on all pending motions would be held in abeyance until the fate of the channel is decided.

Commissioners Robert E. Lee and Kenneth A. Cox dissented to the action, while Commissioner Frederick Ford did not participate.

Support on excise tax suspension asked ALL-CHANNEL BROADCASTERS SEEK COMPETITIVE PRICES

A unanimous executive board of the Committee for the Full Development of All-Channel Broadcasting urged the FCC last week to back the movement to suspend excise taxes on all-channel TV receivers. Many manufacturers and UHF broadcasters have recommended this move to make all-channel sets competitive in price with VHF-only receivers.

In contrast to the acrimony at the board's meeting last may (BROADCASTING, May 6), the meeting last week was harmonious. The committee spent most of its time in adopting a set of parliamentary procedures. Among other things the group agreed that a majority of the 21 members would constitute a quorum.

In other actions the committee:

- Asked the FCC to rule that community television systems within the Grade A contour of a TV station be required to carry programs of that station as against the same program from a more distant station. This would aid UHF stations, it is felt, because in

many instances CATV systems have been using the signals of a VHF station, even though there is a local UHF outlet in its area carrying the same program. The recommendation was made by a subcommittee headed by William Putnam, WWLP(TV) Springfield, Mass.

- Requested the FCC to furnish a slide-tape presentation for use in dealer and consumer education on UHF, and to look into the possibility of having the government reprint a resume of the proceedings of the three dealer-servicemen clinics held to date, in Washington, New York and Chicago.

- Approved a request to the FCC to permit its technical subcommittee to test various ratios of visual to aural power by operating TV stations.

Several potentially controversial topics were passed over by the group. These include studies of the FCC's multiple ownership rules, network affiliations, program resources, community TV, pay TV, audience ratings and advertisers' practices.



Members of the executive committee of the Committee for All-Channel Broadcasting met July 25 in Washington and some of the members of the group are shown here. They are (from l to r): Thad H. Brown Jr., Committee for Competitive TV; Sarkes Tarzian, components manufacturer; Harvey Struthers, CBS; Peter Kenney, NBC; Seymour N. Siegel, WNYC-TV New York; Edgar W. Holtz, Washington attorney; FCC Commissioner Robert E. Lee, chairman. Others who attended the meeting, not shown, were Ben Adler, manufacturer; Wayne Masters, Melpar; Lester W. Lindow, Association

of Maximum Service Telecasters; William T. Hamilton, WNDU-TV South Bend, Ind.; Richard T. Hull, WOSU-TV Columbus, Ohio; Frank A. Kear, consulting engineer; Frank Marx, ABC; William Putnam, WWLP(TV) Springfield, Mass.; James D. Secrest, Electronic Industries Association; Vincent T. Wasilewski, NAB, and Lawrence Webb, Station Representatives Association. Absent were Mort Farr, Philadelphia appliance retailer; Albert O. Hardy, International Brotherhood of Electrical Workers; Percy Russell, Washington attorney, and Adam Young, station representative.

Subcommittee releases Pacifica testimony

LACK OF REPORT KEEPS MYSTERIOUS VEIL ON HEARING

The Senate Internal Security Subcommittee Sunday (July 28) made public secret testimony taken in January from persons involved in the operation of three noncommercial FM stations licensed to the Pacifica Foundation of Berkeley, Calif.

The subcommittee made no report and in the absence of any clarification of the background and purpose of the proceeding did little to dispel the mystery which surrounded its secret sessions held Jan. 10, 11 and 25.

The subcommittee's line of questioning showed considerable interest in the source of Pacifica informational programming and in the political backgrounds of persons responsible for its preparation.

Pacifica's policy of presenting regularly scheduled commentators, including some admitted Communists, who discussed politics, economics, philosophy and other issues, also received special attention.

Senators who participated in the hearing were loath to discuss it on the record last week, but it was known that Senator Thomas J. Dodd (D-Conn.), vice chairman who presided at several of the January sessions, and Senator James O. Eastland (D-Miss.), chairman of the parent Judiciary Committee, and possibly other subcommittee members, too, were preparing statements for delivery on the Senate floor, probably this week.

Senator Dodd said at the time of the hearing that it was called to determine whether Communists had infiltrated the Pacifica stations: KPFA(FM) Berkeley, KPFF(FM) Los Angeles and WBAI(FM) New York.

Renewal of the station licenses has been held up for quite some time. FCC sources said in January that the agency would want to review the Senate testimony if it were made public.

Reporters learned from witnesses in January that the subcommittee was concerned with persons who appeared on and worked for Pacifica stations (BROADCASTING, AT DEADLINE, Jan. 28 and 14). The stations are all listener-supported and program heavily in classical music and informational programming, much of it controversial and reflecting viewpoints of practically all hues, including that of Communists.

It was the appearance of Communist spokesmen on the air and the relationship of some Pacifica principals to the party either now or at times in the past which colored the bulk of the subcommittee's questions.

Senator Dodd said in a statement directed to the witnesses which was made public during the course of the hearing that Congress might be justified in requiring that anyone who is a member of a subversive organization be identified as such if he appears as a commentator on radio or TV. Similar identification might likewise be required of

persons writing byline articles for publication.

The seven witnesses who were subpoenaed and testified: Trevor K. Thomas, Pacifica acting president; Jerome Shore, executive vice president; Joseph L. Binns, WBAI manager; Mrs. Catherine Cory Gumpertz, Pacifica vice president and former KPFF manager; Dr. Peter Odegard, member of the board of directors; Mrs. Dorothy Healey, who identified herself as "chief spokesman of the Communist party of Southern California"; and Mrs. Pauline Schindler, a retired Los Angeles school teacher.

The hearing record contains in addition to the direct testimony of the witnesses many supporting documents about programs either provided by the subcommittee or by witnesses after the hearing.

Pacifica stations had not always identified commentators, among whom were some Communists as well as persons espousing other political viewpoints, and when it did identify people, their self-identifications were used. Much questioning concerned the political associations of the witnesses and incorporators of the foundation.

In one of the few hints of a subcommittee position on Pacifica, an appendix to the testimony included transcripts of personality sketches on two admitted Communists: Elizabeth Gurley Flynn and Mrs. Healey. "The glamorous description of two subjects of personality interviews programed by . . . KPFF . . . provided sharp contrasts between the autobiographical data presented to radio listeners and the facts as revealed by public records," the appendix sketch said.

The appendix also states: "While a station may have a clear right, in certain instances, to use its facilities for the advancement of particular causes, the station undoubtedly is responsible for the causes it so advances. Such factors are properly for consideration in any determination of the public interest, convenience, and necessity of the station's operation."

'Made in' labels for foreign TV shows?

Three California Democrats have put the dispute over "runaway" film productions officially before Congress through bills requiring that films made outside the U. S. be labeled with the country of origin when exhibited in this country.

The bills, HR 7670, 7672 and 7752 (by Representatives Cecil King, George E. Brown Jr. and Everett Burkhalter), would amend the Federal Trade Commission Act to make non-disclosure of

How FCC members will spend August

The FCC's traditional August vacation is just around the corner, but the trend among the commissioners is away from formally planned vacations.

Chairman E. William Henry will remain at work until Aug. 14, when he is scheduled to speak to the Communications Committee of the American Bar Association convention in Chicago (BROADCASTING, July 22). After that he plans a couple of weeks in Memphis, returning in time to enroll his children for the new school year.

Commissioner Robert T. Bartley will not be in his offices but has no definite plans for August. Commissioner Robert E. Lee has no plans either, except for a little golfing. He will also speak at the ABA convention (Aug. 9).

Commissioner Rosel H. Hyde will attend the executive committee meeting of the National Association of

Railroad and Utilities Commissioners Aug. 1-2 in Portland, Ore. He will then spend some time in his home state of Idaho.

Commissioner Lee Loevinger appears to have the busiest itinerary. He will remain at work, like the chairman, until Aug. 14, when he, too, will address the ABA, after which he and his family will drive to Minnesota. While in Minneapolis he plans to appear on WCCO's *Open Mike*, and make several speeches, which have not been definitely arranged. The commissioner will then address the National Association for Education in Journalism in Lincoln, Neb., on Aug. 26.

Commissioner Kenneth Cox will stay in the Washington area and go camping with his family, but has no further plans.

Commissioner Frederick W. Ford will spend his vacation resting at home, having no travel plans.

overseas films "an unfair method of competition and an unfair and deceptive act or practice in commerce." The foreign-made label also would have to be used in all advertising for the films.

TV films, both programs and commercials, have been interpreted by lawyers as coming under the bill's definition: "any motion picture publicly exhibited within the U. S." A spokesman for the Motion Picture Association said if the bills become law, TV would be affected more than theaters because of the threat of boycotts of sponsors' products.

These congressmen and several of their California colleagues have backed other legislation intended to discourage American film makers from producing movies overseas while domestic crews lose work opportunities.

Rules changes—no occasional waiver—si

The FCC won't change its rules governing the acceptance and processing of AM applications for changes or new stations on channels adjacent to clear channels, the agency said last week. But it promptly granted waivers of the rules for three of the four stations which had asked for the change.

WLAD Danbury and WCNX Middletown, both Connecticut, WAEB Allentown, Pa., and WLAD New York were the petitioners for the rules changes, and all except WAEB were granted waivers. The FCC said that WAEB's request for a waiver will be considered in connection with another case involving the station now before the agency.

The FCC refused to change the rules because, it said, "each proposal must be considered on its own merits and the number of such cases is small. . . ."

FCC proposes channel changes in Southeast

The FCC last week proposed to assign channel 11 plus to Staunton-Waynesboro, Va., an assignment requested by Charlottesville Broadcasting Corp., the licensee of WINA-AM-FM Charlottesville, Va. The reservation would mean that WTVD(TV) Durham, N. C., would have to change from channel 11 plus to channel 11 even.

In inviting comments, the FCC noted that Staunton and Waynesboro are within the zone set aside to protect radio astronomy being conducted at Green Bank and Sugar Grove, both West Virginia. The commission also said, however, that the area now is served only by WSVA-TV Harrisonburg, Va., and "it is evident that the public would benefit from additional outlets and services." Another factor which should be considered, the FCC said, is whether the assignment of a second

VHF channel to the area might have a "significant adverse impact" on the local development of UHF.

Commissioner Kenneth Cox dissented to the proposed rulemaking and Commissioner Lee Loevinger abstained from voting.

KWK request for oral argument granted

The FCC last week granted the request of KWK St. Louis for an oral argument on the matter of the commission's revocation of the station's license. The argument will be held Sept. 9.

The revocation was based on findings that KWK conducted fraudulent promotional contests in the form of treasure hunts, in which the prizes were not hidden until the last day, and a Bonus Club that created hardships for its winners.

KWK's request for an oral argument is part of the station's campaign to convince the commission that a lesser penalty, such as a fine, would be adequate punishment (BROADCASTING, July 1). KWK has also been granted a stay of the effective date of the revocation, today (July 29), until all litigation of the case has been concluded.

NABET asks commission to keep stiff rules

The National Association of Broadcast Employees and Technicians, AFL-CIO, has asked the FCC to reconsider its order permitting some AM and FM stations to employ first-class radiotelephone operators on a part-time contract basis (BROADCASTING, July 15).

The union said relaxation of the present requirement that stations employ full-time operators would result in poorer technical service.

The FCC, in announcing the rule change, expressed the "hope" the affected stations would benefit financially and thereby be able to provide better service. But the union said this was "absurdly inconsistent" with the agency's acknowledgement that stations may have to go off the air if on-call operators cannot arrive in time to do needed work.

NABET also said that shortage of first class operators, cited as another reason for the rule change, could only be aggravated by permitting stations to use parttime help. There will be less inducement to enter the field if the job opportunities in it are reduced, the union said.

The rule affects AM stations using a non-directional antenna and operating with no more than 10 kw and FM stations operating non-directionally with 25 kw or less.

Bayer advertising gets examiner's OK

A Federal Trade Commission hearing examiner has held that Sterling Drug Inc. didn't monkey with the truth when it made claims for its Bayer Aspirin based on a clinical report published in the *Journal of the American Medical Association*.

Examiner Eldon P. Schrup recommended dismissal of the complaint of false advertising issued against Sterling, its house advertising agency, Thompson-Koch Co., and Dancer-Fitzgerald-Sample Inc. as unsupported by the evidence.

The FTC filed a complaint against Sterling for the Bayer ads Jan. 31. Sterling was charged with implying that the tests showed Bayer will not upset the stomach, is more gentle to the stomach than other analgesic products containing more than one ingredient, that the findings of the medical team were endorsed and approved by the U. S. government, and by the AMA. The clinical tests were actually contracted for by the FTC.

Before the FTC hearing the agency unsuccessfully sought a court injunction against the advertisements, which included both network TV and radio. The



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agency was turned down by both the U. S. District Court in New York and the U. S. Court of Appeals in the same circuit.

Last March the FTC issued a similar complaint against Plough Inc., maker of St. Joseph's Aspirin. Plough Inc. owns five radio stations, in Memphis, Chicago, Boston, Atlanta and Baltimore.

ABC granted stay in KOB case

All appearances indicate the lengthy KOB case is going to last even longer.

The FCC last week granted ABC a stay of its order released several weeks ago requiring that the network file an application proposing a directional operation of WABC New York until a final court decision.

That was the latest move by the commission to settle the 21-year-old protection case involving KOB Albuquerque, N. M., and WABC. Both stations operate on 770 kc resulting in nighttime interference to KOB from WABC's nondirectional operation. ABC had requested the stay until it could get an appeals court ruling on the matter (BROADCASTING, July 22).

Hubbard Broadcasting, licensee of KOB, last week filed strong opposition to a stay for ABC. The company

charged the network with attempting to extend the case another 12 to 18 months while it makes up its mind "whether to file a directional proposal to protect KOB."

Hubbard also suggested that if the commission denied WABC's renewal application and granted Hubbard's application for the 770 kc facility in New York (which is presently on file) the new station could be on the air in six months. It asked the commission to compare that to a two-to-three-year delay in the present protection case. Another alternative would be to designate WABC's renewal for hearing with Hubbard's application on the protection issue, the company suggested.

Simpson bill would bar agencies from lobbying

Federal agencies would be specifically prohibited from using public money to lobby, with offenders threatened with criminal penalties and fines up to \$500, under a bill introduced last Thursday (July 25) by Senator Milward Simpson (R.-Wyo.).

Charging that the Kennedy administration actively lobbied for a "yes" vote on a recent national wheat referendum, Senator Simpson said "the farm bureaucracy [the Agriculture Department] openly and threateningly brought pressure on federally licensed radio and TV stations to give free time for the government's version of the issues . . ."

An agriculture spokesman said the department sought only to explain to elected farmer committeemen the responsibilities of licensees to provide public service time (BROADCASTING, June 24).

FTC tells Westinghouse to correct its labels

Federal Trade Commission Hearing Examiner Joseph W. Kaufman last week issued an initial decision recommending Westinghouse Electric Co. to cease implying that television picture tube replacements made of used bulbs are new.

The examiner ruled that the practice of enclosing notices and labeling the tubes to the effect that they are enclosed by used bulbs is not sufficient to inform the consumer who often doesn't see the tube carton because of repairman installation of tubes. He also noted that the advertisements of replacement tubes, bearing the fact they are made of used bulbs, doesn't reach the "ultimate consumer."

It was suggested by Examiner Kaufman that notices that the bulbs are used could be placed on the tubes themselves.

Magnuson hospitalized

Senator Warren G. Magnuson (D.-Wash.), chairman of the Senate Commerce Committee, was hospitalized in Seattle last week after suffering a re-occurrence of malaria, a disease he contracted overseas in 1944.

The senator, whose committee is conducting hearings on civil rights and railroad work rules legislation, suffered a high fever early in the week, but was reported in better condition near week's end and was expected to return to Washington this week.

Meanwhile, Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, has been acting chairman of the full committee in Senator Magnuson's absence and has been conducting the hearings.

Broadcasting legislation on Section 315 and other matters will be passed over until the other issues are settled.

New hearing ordered on transmitter moves

The FCC last week ordered a new hearing on the applications of WEAT-TV and WPTV(TV), both West Palm Beach, Fla., proposing they move their transmitter sites 12 miles southwest in the direction of Miami.

This latest hearing was ordered in compliance with a court of appeals decision remanding the case back to the commission in order to hear the objections of WTVJ(TV) Miami (BROADCASTING, Jan. 28). WEAT-TV and WPTV have been given the requested move and are presently operating at their new sites. The commission said they may continue to do so pending a final conclusion of the case.


Court asked to rehear Orlando channel 9 case

The U. S. Court of Appeals for the District of Columbia was asked last week to rehear the Orlando channel 9 case. WORZ Inc., the so-far unsuccessful applicant, asked that all nine circuit judges hear the argument.

Earlier this month, a three-judge court in an unsigned opinion told the FCC to hold an oral argument to determine whether the grant should be continued to WLOF-TV, or be given to WORZ Inc. (BROADCASTING, July 5).

At issue is the question of whether WLOF-TV principals were aware of and condoned the approach of one of its lawyers to former FCC Commissioner Richard A. Mack.

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NEXT NAACP STOP: NEW YORK

Effort to integrate TV programs and commercials will include talks with advertisers and agencies

The National Association for the Advancement of Colored People plans to move its efforts to integrate TV to New York, according to Herbert Hill, national labor secretary of the NAACP.

Mr. Hill said the NAACP will call upon agencies and advertisers with demands that Negroes be included in all TV series and in commercials.

Demands made by the NAACP that technical crews of all TV filmed programs and motion pictures be integrated met with favor at its meetings with executives of the International Alliance of Theatrical & Stage Employees and Craft union business representatives in Hollywood on July 19, according to Mr. Hill.

The NAACP committee (consisting of Mr. Hill, James L. Tolbert, president of NAACP Hollywood-Beverly Hills chapter and Thomas G. Neusom, regional representative) and George Flaherty, IATSE international vice president and business representatives of local craft unions, worked out a formula that will, if approved by the 22 IA unions, be a historic breakthrough in the union membership. Although there was no formal statement forthcoming from IATSE, Mr. Flaherty said he

would recommend that the NAACP proposal be ratified by the 22 IA locals.

It would generate a joint demand by IATSE and the NAACP to producers to add one Negro to each technical crew in the industry. It was the first concrete development on the Hollywood race issue since the NAACP threatened nationwide demonstrations and boycotts to support demands for greater job opportunity.

Following the IATSE session, Mr. Hill declared that the NAACP was "very pleased with the opportunity to meet with Mr. Flaherty and the 22 business representatives" and noted that this was the first meeting of its kind ever held.

"We regard it as the beginning of other aspects of employment in the film industry for our people," he said.

The only reason why the NBC-TV *Hazel* series, sponsored by Ford Motor Co. was chosen as the first production to be integrated was because the NAACP understands it is the only one whose technicians aren't as yet assigned for the new season's filming, Mr. Tolbert said to clarify earlier statements. "Factors for choosing *Hazel* had nothing to do with the sponsor. We have no bias against Ford."

The eight major demands made on the TV and motion picture industry and craft unions during the negotiations in Hollywood were in substance:

(1) On TV programs, if Negroes are shown in any menial capacity, such as chauffeur, janitor, servant or elevator operator, a Negro must also be portrayed in a professional status, such as doctor, banker, or lawyer.

(2) On each TV series, a running part must be made available for a Negro. (A running part is a continual role in each episode of the series).

(3) Negroes must be used on TV commercials.

(4) In theatrical films, for each nine non-Negroes employed in the cast, one Negro must be used. This is based on principle that 20 million Negroes represent one-ninth of the nation's 180 million population.

(5) Similar one-ninth representation must be given Negroes in makeup of technical crews working behind the cameras.

(6) Negroes hereafter must be depicted in the film arts as they "factually and actually" are in the context of the nation's social and cultural life.

(7) A civil rights grievance commit-

tee should be established, giving any Negro the right to seek redress without fear of retaliation by a union or employer.

(8) Apprenticeship programs should be set up to train Negroes for any or all types of jobs in the industry. Only one or two such programs now exist, informed sources said.

Warning was also given that integration leaders will "count noses" in the television and motion pictures industries and if Negro noses do not appear full retaliatory measures will be taken.

As matters stand now, no further meetings are scheduled between the NAACP and IATSE negotiators, pending outcome of the rank-and-file vote on the "one Negro" proposal for all technical crews.

\$200 million for overseas film sales

Companies belonging to the Motion Picture Association of America will gross more than \$200 million during the 1963-64 season from the sale of feature films and TV film series to the U. S. networks and to stations here and abroad, William H. Fineshriber, vice president for TV of the MPAA, reported today (July 29).

Mr. Fineshriber, who also is vice

'Flagrant violation'

Charging that National Association for the Advancement of Colored People demands are "a flagrant violation" of the California Fair Employment Practices Act which the NAACP helped enact, Assemblyman Charles J. Conrad (R) said in Sacramento last week he has asked the state attorney general for an opinion on whether the NAACP can force hiring of a Negro for production of a television series.

Mr. Conrad said the NAACP threat to boycott Ford Motor Co. unless a Negro is added to the technical crew that films the NBC-TV *Hazel* series places that sponsor in the impossible position of facing a boycott unless it violates the state labor code. The assembly minority leader stated that forced hiring of a Negro, despite standard practices of employment for accepting qualified TV crew members assigned by craft unions, would be a form of discrimination against qualified whites.



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It wasn't scientific, but it worked

First you get a small piece of 15-gauge welder's glass from a friendly welder. Then you go to the local hobby shop and spend \$9.95 for a child's 30-power telescope. You tape the welder's glass across the

front of the telescope, place this against the lens of a television camera and attempt to hold it there securely with masking tape (which has a tendency to stretch).

Get a steady handed engineer to

hold the telescope in place; cross your fingers; pray for sunshine and the next thing you know you have televised an eclipse of the sun.

There may be more scientific methods to use, but WCSH-TV Portland, Me., made its system work from 5-6 p.m. on July 20, when a 98% solar eclipse took place.

With its equipment on the roof of the Congress Square hotel in Portland, WCSH-TV reported "perfect pictures were taken and viewers were treated to a clear, armchair view of the eclipse."

According to the station, it developed its "contraption" because every available piece of solar photographic equipment in the state was already scheduled for use, and "it was out of the question to consider the expense of purchasing the lenses and allied gear suggested by astronomers and scientists."

Howard Nielson, news editor; Henry Magnusen, assistant news editor, and Dewey Dow, night news director provided the commentary on the one-hour live show, sponsored by the Maine Savings Bank.

Technical supervision was provided by Charlie Brown, chief engineer.

WCSH-TV, fed the program to WLBZ-TV Bangor, Me. (both owned by Rines Stations).

president of the Motion Picture Export Association of America, returned recently from a six-week tour of European markets. He noted in his report that while gross income from foreign sales currently represents a modest share of total receipts from TV, its contribution to net profits is vital to the economic health of member companies. He cited these positive factors in the European market: the inauguration of a second channel in France next April; increased coverage planned for commercial stations in Monte Carlo and

Luxembourg; plans for a second channel in Sweden and the start of the second on BBC-TV channel in the United Kingdom in 1964.

MPAA member companies are Allied Artists, Columbia Pictures, Metro-Goldwyn-Mayer, Paramount, 20th Century-Fox, Universal Pictures, United Artists and Warner Bros. Major suppliers of films to TV, whose sales are not included in the MPAA figures since they are not member companies are: ABC Films, CBS Films, NBC Films, MCA, Desilu Sales and Four Star Distribution.

Classical specials planned

CBS-TV last week announced plans for six classical dramatic specials to be produced for the fall season by John Houseman. Mr. Houseman, producer of the forthcoming CBS-TV series, *The Great Adventure*, will begin work on the classical series following completion of six of the one-hour *Adventure* programs. A new producer will be appointed to continue the *Adventure* series after Mr. Houseman has "established the concept of the series," according to Michael H. Dann, CBS-TV vice president, programs. Details of the specials were not available.

Mr. Houseman was reportedly dissatisfied with the network's attitude toward *The Great Adventure* series, feeling there was "a discrepancy between the initial concept and the commercial world of television."

NBC-TV signs for bowl game

NBC-TV has signed to carry its ninth post-season football game next winter—Junior Rose Bowl—Saturday, Dec. 14, from Pasadena, Calif. Contract signed with sponsoring Pasadena Junior Chamber of Commerce will put junior college game on national TV for first time in its 18-year history.

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ACT TWO FOR BIG MONEY QUIZ SHOWS?

There will be more on TV if '100 Grand' is a hit

ABC-TV last week laid down the "rig-proof" ground rules for its re-entry into the big money quiz show business this fall. Indications are that the network may be preparing for a possible boom in that field by the 1964-65 season.

An ABC-TV official said that a half-dozen game and quiz shows are being prepared, some of them of the big money variety, and "all of them with an eye toward the 1964-65 season."

A decided return to the field, however, will depend on results this season when ABC-TV starts what may be the test-balloon show, *100 Grand*, detecting whether or not the atmosphere has cleared following the 1959 quiz scandal eruptions. One producer of audience participation shows predicted last month that there will be four or five big money quiz shows on the networks in a year (BROADCASTING, June 10), and the ABC-TV spokesman said last week that "it would be ridiculous for a network such as ours with our belief in the concept of big money quizzes not to be preparing more shows of that type."

Also last week, CBS-TV fattened its supply of game shows by taking an option on the Paramount-TV produced *Where Are You From?*, but the network flatly denied any possibility of a drift toward big-money shows on CBS. Paramount indicated that it had produced five other pilots of game and quiz type shows for CBS-TV, but Michael Dann, vice president, programs, emphasized that "we have a positive policy about big-money quiz shows. We're against them."

Barry Back ■ The *Where Are You From?* show will feature Jack Barry, formerly a co-producer of the *Twenty-One* show on NBC-TV. Mr. Barry is also executive producer of the five pilots. At the time of the 1959 quiz show scandals, in which *Twenty-One* and Mr. Barry were involved, CBS-TV removed all its game and quiz shows from the air, and it wasn't until 1961 that game shows—none with big prizes—returned in a substantial way to its schedule.

NBC-TV, which maintained a schedule of small-prize game and quiz shows during the 1959 congressional hearings, said it planned to maintain its current pace of audience participation shows, with no plans to re-enter the "big money" quiz area.

ABC's Rules ■ The format of the *100 Grand* show will be one of pitting the contestant against a professional in the field chosen with the questions being written solely by the opponents themselves. All contestants will be required to sign an affidavit attesting to

the fact that they alone have prepared their questions; that they have not revealed their questions to anyone prior to validation by a team of judges under the supervision of a network continuity representative, and that they are familiar with the penalties for violating the laws governing such contests.

Amateur expert and professional expert will not meet until just prior to the show, and the producers will have no contact with either the amateur or professional until both contestants enter the studio for a few moments before air time. Neither will the program's producers know the questions or the answers until the contestants confront each other on the air.

The final round of questioning, should the amateur survive five weeks of competition against five different professional experts, is provided by the public.

The *100 Grand* show is slotted in the 10-10:30 p.m. Sunday slot, opposite CBS-TV's *Candid Camera*, a four-year veteran in that slot, and NBC-TV's *DuPont Show of the Week*, which has occupied the 10-11 p.m. spot for three years.

Film sales . . .

Dobie Gillis (20th Century-Fox TV): Sold to WLAC-TV Nashville; KTVK(TV) Phoenix, Ariz.; KJEO(TV) Fresno, Calif.; KLAS-TV Las Vegas; WSBT-TV South Bend, Ind.; WNYS(TV) Syracuse, N. Y.; WHO-TV Des Moines, Iowa and KOTV(TV) Tulsa, Okla. Now sold in 15 markets.

Gadabout Gaddis—The Flying Fisherman (Roberts & Associates): Sold to KTRK-TV Houston; WHDH-TV Boston; WHEN-TV Syracuse, N. Y.; WTEV(TV) New Bedford, Mass.-Providence, R. I.; KHSL-TV Chico, Calif., and WFGA-TV Jacksonville, Fla., Now in 15 markets.

M-Squad (MCA TV): Sold to Ford Motor Co. for use on KBAK-TV Bakersfield, Calif.; WAFB-TV Baton Rouge; KRDO-TV Colorado Springs; WEAU-TV Eau Claire, Wis.; WSVB-TV Harrisonburg, Va.; KOLO-TV Reno, Nev.; WNEM-TV Saginaw-Bay City, Mich.; KELO-TV Sioux Falls, S. D. and WRCB-TV Chattanooga. Now sold in 141 markets.

State Trooper (MCA TV): Sold to Ford Motor Co. for use on WTVD(TV) Durham, N. C.; WNEM-TV Saginaw-Bay City, Mich., and WFMJ-TV Youngstown, Ohio. Now sold in 162 markets.

Blockbuster Features (Jayark Films Corp.): Sold to WOI-TV Ames, Iowa; KTWO-TV Casper, Wyo.; WMT-TV Cedar Rapids-Waterloo, Iowa; WBNS-TV Co-

Kennedys to star

ABC-TV plans to telecast an hour-length documentary showing President Kennedy and Attorney General Robert Kennedy in confrontation with the desegregation problem at the University of Alabama last month.

The program, filmed by independent producer Robert Drew Associates with the permission of the President and his brother, was shot in their offices as they discussed measures they would take to meet the integration crisis with Alabama's Governor George C. Wallace. The film also contains footage of Governor Wallace taken in Alabama.

Robert Drew Associates a few years ago supplied several programs for ABC-TV's Bell & Howell *Closeup* series.

The show will be presented by the network late this year. A sponsor has not been announced.

lumbus, Ohio; WHIO-TV Dayton, Ohio; WZZM-TV Grand Rapids, Mich.; KAIT-TV Jonesboro, Ark.; WBIR-TV Knoxville, Tenn.; KLFY-TV Lafayette, La.; WKYT(TV) Lexington, Ky.; WQAD-TV Moline, Ill.; WCOV-TV Montgomery,



Continued on Page 95

Ala.; WPIX(TV) New York; WDBO-TV Orlando, Fla.; WMTW-TV Poland Spring, Me.; WPRO-TV Providence, R. I. and WNEP-TV Scranton, Pa. Now sold in 217 markets.

Dick Powell Theater (Four Star): Sold to WTCN-TV Minneapolis-St. Paul; KDAL-TV Duluth, Minn.; KMJ-TV Fresno, Calif.; KTNT-TV Seattle-Tacoma; WINK-TV Fort Myers, Fla.; WAVY-TV Norfolk - Portsmouth - Newport News, Va.; WHYN-TV Springfield, Mass.; KOLN-TV Lincoln, Neb.; WTVT(TV) Tampa-St. Petersburg, Fla. and WOOD-TV Grand Rapids, Mich.

Zane Grey Theater (Four Star): Sold to KEYT(TV) Santa Barbara, Calif.; WSPD-TV Toledo, Ohio and KOSA-TV Odessa, Tex.

The Detectives (Four Star): Sold to KDAL-TV Duluth, Minn.

Stagecoach West (Four Star): Sold to KTNT-TV Seattle-Tacoma and KICU-TV Visalia, Calif.

Top Rank (National Telefilm Associates Inc. feature film package): Sold to WZZM-TV Grand Rapids, Mich., and WVIC-TV Hartford, Conn. Now in 70 markets.

The Mighty Hercules (Trans-Lux Television Corp.): Sold to KMBC-TV Kansas City, Mo.; KLZ-TV Denver; KTSM-TV El Paso, Tex.; KLFY-TV Lafayette, La.; WTTG(TV) Washington and CFTO-TV Toronto. Now in 28 markets.

Program notes . . .

Expanded news ■ WTVT(TV) Tampa, Fla., will expand its one-hour nightly newscast to 90 minutes on Sept. 2, when CBS expands its 15-minute evening report to 30 minutes. The 90-minute edition of *Pulse* will include an hour of locally originated news, weather and sports in addition to the half-hour CBS feed.

Russian threat ■ Radio stations of Westinghouse Broadcasting Company

Liz's show in the can

Television Productions of America, has announced completion ahead of schedule, of *Elizabeth Taylor in London*, the special in which Miss Taylor will make her TV debut over CBS-TV Oct. 6 (10-11 p.m. EDT). The program which was originally called *Elizabeth Taylor's London*, is being sponsored in the U. S. and Canada by Chemstrand Co. through Doyle Dane Bernbach.

(Group W) will present a series of six half-hour programs entitled *Focus On The Soviet Challenge*. The series was taped at the University of Wisconsin's seventh annual Institute of U. S. Foreign Policy seminars examining the Russian problem as it relates to U. S. foreign policy.

Fisher on pay-TV ■ *Eddie Fisher in Las Vegas*, a program taped at the singer's last performance at the Desert Inn in that city, will be shown on subscription TV in Hartford, Conn., Aug. 3 and Aug. 7.

Philosophical series ■ *Conversations on Death*, a seven-part philosophical series began July 7 on WIICTV Pittsburgh and will continue through Aug. 18. Subjects explored include "The God of Death and Life," "Rebirth and Salvation in Buddhism," and "Resurrection and Human Wholeness." Ray Stewart of WIICTV is host. The programs were produced in cooperation with Chatham College's year-long series on "Religious Perspectives on Death and Existence Beyond Death."

Series on delinquency ■ WABC New York has begun a three-part documentary series on methods used to combat juvenile delinquency in New York City called *Challenge '63: The Redeemers*. The premier program described Edu-

cational Alliance, a settlement house in Manhattan. Future programs will deal with approaches used by youth workers and the experiences and opinions of boys helped by these workers.

Personal touch ■ *Elaine Explains*, a new series of 30-second vignettes relating to charm, modeling, etiquette, love and marriage, are available through the Omaha Recording Studio, 2963 Farnam Street, Omaha. Produced by Elaine Jabenis, the service consists of 10 vignettes delivered weekly for unlimited use. Samples are available.

A boy and his dolphin ■ *Flipper*, a half-hour series based on a new Metro-Goldwyn-Mayer movie, is being produced by MGM in association with NBC-TV for the 1964-65 season. The color series will relate the adventures of a boy and a dolphin. Producer and director of the show will be Leon Benson, and Art Arthur has been signed as associate producer and story editor. The first episode will be filmed in Florida and the Bahamas in mid-October.

'Open End's' new N. Y. home will be WPIX(TV)

Confirming earlier reports, WPIX(TV) New York, will present David Susskind's *Open End* discussion program beginning next fall (BROADCASTING, July 8). Under the agreement, signed last week, Mr. Susskind will produce 39 two-hour shows each year, 13 of them for summer rerun.

WPIX will slot the programs Sundays (6-8 p.m.) starting Oct. 6. They'll be produced independently of WPIX at the Videotape Center in New York.

The deal has apparently been under negotiation since last May when Mr. Susskind lost WNEW-TV New York and five other outlets for the program when he and the Metropolitan Broadcasting television stations abruptly parted company in a dispute over control of the show.

Open End will continue to be offered in syndication.

Prix Italia entries chosen

The Kremlin, an NBC News special, has been selected as the United States entry in the Prix Italia 1963 to compete in the television documentary category.

The U. S. entry competing for radio documentary honors is *Freedom Now*, originally broadcast on WBAI (FM) New York.

The competition will take place from Sept. 15 to Oct. 1 in Naples. The Broadcast Foundation of America, international division of the National Educational Television and Radio Center is the official American representative of the Prix Italia.

TvQ's top 10 for June-July, by age

Rank	Program	Total Audience TvQ*	Age Groups				
			6-11 TvQ*	12-17 TvQ*	18-34 TvQ*	35-49 TvQ*	50+ TvQ*
1	Beverly Hillbillies (CBS)	52	85	66	46	45	40
2	Bonanza (NBC)	49	42	53	47	47	52
3	Red Skelton Hour (CBS)	45	73	57	38	39	38
4	Dick Van Dyke (CBS)	43	65	59	42	34	32
4	Doctor Kildare (NBC)	43	49	42	45	35	45
6	Andy Griffith (CBS)	42	52	50	37	39	42
6	Saturday Night Movies (NBC)	42	56	58	45	38	26
8	Disney World of Color (NBC)	41	65	47	32	36	38
9	Combat (ABC)	39	56	51	38	35	22
9	Monday Night Movies (NBC)	39	48	48	43	35	26

* Percentage of those who are familiar with program and say it is one of their favorites. Copyright Home Testing Institute, Inc., 1963

BROADCAST ADVERTISING

Norman Gladney, president of Taplinger-Gladney Co., New York advertising agency, resigns to join Elgin National Watch Co., that city, in newly created post of assistant to Henry M. Margolis, chairman and president of watchmaking firm (CLOSED CIRCUIT, June 24). Mr. Gladney will supervise variety of special marketing projects and direct advertising, sales promotion and PR for all Elgin consumer lines. Mr. Gladney is former VP and marketing director of Golden Shield Corp., then a subsidiary of Sylvania Electric, and at one time served as director of TV, radio and sales promotion for Bulova Watch Co.



Mr. Gladney

Prudence Kent, media director of Gresh and Kramer, Philadelphia advertising agency, elected VP. Mrs. Kent joined agency in 1953 as copywriter. She is also G&K's corporate secretary.



Mr. Graham

James Graham, radio-TV department director, and **Robert Haig**, copy director of Reach, McClinton & Co., New York, elected VP's. Mr. Graham, with Reach, McClinton for past six years, was appointed to his present post year ago. Previously he was business manager for radio-TV department of Lennen & Newell. Mr. Haig joined agency two months ago. He formerly directed copy department at Kudner Agency and served as creative director at Cockfield, Brown & Co., Montreal, Canada.

Thomas C. Carroll named VP and director of merchandising for Lever Brothers Co., New York. Mr. Carroll was formerly marketing VP of Lever division. **Richard E. Baiter** appointed marketing VP of new household products division, and **Robert E. McGhee** elected marketing vice president of new personal products division. Mr. Baiter was formerly marketing vice president of Pepsodent division. Mr. McGhee was merchandising manager in Lever division.



Mr. Carroll

Huntly P. Briggs, director of advertising and public relations for military products division of Hoffman Electronics, Los Angeles, joins Beverly Hills office of Rosenbloom/Elias & Asso-

ciates, Aug. 1, as VP and western branch manager. He succeeds **Sydney M. Cohen**, who recently moved to Smock, Debnam & Waddell, Los Angeles, as account supervisor.

Eugene Patterson, account executive at Dancer - Fitzgerald - Sample, New York, elected vice president.

John V. Doyle, VP and supervisor on General Motors Corp. institutional account at Campbell-Ewald Co., Detroit, elected senior VP with responsibility for management of all Campbell-Ewald accounts, with exception of Chevrolet Motor account. Mr. Doyle joined C-E in New York in 1951.



Mr. Gray

Richard Gray, VP of Van Praag Productions, joins Los Angeles office of Geyer, Morey, Ballard as TV account executive on *Danny Kaye Show*, which will be sponsored by American Motors, Armstrong Cork and Ralston-Purina, starting this fall (Wednesdays, 10-11 p.m.) on CBS-TV network. Mr. Gray was formerly associated with GMB as radio-TV producer. He left agency in 1961 to become production manager of WFAA-AM-FM-TV Dallas-Fort Worth, and moved to Van Praag Productions year later. Mr. Gray has also worked with NBC-TV and BBC-TV in London.

John R. Mooney, media director of McCann-Erickson, Chicago, joins Pittsburgh office of Fuller & Smith & Ross in same capacity. Before joining McCann-Erickson, Mr. Mooney served as account executive at Tatham-Laird, associate media director at Needham, Louis & Brorby, market research associate at Wilson & Co., and market research director for Jacques Manufacturing Co. He replaces **Robert C. Pekarek**, who has resigned. **Ronald J. Levin**, formerly of Realty Adv., Los Angeles, in charge of promotional activities, joins Fuller & Smith & Ross, that city, as copywriter.



Mr. Mooney

M. E. Ziegenhagen, director of advertising and PR for Babcock & Wilcox Co., appointed chairman of advertising management committee of Association of National Advertisers. He succeeds **Thomas B. McCabe Jr.**, VP in charge of marketing for Scott Paper Co.

W. Dwight Smith, former art director at Aubrey, Finlay, Marley & Hodgson, Chicago, joins E. H. Russell, McCloskey & Co., that city, as director of de-

sign. **Elsie Laufer** joins agency as media director. She formerly was director of media at Fulton Morrissey Adv. and Robert Haas Adv., Chicago.

James Norton, member of Los Angeles office of McCann-Erickson, joins Television Bureau of Advertising, that city, effective Aug. 5.



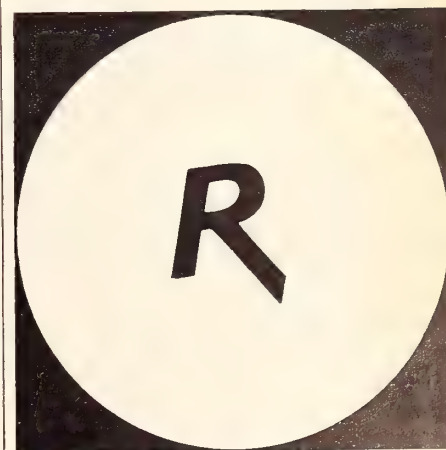
Mr. Wasserman

Sherwin Wasserman, manager of market research for Colgate-Palmolive Co., New York, joins Ogilvy, Benson & Mather, that city, as associate director of research.

Jack M. Blanchard, former product manager for Colgate-Palmolive Co., joins John H. Breck Inc. (hair preparations firm), Springfield, Mass., in newly created position of product director.

Richard L. Thomas named advertising manager of Gillette Safety Razor Co., Boston. Mr. Thomas joined Gillette in 1959 as new product manager.

Andrew Jenkins elected VP and creative director of Pritchard, Wood Inc., New York. Mr. Jenkins was copy chief



Continued on Page 97

NAB names Brown, Dille membership chairmen

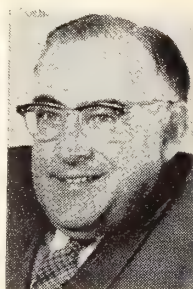
Carleton D. Brown, president and general manager of WTVL Waterville, Me., and **John F. Dille Jr.**, president of WSJV(TV) Elkhart-South Bend, Ind., named co-chairmen of National Association of Broadcasters 1963-64 membership committee.

The committee, made up of members of association's radio and TV boards of directors, provides policy guidance in recruitment and retention of NAB members.

Other membership committee members are **John F. Box Jr.**, WIL St. Louis; **John J. Coyle**, KVIL Dallas; **Julian F. Haas**, KAGH Crossett, Ark.; **Glenn Marshall Jr.**, WJXT(TV) Jacksonville, Fla.; **Allan Page**, KGWA



Mr. Dille



Mr. Brown

Enid, Okla.; **Fred Rabell**, KITT San Diego, Calif.; **Gene Trace**, WBWV Youngstown, Ohio; **Hugh Turner**, KTIM San Rafael, Calif.; and **Robert F. Wright**, WTOK-TV Meridian, Miss.

at agency. **John H. Currie Jr.**, VP and senior art director, named associate creative director. **Robert McDonnell** succeeds Mr. Currie as art director.

Walter Adler, member of media department of Dancer-Fitzgerald-Sample, New York, appointed media director, effective Sept. 1, for agency's San Francisco office. Mr. Adler replaces **Sever Toretti**, who is returning to DFS's New York headquarters.

THE MEDIA



Mr. Lund



Mr. McMillan

George J. Lund elected president and general manager, and **Neil K. McMillan**, executive vice president and sales manager of Baron Broadcasting Corp., licensee of WILA Danville, Va. Mr. Lund had served as vice president and general manager, a position held since 1961. Mr. McMillan's promotion adds vice presidency to his present duties as station's sales manager.

G. B. Cudd, senior account executive at wzoo Spartanburg, S. C., elected VP in charge of sales. **John Cashion**, air personality, assumes duties of civic activities chairman. **Bill West** named public service director, and **Tom N. Tyler** named promotion director. **Van Hardin** named wzoo's production chief.

Arthur R. Kendall, program director of WSYE-TV Elmira, N. Y., promoted to general manager, succeeding **Paul Abbott**, recently named general man-

ager of WTPA(TV) Harrisburg, Pa. Both stations are owned by Newhouse Broadcasting Corp. Mr. Kendall joined WSYE-TV in 1959 as director-announcer.



Mr. Cheney

he was co-owner, VP and general manager of KRES St. Joseph, Mo., and has also served as VP and general manager of WMIX Mt. Vernon, Ill.

George A. Sperry, formerly of Transcontinent Television Corp., joins CKLW-AM-FM-TV Windsor, Ont.-Detroit, Mich., as director of advertising and promotion. Before joining Transcontinent, Mr. Sperry was program director of WBPZ-TV Lock Haven, Pa.

Carlo Anneke, for past three years local sales manager of KTLA (TV) Los Angeles, promoted to general sales manager. At same time it was announced that **Marty Connelly**, KTLA national sales manager, resigned. Mr. Anneke joined Los Angeles outlet as account executive in July 1959. Following year he was appointed local sales manager. **Jerry Marcus**, for four years account executive, elevated to assistant general sales manager of KTLA(TV) and Paramount Television Productions Inc., that city.

Jim Stevenson, since August 1961 account executive at CBS-owned WBBM-

Raymond J. Cheney, sales manager of WBNF-AM-FM Binghamton, N. Y., appointed to newly created post of station manager. Mr. Cheney joined WBNF radio two years ago as sales manager. Previously



Mr. Anneke

TV Chicago, appointed account executive in Chicago office of CBS Television Stations National Sales.

Jonathan Schiller, former music director of WFOL-FM Hamilton, Ohio, joins WIAA-FM Interlochen, Mich., as program director and air personality.

Edward Argow, sales manager of McGavren-Guild Co., New York, elected VP. Mr. Argow joined firm's New York office in 1959 and was promoted to manager of Chicago office in 1960. In 1962 he returned to New York as sales manager.

Prior to joining McGavren-Guild, Mr. Argow served as assistant sales manager and manager of Canadian division of Forjoe Co., New York. He also was timebuyer and assistant account executive at Dancer-Fitzgerald-Sample, New York. **Thomas K. Hardy**, formerly with Metro Broadcast Sales, joins McGavren-Guild's New York sales staff.



Mr. Argow



Mr. Beighley

Sid Beighley, VP and general manager of WMBR-AM-FM Jacksonville, Fla., since June 1956, elected VP of WIVY, that city. Mr. Beighley joined WMBR in 1952.

Nicholas Duca Jr., former credit and collection analyst at CBS Spot Sales, joins Peters, Griffin, Woodward, New York, as credit and collection manager. **Marvin Schrager**, former accountant for CBS-TV, joins PGW as billing manager. New appointments are part of PGW's expansion plans for expedited billing and accounting service for advertising agencies and station clients.

Rich Weaver, sports director of KFH Wichita, Kan., assumes added duties, effective Aug. 8, with KLIF Dallas and Dallas Cowboys Football Network. Mr. Weaver will handle play-by-play for all 19 NFL games played by Cowboys.

Jerry Cronin, account executive at KNX-AM-FM Los Angeles, elevated to national sales manager. **Frank Oxarart**, eastern sales representative for KNX and Columbia Pacific Radio Network, has been transferred from New York to Los Angeles and added to station staff as account executive.



Mr. Cronin

Paul J. Miller resigns, effective Aug. 16, as general manager of WWVA-AM-

FM Wheeling, W. Va. Mr. Miller joined station in 1931. No future plans were announced.

Coy H. Deal, assistant manager of WWSK West Jefferson, N. C., appointed manager of WKJK Granite Falls, N. C. Both stations are owned by James B. Childress organization.

Clay Collins, formerly of WTRX and WKMF, both Flint, Mich., joins WTHH Port Huron, Mich., as air personality.

Jerry Lawrence, account executive at KHJ-TV Los Angeles, appointed TV sales executive in Los Angeles sales office of RKO General Broadcasting. Mr. Lawrence succeeds **Edwin C. Metcalfe**, recently named director of sales for CKLW-AM-FM-TV Windsor, Ont.-Detroit, Mich. Both facilities are owned by RKO General Broadcasting.

GOVERNMENT

Donald E. Bishop, VP of Advance Public Relations Inc., New York, joins public affairs staff of U. S. Department of Commerce in Washington as assistant to James G. Morton, special assistant to secretary for public affairs. Before joining New York PR firm, Mr. Bishop served in various capacities with NBC for 11 years. He was director of community services for owned-stations division, director of publicity for division, and manager of program publicity for NBC press department.



Mr. Bishop

ALLIED FIELDS



Mr. King

Gene King, former program director of WCBS New York, elected VP of World Wide Information Services Inc., that city. Previously he was program director of Voice of America, New York director of Radio Liberty, and program director of WOR New York. Mr. King has also served as chief of U. S. government's broadcasting activities in Europe, with headquarters in Paris.

Henry S. Noerdlinger, veteran motion picture research consultant and author and for many years with MGM research department, appointed manager of National Education Association's newly established Motion Picture, Television and Radio Information Center in Los Angeles. The center will open Aug. 1 in Kirkeby Center at 10889 Wilshire Boulevard, Westwood, and "serve mass communications media as they interpret education to the pub-

Continued From Page 95

It's a continued and continuing story. Local advertisers invested more money on WFBR-Baltimore in the first six months of 1963 than in any like period in the station's forty-one year history.

Our local advertisers love that constant ringing of the cash register. By the way, they are also very friendly and would be glad for you to join them.

Come on in . . . the selling's fine. Ask Blair.



BALTIMORE

lic." Mr. Noerdlinger's first assignments for NEA will be liaison with MGM-TV on production of *Mr. Novak*, weekly half-hour dramatic series for NBC-TV beginning Sept. 24, and with CBS-TV on *The Great Adventure*, hour-long weekly drama based on actual incidents in American history, to begin Sept. 27.

Charles J. Shaw appointed data processing manager of H-R Facts Inc., division of H-R Television and H-R Representatives Inc. Mr. Shaw was formerly with Dean Witter and Co., investment bankers, as programing supervisor.

PROGRAMING

Peter S. Rodgers, VP and general sales manager of National Telefilm Associates, Los Angeles, elected senior VP of firm. He will continue to direct all NTA sales activity.



Mr. Hartley

Jack H. Hartley, sales promotion manager of WKBN-TV Youngstown, Ohio, appointed national sales manager for Video Varieties Inc., Pittsburgh-based TV producer-syndicator. Mr. Hartley will be in charge of all sales operations, as well as sales service to clients. During World War II, Mr. Hartley was officer-in-charge of radio for Office of Secretary of Navy. Since, he has served as director of news and special features for NBC-TV and station director of WEWS Cleveland.

Philip Gittelman named producer of *Portrait* series which will be broadcast Fridays from 10:30-11 p.m., EDT, beginning Aug. 9 on CBS-TV network. Mr. Gittelman, formerly series' associate producer, succeeds **Richard Siemankowski**, who has been named executive producer of network's new *Chronicle* series. **Harry Reasoner**, CBS News' correspondent, will continue to conduct informal interviews for *Portrait* series.

HAC elects officers

Oliver Crawford, western regional manager of *TV Guide*, elected president of Hollywood Ad Club for 1963-64, succeeding **Robert Light**, president of Southern California Broadcasters Association. Other officers for coming year are: first VP, **Jack O'Mara**, Television Bureau of Advertising; second VP, **Richard L. Eastland**, Campbell-Ewald Co.; VP for publicity, **Bruce Robertson**, BROADCASTING Magazine; secretary **Betty O'Mea**, Kelly Girl Service; treasurer, **Walter Miles**, Reliable Mailing Service.

Harry Abrams and **Noel K. Rubaloff**, both formerly with MCA Artists and UTM Artists, have established their own artists and program packaging agency at 357 North Canon Drive, Beverly Hills, Calif.

Norman E. Gluck, an executive with Universal Pictures Co., New York, named to newly created post of sales coordinator for home office. Mr. Gluck will continue to handle duties in connection with Universal's TV distribution agreements with Seven Arts and Screen Gems.

Herb H. Berman and **Harry Sanger**, former eastern and southeastern division sales managers for Richard H. Ullman Inc., join Mark Century Corp., New York, in similar capacities. Mr. Berman will make his headquarters in firm's Buffalo, N. Y., office; Mr. Sanger will be located in Miami, Fla.

Michael R. Santangelo, vice president and executive assistant to David Susskind, president of Talent Associates-Paramount Ltd. since April 29, has left company. He said last week he had effected his release in June because he could not reach agreement with company on anticipated contract.

Mr. Santangelo earlier had been assistant to vice president for programing at Westinghouse Broadcasting Co. He reported he plans to become active in production of TV, motion picture and stage properties, and will announce details of projects shortly.

Jack Sobel, national sales manager for Screen Gems since November 1960, named manager of national sales, West Coast, responsible for maintaining contact with and service West Coast sales offices of networks and western agencies and advertisers. Before joining Screen Gems, Mr. Sobel was associated for nine years with General Artists Corp., where he attained position of vice president in charge of sales for television.



Mr. Sobel

George L. George, executive secretary of Screen Directors International Guild since 1957, resigns to become administrator of SDIG's trust fund.

NEWS



Mr. Edwards

John Edwards, senior Washington and White House correspondent for ABC from 1945 to 1962, appointed bureau manager-correspondent of CBS-owned TV stations' Washington news bureau. Mr. Edwards' appointment becomes effective immediately, with bureau (suite 507 of National Press Building) to become fully operative by Sept. 1. Bureau will furnish five CBS-owned TV stations—WCBS-TV New York, KNXT (TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis—with daily sound-on-film reports from nation's capital relating to their respective markets.

Rod Trongard, news director at WLOL Minneapolis-St. Paul, appointed director of news, sports and special events, newly created post.

Edward S. Shaw, news director of WAMS Wilmington, Del., named news director of WHYV-TV, that city.

Larry Peck appointed news director of WABY Albany, N. Y.

Dan Kops, president of WAVZ New Haven, Conn., and WTRY Troy-Albany-Schenectady, N. Y., elected to board of directors of Associated Press Radio and Television Association, representing eastern district. Other new directors are **Carl Lee**, WKZO-TV Kalamazoo, central district; **Frank Gaither**, WSB Atlanta, southern district; **Gene Shumate**, KRXX Rexburg, Idaho, western



district; and **Ken Nybo**, KBMY Billings, Mont. director-at-large for APRTA's western district.

Gerald J. Rock, manager of United Press International's eastern division in Pittsburgh, moves to UPI, New York, as executive sales manager. **Norman A. Cafarelli**, New Jersey news manager and eastern division regional executive, succeeds Mr. Rock in Pittsburgh.

John Ennis, news editor at WBOC-AM-TV Salisbury, Md., joins news department of WTAR-AM-TV Norfolk-Newport News, Va.

Ray Scherer, NBC News' White House correspondent, appointed congressional correspondent. Move, reportedly, was made to strengthen network coverage at Capitol for new half-hour *Huntley-Brinkley Report* which begins Sept. 9 (Monday-Friday, 7-7:30 p.m., EDT). Mr. Scherer will be replaced by **Robert MacNeil** on NBC News' staff of White House correspondents, which includes Sander Vanocur and Robert Goralski.

John Fuller, formerly of KCLN Clinton, Iowa, joins news department of WQAD-TV Moline, Ill.

Lester Bailey, information officer for U. S. Department of Labor's San Francisco regional office, joins news department of KGO-TV San Francisco.

EQUIPMENT & ENGINEERING

David H. Foster named secretary of Collins Radio Co., succeeding **S. J. Storm**, who retired. Mr. Foster joined Collins in 1959 as general attorney and will also continue in that post. Collins has moved office of secretary from Cedar Rapids to Dallas where other corporate offices are located.

M. Lloyd Bond, president of Northeastern Engineering Inc., resigns to accept \$10,000-a-year post as assistant commissioner for communications of General Services Administration's transportation and communications service.

Is Your Guard Up Against Libel Suits?

There's no telling when the wrong word can bring libel action against you. When that happens, it's too late to ask about special excess insurance to help ease the loss. **DO IT NOW . . . BEFORE CLAIMS ARISE!** For details and rates, without obligation, concerning protection against loss due to libel, slander, piracy, plagiarism, copyright violation and invasion of privacy, contact:

EMPLOYERS REINSURANCE CORPORATION
21 West 10th., KANSAS CITY, MO.
NEW YORK, 111 John • SAN FRANCISCO, 220 Montgomery
CHICAGO, 175 W. Jackson • ATLANTA, 34 Peachtree, N. E.

Thomas J. Dempsey, advertising and sales promotion manager for Reeves Soundcraft division, named to newly created position of director of public relations for Reeves Industries, New York. Before joining Soundcraft in 1953, Mr. Dempsey was account executive for Duane Jones Agency, that city.

E. Finley Carter, former executive head of Stanford Research Institute and its first president, elected to board of directors of Eitel-McCullough Inc., San Carlos, Calif. Before joining institute, Mr. Carter was VP and technical director of Sylvania Electric Products.

General Earle F. Cook, U. S. Army (Ret.), appointed director of technical operations for eastern area of Radio Engineering Laboratories, the communications subsidiary of Dynamics Corp. of America. He assumes his duties Aug. 1, and will establish his offices at REL in Bethesda, Md., division headquarters. General Cook, prior to his retirement on June 30, was Army's chief signal officer.

George C. Perris, former distributor sales manager of semi-conductor products at National Transistor Co., appointed merchandising manager of semiconductor products for distributor products division of International Telephone and Telegraph Corp., Lodi, N.Y.

INTERNATIONAL

Arnold V. Gilbert, for six years member of New York office of Marplan, a division of Communications Affiliates Inc., named manager of international marketing research firm's Tokyo office. From Tokyo office, Marplan will service clients in Japan, Hong Kong, and Philippines. Mr. Gilbert will also serve as research director of McCann-Erickson-Hakuhodo Inc., the Japanese advertising agency owned jointly by Hakuhodo Inc. and McCann-Erickson Corp. (International).

Robert H. Thompkins appointed assistant international director of J. M. Mathes Inc. Mr. Thompkins, who was formerly with Foote, Cone & Belding as field account executive in Paris, will work with clients in overseas markets.

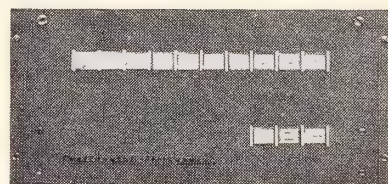
DEATHS

Harry M. Anger, an old-time vaudeville performer who became executive producer of Perry Como TV show, died July 22 at his home in New York. In 1930's and '40's Mr. Anger aided in production of Red Skelton and Abbott and Costello movies in Hollywood. In 1947 he joined General Artists Corp. and became VP in 1950. Later he formed Harry Anger Associates.

Robert Sparks, 63, producer of "Blondie" films and creator of such TV series as *Gunsmoke*, *Perry Mason*, *Have Gun, Will Travel*, *December Bride* and *Rawhide*, died July 22 of heart attack in Hollywood. Mr. Sparks was husband of actress Penny Singleton, whom he met when she starred in "Blondie" motion picture series. At time of his death he was working at MGM on new TV series, *The Travels of Jaimie McPheeters*.

Marjorie MacInnes Tuttle, 62, former executive secretary to officials of RCA, New York, died July 22 at Lenox Hill Hospital after long illness. Mrs. Tuttle joined RCA as stenographer when company was first organized in 1919. She was married in 1947 to late Arthur B. Tuttle, who was then VP and treasurer of RCA Communications. Mr. Tuttle later served as vice president and treasurer of RCA.

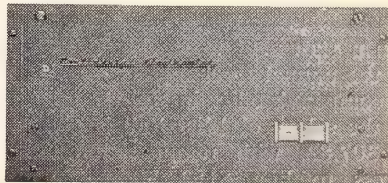
Arthur M. Stander, 46, radio-TV comedy writer, died July 20 at UCLA Medical Hospital, Los Angeles, of cerebral hemorrhage. Former writer for Fanny Brice on NBC *Baby Snooks* radio show, Mr. Stander also wrote Danny Thomas show for five years, created *It's Always Jan* series and pilot of *Andy Griffith Show*. For past several years he was under contract to Four Star Productions.



■ STUDIO TERMINAL

CONTINENTAL'S TYPE TRC-FA3 FAULT ALARM SYSTEM

Used at unattended transmitting stations, it automatically gives remote alarm and indication of a change in status of any one of the 10 or 15 monitored conditions.



■ TRANSMITTER TERMINAL

Continental Electronics

PRODUCTS COMPANY
BOX 5024 • DALLAS 22, TEXAS • TELEX CEPKO
LTV Subsidiary of Ling-Temco-Vought, Inc.

Special write-offs cause net loss at Desilu BUT PROFITS ON CURRENT PRODUCTION INCREASE

Although Desilu Productions Inc. figures a net loss for its fiscal 1963 year, ended April 27, there was an increase in profits from operations.

The loss resulted from special write-offs of deferred show costs and pilot development costs incurred during the 1961-62 and prior fiscal years, provision for possible loss in connection with certain TV series produced more than three years ago for syndication and a contested prior year^o federal income tax assessment. The net amount of these adjustments reduced profits for the current fiscal year by \$1,857,006, but carry-back tax benefits are expected to improve the company's net cash position by approximately \$1.3 million.

For the new year, President Lucille Ball says, Desilu will again have three TV series on network television: *The Lucy Show*, second season on CBS-TV; *Greatest Show on Earth*, one-hour series in color starring Jack Palance, to be introduced in September on ABC-TV, and a second new series, *Glynis*, co-starring Glynis Johns and Keith Andes, to be introduced also in September over CBS-TV.

In the live television field, Desilu has three programs currently on the air: *You Don't Say*, five times weekly over NBC-TV; *By the Numbers* and *Zoom*, once a week over KTLA(TV) Los Angeles.

Leaving ABC-TV is *The Untouchables* whose 118 one-hour programs have been turned over to Desilu Sales Inc. for domestic syndication.

Ten series not owned by Desilu will use the company's facilities during the new season. They are: *Andy Griffith Show*, *Ben Casey*, *Bill Dana Show*, *Breaking Point*, *Danny Thomas Show*, *Dick Van Dyke Show*, *Joey Bishop Show*, *Lassie*, *My Three Sons* and *My Favorite Martian*.

Desilu facilities also have been chosen by George Stevens for the physical production phases of the theatrical motion picture *The Greatest Story Ever Told*.

In a statement to stockholders, calling the annual stockholders meeting at the company's office in Hollywood Aug. 20, the salary of Miss Ball is given as \$72,307.82, with remuneration as an actress totaling \$152,750 (of which \$150,000 was deferred). Other remuneration: Desi Arnaz, who resigned from the company when he sold his stock to Miss Ball in November last year, \$94,230.94 as president, and \$35,436 as actor and program director; Jerry Thorpe, \$65,000 as vice president in charge of programing and \$3,270 as

program director; W. Argyle Nelson, \$60,000.20 as vice president, production and studio operations, and Edwin E. Holly, \$56,173.03 as vice president, administration and finance. Messrs. Thorpe, Nelson and Holly also received deferred compensation.

Fiscal year ended April 27:

	1963	1962
Earned per share	\$ (0.54)	\$ 0.53
Gross income	21,869,581.00	14,223,850.00
Profits before taxes	1,278,797.00	272,478.00
Non recurring gain from sale of TV film production		340,640.00
Net profit (loss)	(655,387.00)	611,921.00

Goodwill Stations declare dividend

Operating revenues in all stations showed gains for the six months period ended June 30, Goodwill Stations Inc. reported last week. Second quarter sales continued to show gains over the same period last year, although profit was off slightly due to certain non-recurring expenses.

A dividend of 12½ cents a share, payable Sept. 4 to stockholders of record Aug. 21, was voted by the board, which also elected J. R. Johnson, Bank of America, San Francisco, a director to succeed Francis M. Smith, resigned. Goodwill Stations are WJR-AM-FM Detroit, WJRT(TV) Flint Mich., and WSAZ-AM-TV Charleston-Huntington, W. Va.

Six months ended June 30:

	1963	1962
Earned per share	\$ 0.57	\$ 0.49
Gross revenue	4,140,577.00	3,863,306.00
Operating profit (before depreciation and amortization)	1,282,533.00	1,145,490.00
Depreciation and amortization	466,028.00	442,489.00
Net income	397,505.00	342,900.00
Cash flow	863,533.00	785,389.00

Ampex earnings up

Ampex Corp., Redwood City, Calif., last week released its annual report for the fiscal year ended April 27 and showed an increase in earnings.

	1963	1962
Earned per share*	\$ 0.64	\$ 0.41**
Net sales	93,271,000.00	84,106,000.00
Research and development	8,891,000.00	7,541,000.00
Federal and foreign income taxes	4,090,000.00	1,845,000.00
Net income	5,005,000.00	3,203,000.00**

*Based on 27,906 shareholders in 1963 compared to 27,334 in 1962.

** After deducting special item applicable to prior years.

Magnavox sales increase

Magnavox Co.'s consumer sales increased 20% in the first six months of 1963 compared with the same period

last year, Frank Freimann, president, said last week. He estimated that consumer products sales, including a line of color TV sets introduced in the spring, would increase further this fall.

Orders for TV, stereo and other consumer products were 50% higher in June than in the same month last year, the Magnavox president reported. Sales of government electronic equipment declined, Mr. Freimann said.

Six months ended June 30:

	1963	1962
Earned per share	\$ 0.60	\$ 0.59
Total sales	77,880,000.00	87,563,000.00
Earnings	4,394,000.00	4,285,000.00

Metromedia's first half

Metromedia Inc. has reported record net income for the first 26 weeks of 1963.

Six months ended June 30:

	1963	1962*
Earned per share	\$ 1.03	\$ 0.57
Gross revenue	27,978,446.00	26,206,832.00
Net income	1,838,228.00	1,021,655.00
Cash flow	3,319,289.00	2,736,615.00
Cash flow per share of common stock	1.88	1.58

*Does not include capital gains from the sales of certain assets in 1962.

Reeves' earnings up

Reeves Broadcasting & Development Corp., owner of WUSN-TV Charleston, S. C., KBAK-TV Bakersfield, Calif., and WHTN-TV Huntington, W. Va., and a studios division in New York City, reported last week an increase in earnings for the first half of 1963 as compared to the same period last year.

First six months:

	1963	1962
Earned per share	\$ 0.072	\$ 0.005
Gross income	2,754,400.00	2,301,700.00
Net before taxes	230,700.00	12,100.00
Net profit	100,900.00	7,600.00
Cash flow	341,800.00	284,400.00

Taft to pay dividend

Taft Broadcasting Co. pays a quarter dividend of 15 cents a share on Sept. 12 to stockholders of record Aug. 15.

First fiscal quarter ended June 30:

	1963	1962
Earned per share*	\$ 0.36	\$ 0.36
Net revenue	3,203,574.00	3,057,975.00
Operating profit (before depreciation)	1,514,667.00	1,476,869.00
Profit before federal income taxes	1,220,986.00	1,266,357.00
Federal income tax	655,240.00	687,816.00
Net income	565,746.00	578,541.00

*Based on 1,589,485 shares outstanding on June 30.

Dividend declared

Scripps-Howard Broadcasting Co. declared a dividend of 25 cents a share payable Sept. 10 to stockholders of record Aug. 22.

Six periods Jan. 1-June 15:

	1963	1962
Earned per share	\$ 0.58	\$ 0.58
Net operating revenues	6,705,213.00	6,485,761.00
Net income	1,488,504.00	1,495,735.00

BBC audience report for first quarter

The latest report issued by the BBC audience research department shows that on the average day from April to June 1963 more than two people out of every three watched some television in Britain, with more than 23.5 million viewing BBC-TV and 22.5 million the commercial network. BBC-TV's average over-all audience was 6.1 million compared with six million a year ago. The commercial network had 6.3 million compared with 6.5 million a year ago.

During the quarter, viewers able to choose between the two networks spent an average 6.3 hours a week viewing BBC-TV and seven hours watching the commercial network. This gave an audience ratio for the quarter of 47% for BBC and 53% for the commercial network. In the corresponding quarter of last year BBC's share was 46%; in both 1960 and 1961 it was 37%.

The report shows that the public for television in the United Kingdom exceeds 43 million.

For radio, the report records in-

creases both in the total audience and in the time spent listening. The number of people able to receive radio programs went up by about half a million to 46,600,000 or over 95 per cent of the population. The average time spent listening to BBC radio went up to 8.3 hours per head a week in April-June from 7.7 hours a year ago.

Anglo-Soviet agreement

The BBC has signed an agreement with the Soviet government system for increased radio and TV program exchanges. The agreement covers provision of production facilities by both sides for each other in Britain and the Soviet Union and attachment of staff between the organizations where it is useful to meet specialized needs.

BBC Director-General Hugh Carleton-Greene will visit the Soviet Union next year.

Abroad in brief...

Japanese series sold ■ NBC International has sold *Samurai*, first Japanese television series distributed to Latin America, in Mexico, Venezuela

and Panama. The series was seen for the first time outside of Japan on July 11 in Mexico City. It will be sponsored by Refrescos Pascual, maker of soft drinks.

Plans TV push ■ DeLuxe Reading Canada Ltd. has appointed Cockfield Brown, Toronto, to handle its Canadian advertising. Milton Bloom, president of the toy firm, said advertising will be mainly in television and directed towards younger people through children's programs.

Pfizer appoints K&E ■ Pfizer Ltd. has named Kenyon & Eckhardt Ltd., London, to handle all advertising for a new range of consumer products.

Radio Prague stamps ■ To mark 40 years of operation of Radio Prague, the Czechoslovakian post office has issued two stamps. On one stamp is featured a radio antenna on a map of Europe and radiating from it the word Peace in six languages. A second stamp features a broadcasting studio with a man and woman reading into microphones and control booth operators in the rear. A modern radio receiver is shown in right hand corner.

FOR THE RECORD

How FM channels have been assigned

The following table of assignments contains the 80 commercial FM channels assigned to the listed communities.

Channels whose number is followed by A are for Class A stations. All others are for Class B stations in Zones I and

I-A and for Class C stations in Zone II. The table lists 2,830 assignments in 1,858 communities (see story, page 27).

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 18 through July 24 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity. Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV station

APPLICATION

Houston—Radio Station KXYZ Inc. UHF channel 29 (560-566 mc); ERP 270 kw vis., 135 kw aur. Ant. height above average terrain 589 feet, above ground 620 feet. P. O. address Fifth Floor, Gulf Building, c/o Lester Kamin, Houston. Estimated construction cost \$354,357; first year operating cost \$195,000; revenue \$200,000. Studio and trans. locations both Houston. Geographic coordinates 29° 45' 31" North latitude, 95° 21' 48.5" West longitude. Type trans. GE TT-56-A, type ant. GE TY 25-C. Legal counsel McKenna & Wilkinson, consulting engineer Creutz & Snowberger, both Washington. Principals: Lester (55%), Max (30%) and Morris (15%) Kamin, tr/as Public Radio Corp. Applicant is licensee of KXYZ-AM-FM Houston. Ann. July 24.

New AM stations

ACTIONS BY FCC

Dardanelle, Ark.—Central Arkansas Broadcasting Inc. Granted CP for new AM on 980 kc, 1 kw-D; conditioned to pre-

sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address c/o William C. Murphy, 101 East Main Street, Russellville, Ark. Estimated construction cost \$36,476; first year operating cost \$40,000; revenue \$55,000. Principals: William C. Murphy, W. Lyle Sturtevant, Parker Parker, L. I. VanLandingham and Louis H. VanLandingham (each 60 shares) and Daniel Scott, A. B. Grace and R. L. Schuh (each 10 shares). L. H. VanLandingham is news director of KSWO Lawton, Okla.; Mr. Sturtevant is editor and publisher of Dardanelle Post Dispatch; other principals are local business and professional men. Comr. Cox dissented to grant. Action July 17.

Sidney, Ohio—Van Wert Broadcasting Co. Granted CP for new AM on 1080 kc, 250 w-D, DA; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. P. O. address c/o Kenneth E. Konze, Marsh Building, Van Wert, Ohio. Estimated construction cost \$22,400; first year operating cost \$47,000; revenue \$56,000. Principals:

Kenneth E. Kunze and Raymond M. Waldron (each 25%) and Stephen S. Beard, Merl Knittle, G. Dale Wilson and estate of George W. Wilson (each 12½%). Van Wert Broadcasting is also licensee of WERT-AM-FM Van Wert, applicant for new FM in Sidney and applicant for new AM in Plymouth, Ind. Action July 17.

Ridgeland, S. C.—James W. Synott, W. A. Lawton and Johnston L. Crapse. Granted CP for new AM on 1430 kc, 1 kw-D; conditions. P. O. addresses Lena, Estill and Lena, respectively, all South Carolina, for three principals of licensee. Estimated construction cost \$18,200; first year operating cost \$30,420; revenue \$33,000. Principals are Messrs. Synott (70%), Lawton and Crapse (each 15%). Mr. Synott is employed by WBHC Hampton, S. C.; Mr. Lawton is businessman; Mr. Crapse is attorney. Action July 17.

Existing AM stations

ACTIONS BY FCC

WCLD Cleveland, Miss.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime opera-

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tion with 250 w; remote control permitted; conditions. Chmn. Henry dissented. Action July 17.

WROB West Point, Miss.—Granted increased daytime power on 1450 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action July 17.

New FM station

ACTION BY FCC

***Cheney, Wash.**—Eastern Washington State College. Granted CP for new FM on 89.9 mc, channel 210, 10 w. Ant. height above average terrain 18 feet. P. O. address c/o Howard E. Hopf, Cheney. Estimated construction cost \$500; first year operating cost \$2,000. Principals: board of trustees. Action July 23.

Existing FM station

ACTION BY FCC

KEFM(FM) Oklahoma City—Granted CP to change trans. site and station location to Midwest City, increase ant. height from 125 feet to 160 feet, continued operation on 94.7 mc; condition. Comr. Cox dissented. Action July 17.

Ownership changes

ACTIONS BY FCC

WAVP Avon Park, Fla.—Granted assignment of license (and renewal of license, provided that assignment be consummated within 25 days) from William A. Jacob (100%), trustee for Mid-Florida Broadcasting Inc., to Helen V. Sightler and John W. Wright (each 50%), tr/as Avon Broadcasting Co. Consideration \$27,000. Mr. Wright is manager of WAVP; Mrs. Sightler is housewife. Action July 19.

WSAF Sarasota, Fla.—Granted assignment of license from Betty LeBrun (40.5%), J. Lee Friedman (34.5%), Robert Hogg (10%) and Andrew Carlos, Alfred A. Davis and James Collier (each 5%), d/b as Radio Sarasota Inc., to William A. & Louise K. Dodd (each 30%), Harry H. Foster (25%) and Florence L. Foster (15%), tr/as Pan Florida Inc. Consideration \$98,000. Mr. Dodd is physician; Mr. Foster is account executive with Crosley Broadcasting Corp.; two women are housewives. Comr. Bartley dissented. Action July 17.

KREB Shreveport, La.—Granted assignment of license from T. B. Maxfield (50%), Lawrence Brandon (49.8%) and Carol D. Brandon (.2%), d/b as KREB Inc., to KREB Inc. (50%) and Southwest Broadcasters Inc. (50%), tr/as Universal Broadcasting Corp. Southwest, licensee of KCIJ Shreveport, is 100% owned by Marvin B. Kosofsky. Conditioned that assignment shall not be consummated before surrender for cancellation of KCIJ license. Action July 19.

KDOT Reno—Granted assignment of license from Paul C. Schafer (100%), d/b as KDOT Inc., to Richard W. and Elizabeth M. Brown (100% jointly), tr/as B.B.C. Inc. Consideration \$60,000. Dr. Brown is physician; Mrs. Brown is housewife. Conditioned that station must resume broadcasting within 90 days. Action July 17.

ACTIONS BY BROADCAST BUREAU

WDBO-AM-FM-TV Orlando, Fla.—Granted transfer of control of licensee corporation, Cherry Broadcasting Co., from William H. Goodman, Clarence H. Gifford Jr., Walter F. Gibbons, Mollie B. Cherry & Rhode Island Hospital Trust Co. (75% in trusteeship), William H. Goodman & Mollie B. Cherry (each 10% individually) and Arnold F. Schoen Jr. (5%) to Outlet Co., corporation with over 50 stockholders. Consideration \$6,100,000. Outlet Co., department store, owns WJAR-AM-TV Providence, R.I. Action July 17.

WHFS(FM) Bethesda, Md.—Granted transfer of control of licensee corporation, High Fidelity Broadcasters Inc., from Robert J. Carpenter (30%), William A. Tynan (19%) and others to H. Philip Nesbitt (63.69%), Emil L. O'Neil (31.85%) and others, tr/as Dixon Industries Inc. Consideration \$30,000. Dixon Industries manufactures electronic equipment. Action July 17.

KEES Gladewater, Tex.—Granted assignment of license from Ellis E. & Rayford G. Tidmore (66 2/3% jointly) and Delwin W. Morton (33 1/3%), d/b as Golden Triangle Enterprises, to Mr. Morton and Orman L. Kimbrough (each 50%), tr/as Gemini Enter-

prises. Consideration \$130,000. Mr. Kimbrough is cattle raiser. Comr. Bartley dissented. Action July 22.

WAXX Chippewa Falls, Wis.—Granted assignment of license from Jack H. (50%) & Donald H. (25%) Holden, T. Keith Coleman (15%) and Andrew E. LeTendre (10%), d/b as Chippewa Broadcasting Inc., to Post Broadcasting Corp. (100%), tr/as Radio Chippewa Inc. Post is large corporation with over 50 stockholders. Consideration 1700 shares in Post, consolidating WAXX with Post's WEAU-TV Eau Claire, Wis. Comrs. Bartley and Loevinger dissented. Action July 17.

APPLICATIONS

WAFG-TV Huntsville, Ala.—Seeks transfer of control of permittee corporation, Rocket City Television Inc. (29,130 shares issued), from J. E. Beasley Jr. (6,640 shares), John S. Gregory Jr. (3,390 shares) and others to Smith Broadcasting Inc. Consideration \$509,775. Applicant is licensee of WAAY Huntsville and has application pending for new FM in same city; Smith has CP for new TV in Huntsville, which will be surrendered on grant of above application. Ann. July 22.

KBIG(FM) Los Angeles—Seeks transfer of control of licensee corporation, KBIG Inc., from John Poole Broadcasting Inc. (94.3%), owner 60% by John Poole and 40% by Kevin Sweeney, to Mr. Poole and Mr. Sweeney in same proportion individually. Consideration \$55,150. Ann. July 18.

KKIS Pittsburg, Calif.—Seeks transfer of negative control of licensee corporation, Pace-Shear Radio Inc., from John H. and Bedford F. Pace (each 25%) to Roy L. Cordell and Sherry B. Pace (each 25%). No financial consideration involved. Ann. July 23.

KFKA Greeley, Colo.—Seeks transfer of control of licensee corporation, Mid-Western Radio Corp., from H. E. Green (55.4%) to Harry E. Green Jr. and Ralph H. Green, executors of estate (55.4%) of H. E. Green; other ownership remains same. No financial consideration involved. Ann. July 24.

WMAY Springfield, Ill.—Seeks assignment of license from Gordon Sherman and others, d/b as Lincoln Broadcasting Inc., to James Stuart (89.11%) and others, tr/as Springfield Broadcasting Inc., wholly owned subsidiary of Stuart Investment Co. Consideration \$700,000. Stuart Investment owns KFOR Lincoln, KRGI Grand Island and KODY North Platte, all Nebraska, KMNS Sioux City and KOEL Oelwein, both Iowa, and KSAL Salina, Kan. Ann. July 23.

WLLH Lowell, Mass.—Seeks assignment of CP's from Merrimac Broadcasting Inc. to Radio Station WLLH; corporate change only, with ownership remaining same. No financial consideration involved. Ann. July 13.

KHDN Hardin, Mont.—Seeks relinquishment of positive control of licensee corporation, Hardin Broadcasting Co., by Conrad E. Bales (55% before transfer, 45.6% after) through sale of stock to Henry S. Ruegamer (12.2% before, 21.6% after). Consideration \$4,125. Ann. July 24.

KQEN Roseburg, Ore.—Seeks assignment of license and CP from Phillip E. Waters (50%) and Milton A. Foland and George F. Brice Jr. (each 25%), d/b as Pacific Western Broadcasters Inc., to Lyle E. Fenner (100%), tr/as KQEN Broadcasting Inc. Consideration \$102,500. Mr. Fenner is general manager of KQEN. Ann. July 18.

WIVE Ashland, Va.—Seeks assignment of license from John Laurino (50%) and Robert E. Cobbins and James L. Reeder (each 25%), d/b as WDYL Radio Inc., to Roanoke Rapids Radio Corp. (70.6%) and John W. Boone Jr. (29.4%), tr/as United Broadcasters Inc.; Roanoke Rapids Radio is owned by Henry M. Best Jr. and Roy L. Davis (each 32.5%), Mrs. Milton Best (15%), Roland McClamrock (10%) and William C. May and Nora F. Patterson (each 5%). Consideration \$51,209. Roanoke Rapids Radio is licensee of WCBT Roanoke Rapids; Dr. Boone is physician; Mrs. Best is half owner of insurance agency; Mr. McClamrock is majority owner of WCHL Chapel Hill, N. C.; Mr. May is painting contractor; Mrs. Patterson is widow. Ann. July 23.

WPFP Park Falls, Wis.—Seeks assignment of license from Gordon F. Schluter (100%) to Desmond H. Callaghan, Thomas B. Beckwith (each 21.9%) and others, tr/as

Northland Broadcasting Inc. Consideration \$90,000. Dr. Callaghan is physician, Mr. Beckwith is majority owner of petroleum outlet; both have minority interests in WERL Eagle River, Wis. Other minority owners of assignee have connections with WERL. Ann. July 18.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Port Chester Broadcasting Co. for new AM on 1590 kc, 1 kw, DA, D, in Port Chester, N. Y., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action July 19.

DESIGNATED FOR HEARING

KAYE Puyallup, Wash.—Designated for hearing application to change ant. system and increase ant. height to 380 feet, made KBKW Aberdeen, KONP Port Angeles and KCDI Kirkland parties to proceeding. Comrs. Hyde and Lee dissented. Action July 17.

■ By memorandum opinion and order, commission, on remand by Court of Appeals, (1) set aside Sept. 5, 1962, action which granted application of Dutchess County Broadcasting Corp. for increased daytime power of WKIP Poughkeepsie, N. Y., from 250 w to 1 kw, continued operation on 1450 kc with 250 w-N, and (2) designated for hearing WKIP application; made WEOK Poughkeepsie, which protested Sept. 5, 1962, grant, party to proceeding. Commission further ordered WKIP may continue operating, during pendency of hearing or until further order of commission, at new site specified in CP of Sept. 5, 1962, with power of 250 w-N, 1 kw-LS, but with ant. radiation not to exceed 150 mv/m/kw. Action July 17.

OTHER ACTIONS

■ By memorandum opinion and order, commission granted petition for reconsideration filed by Clear Tone Broadcasting Corp. (WTRE(FM)), Greensburg, Ind., to extent of (1) staying March 27 grant of CP to Tree Broadcasting Co. for new AM (WGRB) on 1330 kc, 500 w-D, in Greensburg, and (2) providing Tree Broadcasting opportunity to submit within 60 days, revised population data and statement justifying reasonableness of estimated cost of construction and operating expenses, and to serve material on petitioner, and latter to file reply with commission within 15 days thereafter. If permittee does not submit information specified, commission will set aside grant and designate application for hearing on "10%" issue and financial issue. Comr. Cox not participating. Action July 22.

■ Commission granted petition by Thoroughbred Racing Associations of U. S. Inc. for extension of time from July 23 to Aug. 23 to file reply comments in matter of amendment of part 3 of rules to regulate broadcast of horse racing information. Action July 18.

■ By letter, commission waived Sect. 1.351 of rules and placed in line for processing in normal course application of South Jersey Broadcasting Co. to increase power of WKDN Camden, N. J., on 800 kc, D, from 1 kw to 5 kw with DA. Action July 17.

■ By letter, commission returned as unacceptable under FM "freeze" rule application of Stereocast Inc. for new FM on 105.3 mc; ERP 1.4 kw; ant. height 300 feet, in Lynn, Mass., without prejudice to filing application after FM freeze has ended, if channel is available. Action July 17.

■ By separate letter, commission dismissed and returned similar application of Charter Broadcasting Corp. for new FM on 105.3 mc in Lynn which had previously been accepted for filing because of mutual exclusivity with then pending application of Harvey Sheldon for renewal of license of WUPI(FM) Lynn, since dismissed. Action July 17.

■ By order, commission waived Sect. 1.354 of rules and accepted for filing application of Ward Broadcasting Co. for mod. of license to change hours of operation of KCKG Sonora, Texas, from uni. to SH (is licensed on 1240 kc, 250 w-N, 1 kw-LS). Action July 17.

■ Commission announced that for August, 1963, it has delegated to chief, Broadcast

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 24

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,810	50	146	348
FM	1,091	29	88	190
TV	520 ¹	55	85	115

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, July 24

	VHF	UHF	TOTAL TV
Commercial	484	91	578
Non-commercial	47	21	68 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, June 30

	AM	FM	TV
Licensed (all on air)	3,809	1,090	519
CP's on air (new stations)	51	30	56
CP's not on air (new stations)	137	87	85
Total authorized stations	3,997	1,207	660 ¹
Applications for new stations (not in hearing)	210	178	67
Applications for new stations (in hearing)	146	13	53
Total applications for new stations	356	191	120
Applications for major changes (not in hearing)	254	90	47
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	308	93	55
Licenses deleted	0	2	0
CP's deleted	1	2	0

¹Does not include six licensed stations off air

²Includes three stations operating on unreserved channels

Bureau, authority to act on certain broadcast applications for transfers of control and assignment of licenses normally acted upon by commission, including cases involving exception but not waiver of three-year rule (Sect. 1.365 of rules). Action July 17.

■ By memorandum opinion and order, commission approved agreement whereby Millinocket Broadcasting Co. withdraws application for new AM on 1240 kc, 250 w-N, 1 kw-LS, at Millinocket, Me., and competing applicant, Mid-Maine Broadcasters Inc. will reimburse Millinocket \$1,263 for expenses incurred in prosecuting application. By separate action, commission waived Sect. 1.354(j) (1) of rules and granted Mid-Maine Broadcasters Inc. application for new AM on 1240 kc, 250 w-N, 1 kw-LS, in Millinocket, Me.; condition. Action July 17.

Routine roundup

ACTIONS BY REVIEW BOARD

■ In consolidated proceeding on application of C. M. Taylor for new AM stations in Elizabethton and Blountville, respectively, both Tennessee, in Docs. 15111-2, granted petition by Taylor to extend time to Aug. 5 to file opposition to Holston's petition to enlarge issues. Action July 24.

■ By memorandum opinion and order in proceeding on AM application of K BAR J Inc., Hastings, Neb., (1) granted applicant's petition for acceptance of late publication of hearing notice, and (2) waived Sec. 1.362 of rules insofar as it requires publication immediately following release of commission's order specifying time and place of hearing, and accepted tendered notice. Action July 22.

■ By memorandum opinion and order in proceeding on AM application of Brush Broadcasting Co., Wauchula, Fla., denied late filed petition by Hardee Broadcasting Co. (WAUC), Wauchula, for addition of issue concerning premature construction of facilities by applicant. Action July 22.

■ Granted petition by Arthur D. Smith Jr. (WMTS), Murfreesboro, Tenn., to extend time to Aug. 5 to file oppositions to petition by North Alabama Broadcasting Co. to enlarge issues in proceeding on AM application. Action July 22.

■ Granted petition by Berkshire Broadcasting Corp., Stratford, Conn., to extend time to Aug. 15 to file exceptions to initial decision in proceeding on AM application, et al. Action July 22.

■ By memorandum opinion and order in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif., in Doc. 14691, (1) denied petition by respondent KYOR Inc. (KYOR), Blythe, to enlarge issues; and (2) on own motion, enlarged issues to determine (a) efforts made by Lapping to ascertain programing needs and interests of area to be served and manner in which he proposes to meet such needs and interests, and (b) in light of evidence adduced in connection with "suburban" issue, whether Lapping can be relied upon to carry out program proposal. By separate memorandum opinion and order denied late filed petitions by Lapping to delete issues added March 7 by Review Board and to strike KYOR's petition to enlarge issues. Action July 18.

■ By memorandum opinion and order in proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc., for renewal of license, assignment of license, and transfer of control of KSHO-TV Las Vegas in Docs. 14006-8, (1) granted joint petition by applicant parties for waiver of Sect. 1.362 of rules insofar as it requires publication immediately after designation for hearing; and (2) waived Sect. 1.362 insofar as it requires statement concerning such notice be filed within seven days of last day of publication, and accepted tendered notice. Action July 18.

■ By memorandum opinion and order in proceeding on AM applications of Southern Radio & Television Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, both Florida, in Docs. 14909-10, (1) granted request by Broadcast Bureau to withdraw motion to dismiss applications for failure to comply with Sect. 1.362 local notice requirements; (2) granted joint request by applicants for waiver of Sect. 1.362 of rules insofar as publication in weekly newspaper and broadcast immediately after designation of hearing; and (3) accepted tendered notice. Action July 18.

■ By memorandum opinion and order in consolidated proceeding on applications of Marshall Broadcasting Co. and Wright Broadcasting Co. for new AM station in Marshall and East Lansing, respectively, both Michigan, in Docs. 15017-8, dismissed as moot motion by Wright for leave to file reply to Marshall opposition to Wright's motion for leave to amend application. Action July 18.

ACTIONS ON MOTIONS

■ Commission, by office of opinions and review, granted petition by Ridge Radio Corp., Windber, Pa., to extend time to Aug. 7 to file application for review of Review Board's March 7 decision in consolidated AM proceeding on application and that of Windber Community Broadcasting System, Windber, in Docs. 13736, 14282. Action July 23.

■ Commission, by office of opinions and review, granted petition by Broadcast Bureau to extend time from July 22 to Aug. 5 to file reply to exceptions in Kent-Canton-Kent-Ravenna, Ohio, AM proceeding. Action July 23.

■ Commission granted request by Functional Music Inc. (WFME[FM]), Chicago, to extend time from July 8 to Aug. 1 to file reply comments in rulemaking concerning simplex operation by FM stations. Action July 17.

■ On request of all parties in proceeding on AM applications of North Atlanta Broadcasting Co. and J. Lee Friedman, North Atlanta, Ga., further extended time from July 19 to Aug. 16 to file initial proposed findings and from Aug. 7 to Sept. 4 for replies. Action July 17.

■ On request by Broadcast Bureau and without objection by other parties, fur-

SUBSCRIPTION APPLICATION

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1735 DeSales Street, N.W., Washington, D. C., 20036

Please start my subscription immediately for—

- ☐ 52 weekly issues \$8.50 ☐ 104 weekly issues \$14.00 ☐ Payment attached
- ☐ 52 issues & 1964 Yearbook \$13.50 ☐ Please bill
- ☐ 1963 Yearbook \$5.00 (so long as supply lasts)

name _____ title/position* _____

address ☐ Business ☐ Home _____

city _____ zone _____ state _____

company name _____

*Occupation Required

ther extended time from July 19 to July 29 to file initial proposed findings and from July 29 to Aug. 12 for replies in proceeding on AM applications of Southern Radio and Television Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, both Florida. Action July 16.

**By Chief Hearing Examiner
James D. Cunningham**

■ Designated Examiner Sol Schildhouse to preside at hearing in proceeding on AM application of Dutchess County Broadcasting Corp. (WKIP), Poughkeepsie, N. Y.; scheduled prehearing conference for Sept. 9 and hearing for Sept. 27. Action July 23.

■ Designated Examiner Forest L. McClenning to preside at hearing in proceeding on AM application of KAYE Puyallup, Wash.; scheduled prehearing conference for Sept. 10 and hearing for Oct. 8. Action July 23.

By Hearing Examiner Basil P. Cooper

■ Granted petition and supplement by Rhinelander Television Cable Corp., for leave to amend application for new AM in Rhinelander, Wis., to modify in minor degree manner in which proposed construction is to be financed. Action July 19.

■ Granted petition by Broadcast Bureau to extend time from July 18 to July 29 to file proposed findings in proceeding on AM application of WKYR Inc. (WKYR), Cumberland, Md. Action July 18.

**By Hearing Examiner
James D. Cunningham**

■ Granted petition by Broadcast Bureau to extent of extending time from July 22 to Aug. 12 to file proposed findings and, on own motion, extended time from Aug. 5 to Sept. 9 to file replies in proceeding on revocation of license and SCA of Carol Music Inc. for WCLM(FM) Chicago. Action July 23.

By Hearing Examiner Millard F. French

■ On own motion, scheduled conference for Sept. 18 in proceeding on AM applications of Saul M. Miller, Kutztown, and Bi-States Broadcasters, Annville-Cleona, both Pennsylvania, in Docs. 14425, 14440. Action July 22.

■ In Largo, Fla., TV channel 10 proceeding in Docs. 12445 et al., granted motion by WTSP-TV Inc. and corrected transcript as requested, with certain exceptions, and, on own motion, further corrected transcript. Action July 17.

By Hearing Examiner Arthur A. Gladstone

■ Granted petition by O. L. Withers, Woodburn, Ore., to continue July 29 hearing to Sept. 23 in proceeding on AM application. Action July 16.

By Hearing Examiner Walther W. Guenther

■ Pursuant to agreement of parties at July 22 prehearing conference in proceeding on AM applications of Community Broadcasting Inc. (WHPB), Belton, S. C., and Cleveland County Broadcasting Inc. (WADA), Shelby, N. C., scheduled certain procedural dates and continued Sept. 11 hearing to Sept. 25. Action July 22.

■ By memorandum opinion and order in proceeding on AM application of Bay Shore Broadcasting Co., Hayward, Calif., denied applicant's request for discontinuance of taking of joint measurements and resumption of hearing on basis of heretofore exchanged engineering exhibits. Action July 18.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Broadcast Bureau to further extend time from July 24 to Aug. 8 to file proposed findings and, on own motion, extended time from Aug. 5 to Aug. 19 to file replies in proceeding on AM application of Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn. Action July 23.

■ Granted petition by Broadcast Bureau to extend time from July 23 to Aug. 2 to file proposed findings and from Aug. 6 to Aug. 16 for replies in proceeding on AM application of Delaware Valley Broadcasting Co. (WAAT), Trenton, N. J. Action July 19.

■ Granted motion by Delaware Valley Broadcasting Co. (WAAT), Trenton, N. J., to reopen record in proceeding on AM application to receive corrective engineering data (exhibit 2) and again close record. Action July 17.

**By Hearing Examiner
Annie Neal Hunting**

■ In Rochester, N. Y., TV channel 13 proceeding in Docs. 14394 et al., (1) granted petition by Rochester Area Educational Television Association Inc. for leave to amend application to show death of Dr. Robert L. Springer and facts occasioned thereby and (2) on own motion, reopened record, incorporated into record facts stated in amendment, and again closed record. Action July 22.

■ On own motion, corrected in various respects transcript of record in proceeding on AM applications of Newton Broadcasting Co., Newton, and Transcript Press Inc., Dedham, both Massachusetts. Action July 19.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Muncie Broadcasting Corp., Muncie, Ind., to change date to July 30 for exchange of direct case exhibits and to Sept. 20 for rebuttal exhibits, and to continue Sept. 23 hearing to Sept. 30 in proceeding on AM application. Action July 23.

■ Issued order after July 19 prehearing conference in proceeding on AM application of Hampden-Hampshire Corp. (WHYN), Springfield, Mass., and scheduled certain procedural dates and ordered that hearing will commence as scheduled on Sept. 10. Action July 19.

By Hearing Examiner Jay A. Kyle

■ By memorandum opinion and order in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif., cancelled and set aside July 17 order establishing dates for filing proposed findings of fact and conclusions of law, as well as replies. Action July 23.

■ Rescheduled Sept. 5 hearing for Sept. 20 in proceeding on AM application of Arthur D. Smith Jr. (WMTS), Murfreesboro, Tenn. Action July 19.

■ By memorandum opinion and order, granted petitions by Northern California Educational Television Association Inc. for leave to amend application for new *TV on channel 9 in Redding, Calif., to reflect guarantee of Shasta Telecasting Corp. (KVIP-TV, channel 7), Redding, commitments made to petitioner by Sacramento Valley Television Inc. Action July 17.

■ Granted petition by Broadcast Bureau to extend time from July 17 to July 31 to file proposed findings, and extended time from July 31 to Aug. 14 for replies in proceeding on AM application of Geoffrey A. Lapping, Blythe, Calif. Action July 17.

■ Rescheduled from 10:00 a.m. to 11:00 a.m. July 22 further hearing in proceeding on AM applications of Jupiter Associates Inc., Matawan, N. J., et al. Action July 16.

**By Hearing Examiner
Chester F. Naumowicz Jr.**

■ Upon request by Gordon County Broadcasting Co., extended time to Aug. 7 to file proposed findings and to Aug. 14 for replies in proceeding on AM application of Blue Ridge Mountain Broadcasting Inc., Ellijay, Ga. Action July 22.

■ In consolidated AM proceeding on applications of Edina Corp., Edina, and Tedesco Inc., Bloomington, both Minnesota, in Docs. 14739-40, granted request of Tedesco to stay until July 19 effective date of hear-

ing examiner's memorandum opinion and order released July 10; by separate order, granted request of Edina Corp. to stay nunc pro tunc until July 12 effective date of July 10 memorandum opinion and order. Action July 17.

By Hearing Examiner Sol Schildhouse

■ Pursuant to agreements reached at July 18 prehearing conference in proceeding on AM application of Central Broadcasting Co. (WCGC), Belmont, N. C., scheduled certain procedural dates and continued Sept. 5 hearing to Oct. 29. Action July 18.

By Hearing Examiner Herbert Sharfman

■ Granted motion by Beamon Advertising Inc., Daingerfield, Tex., to correct transcript in proceeding on AM application. Action July 16.

**BROADCAST ACTIONS
by Broadcast Bureau**

Actions of July 23

WAPE Jacksonville, Fla.—Granted increased daytime power on 690 kc, from 25 kw to 50 kw, continued nighttime operation with 10 kw; make changes in daytime ant. system (increase height); and make changes in ground system; conditions.

WDAE Tampa, Fla.—Granted license covering use of old main trans. as aux. trans.

KCJC(FM) Kansas City, Kan.—Granted CP to install new trans. and new ant., increase ERP to 76 kw and decrease ant. height to 250 feet.

WMBC Macon, Miss.—Granted authority to operate SH (7 a.m. to 7 p.m.) for period ending Oct. 15.

KCKG Sonora, Tex.—Granted extension of authority to operate with sign-off 6 p.m. (except for special events) for period ending Oct. 22.

Actions of July 22

WTVO(TV) Rockford, Ill.—Granted license covering changes; ERP 178 kw vis. and 89.1 kw aur.

WMTW-TV Poland Spring, Me.—Granted licenses covering changes (main trans. and ant.); ERP 87.1 kw vis. and 43.6 kw aur.; and use of old ant. as aux. ant.

WBAY-TV Green Bay, Wis.—Granted license covering changes (main trans. and ant.).

KRTV(TV) Great Falls, Mont.—Granted license covering changes.

WATR-TV Waterbury, Conn.—Granted mod. of CP to change ERP to 9.4 kw vis. and 0.94 kw aur.; ant. height 510 feet.

WGHP-TV High Point, N. C.—Granted mod. of CP to change type trans. and make other equipment changes.

Actions of July 19

***KUSD-TV Vermillion, S. D.**—Granted license.

WWUP-TV Sault Ste. Marie, Mich.—Granted license.

WPBN-TV Traverse City, Mich.—Granted license covering changes; specify type ant.; ant. height 1125 feet.

KXTV(TV) Sacramento, Calif.—Granted licenses covering changes (main trans. and

Continued on page 111

R. C. CRISLER & CO., INC.

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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising requires display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

Management opportunity. Wanted: A salespartner, with experience in sales field proven. Preferably family man. Must have cash to invest. 20% stock available to right party, with possibility of 50%. Station value \$75,000.00 in market of 3 other locals. Located in Utah in 2nd largest metropolitan area. 125,000 population. Box J-3, BROADCASTING.

Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and program departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programming, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, BROADCASTING.

General manager strong in sales. Midwest. Successful record and good references essential. Box J-256, BROADCASTING.

Sales and station manager—West coast near major metropolitan area—1,000 watts full time—opportunity for investment—please write Box J-227, BROADCASTING.

Entron, Inc., a leading community antenna system equipment manufacturer and system owner has two system manager positions open (one in the southwest and the other in Pennsylvania). While specific experience in catv is not necessary, applicants should have minimum of three years in station management experience, including knowledge of sales promotion, modern business controls and some financial management. Some technical background will be helpful. Resumes including salary history and salary requirements should be addressed to Treasurer, Entron, Inc., 2141 Industrial Parkway, Silver Spring, Md.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five market. Box H-128, BROADCASTING.

Radio salesman wanted. We are a fulltime middle road facility in a Metropolitan Michigan market, and have learned we may lose one of our salesmen in the coming months. His list has been yielding commissions of over \$10,000 per year. We are anxious to hear now from experienced salesmen desirous of discussing this position in strictest confidence. Prime requests are a proven sales record in local radio sales and the willingness to work hard. Make your resume as elaborate as you like, and please enclose photo. This is a permanent and rewarding position with a good station. Box J-316, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Salesman-announcer; excellent deal for experienced combination salesman-announcer at top-rated modern music station, medium Pennsylvania market. J-330, BROADCASTING.

Religious time salesman to sell preachers for Southern California's leading religious station. \$500 per mo. draw against lib. commission. Car furnished if necessary. Send resume and snapshot. Box J-333, BROADCASTING.

Announcer-Salesman. Fast pace, but no screamer. Metropolitan. Box J-362, BROADCASTING.

Experienced salesman for WCLW am and fm. Send replies direct to WCLW, 771 McPherson, Mansfield, Ohio.

Salesman-announcer opening immediately. Above average pay, many company benefits, unusual opportunity to join one of North Carolina's finest small market stations. Must be dependable, sober, community minded, experienced and willing to grow with a growing chain. Write or call 246-6601, J. Ardell Sink, General Manager, WKSK, West Jefferson, N. C.

Opportunity knocks! Salesman resigned to accept sales management position at smaller station. We were just at the brink of adding a third salesman—so here is the opportunity if you can sell, can become part of the community, can get along with the staff, and are ready for a first rate operation. We have a group hospital plan, and a pension plan. Staff doesn't have much turnover—two have been here 15 years. New man will have a protected account list already billing in excess of guarantee—but guarantee's there too. Management one of the nation's most active in broadcast circles. Our town is a quad city area of more than 35,000 located 75 miles from Chicago. Great place to live, great people—this may be your opportunity. Send photo and resume to Bill Dahlsen, General Manager, WLPO, LaSalle, Illinois.

Here's a real opportunity. Single station market with potential unlimited. Will furnish account list of established businesses that will exceed guarantee. Prefer man who can write and announce own commercials. Top flight staff to work with. 15% commission, guarantee, and car allowance. Excellent insurance program, must be married. Live in beautiful vacation land of Wisconsin. No bad habits. Write WOBT, Rheinlander, Wis.

Sales Manager wanted. Top opportunity in 100,000 market. Midwest. Need idea man who is real driver. Must be experienced and have good past record. Write fully. Box J-43, BROADCASTING.

Do you have sales relationship with radio management in your region or state? Representatives are needed by new radio syndication team. Send profile to P. O. Box 510, Tucson, Arizona.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Announcers

Capable deejay newsmen. Illinois adult music kilowatt. Fine opportunity for qualified announcer who can gather, write and deliver news in professional manner, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume. Box H-138, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Midwest chain operation has several openings for 1st phone personalities and news men. Security and opportunity for advancement are both available. Send tape and resume to Box J-120, BROADCASTING.

Classical music man with solid combine-announce commercial experience. Smooth delivery and voice, must be sophisticated in classical music programming. References and resume only. Box J-158, BROADCASTING.

Qualified announcer with first class ticket for Oklahoma radio station. Box J-289, BROADCASTING.

Warm, personable announcer wanted for leading Houston adult music station. Immediate opening. Experience and resonant voice a must. Send tape and resume to Box J-292, BROADCASTING.

Announcer, experienced in play-by-play football for new facility in northern New Hampshire. Send tape, resume, etc. Box J-303, BROADCASTING.

Professional modern music radio group in east has opening (because of promotion) for strong morning man and one other dj. Both must have good news understanding and delivery. High rated station in one of top ten markets. Consider applicants from smaller markets if they have necessary ability and potential. Must be steady, reliable, enthusiastic and creative. No screamers, drifters, boozers or chasers. Station has solid, warm and friendly atmosphere. Excellent opportunity. Send complete background, actual air-check tape and recent photo or snapshot. Box J-310, BROADCASTING.

Good, steady, sober morning man with first phone. Able to do maintenance. Box J-321, BROADCASTING.

Swinging deejay for high-rated number one, top forty station, medium Pennsylvania market; salary open. Box J-329, BROADCASTING.

Midwest TV station invites applications from experienced radio announcers. Opportunity for news, commercials, children's program. Send picture, audio tape to Box J-348, BROADCASTING.

Experienced staff announcer for good music kilowatt near Chicago. Excellent starting salary, many extra benefits for mature man who can gather, write and deliver news, newsmobile reports, plus bright music shows. Send tape, complete resume, telephone number. Box J-359, BROADCASTING.

Bright, Happy. Fast but no rock & roll nor frantic. Box J-363, BROADCASTING.

Wanted: combo-announcer, first phone needed immediately, 1,000 watt low frequency. Small Virginia town, good signal over 1/2 million people in .05MV coverage. \$100 per week to start. Must have experience. Box J-366, BROADCASTING.

Adult good music format station in Pennsylvania's Lehigh valley needs good staff announcer with first phone. No maintenance, strong on announcing. Box J-193, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Experienced, all-around announcer for 1 kw daytimer, about September 1st. Must ad-lib and make some public appearances. Prefer permanent family man to become part of good college town of 10,000. Not a top 40. Reasonable hours, \$125.00 weekly to start. Tape, resume and photo to KBRK, Brookings, S. D.

Need announcer beginning August 25th. \$400.00 per month to start. KBRZ, Freeport, Texas.

Opening for announcer with restricted permit. Non-personality type operation. Good news and commercial delivery required. Want young, single man, KVWM, Showlow, Arizona.

Wanted: Announcer with first class license. Station WAMD, Aberdeen, Md.

Immediate opening for nighttime dj. Adult music kilowatt. Market over 50,000, plus 18,000 Purdue students. Send tape and resume, including salary requirements to Dick Lingle, WASK, Lafayette, Ind.

2 staff positions now open radio-tv announcer and newsmen. Experience required. WBOC Inc., Salisbury, Md.

Swinging deejay with 1st phone for #1 top 40 station. Minimum technical schedule. Immediate opening. Call or write C. A. Bengston, WENE, Endicott-Binghamton, New York. Phone Stillwell 5-3351.

Great opportunity for competent sports-dj, strong on play-by-play. Great sports and outdoors area. Send tape references and salary requirements to William Winn, Program Director, WESB, Bradford, Pa.

Announcer, 1st phone—5,000 watt midwest independent has immediate opening. Emphasis on air work, little maintenance. Run own board. Send tape, photo, references, complete resume, first letter, WMIX, Mt. Vernon, Illinois.

Young announcer—salesman. Guarantee \$100 weekly to start. WSTV, Stuart, Fla.

Country music dj . . . good opportunity in Atlanta market for mature announcer able to hard-sell, ad-lib commercials, entertain on c&w. Must have thorough background in all these phases. No drunks or floaters. Send tape & letter to Wm. B. Hill, radio station WTJH, East Point, Georgia.

Announcers needed, also audition tapes recorded, duplicated, edited. Resumes written, edited, printed. 24-hour service. Darden Assocs., Box 231, Roosevelt, N. Y.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

DJ's learn the professional way to introduce a record. 300 interchangeable, intelligent intros by excellent writers for vocals and instrumentals. \$3.95. Broadcast Intros, 975 North 35th, Milwaukee 8, Wisconsin.

Technical

Chief engineer for directional am in major midwest market, who knows all phases of maintenance. Prefer one who is good announcer, and can do some production. Box J-105, BROADCASTING.

Do you have a first ticket and good on maintenance? We are in a fine western New York market and can offer you program supervision or other radio opportunities to match your talent. Box J-231, BROADCASTING.

Top market station looking for negro personnel experienced in programming and engineering depts., both radio and television. College degree desired. 1st class license required for engineering. Box J-286, BROADCASTING.

Help Wanted—(Cont'd)

Technical

South Carolina regional daytimer needs first class engineer for maintenance, plus ability or desire for Combo work. Long established operation with low personnel turnover. Will consider tech school graduates. Salary open depending on experience or qualifications. Send full information in first letter. Any tapes will be returned. Box J-308, BROADCASTING.

Florida resort area daytimer needs announcer. Send tape, resume and snapshot. State minimum starting salary. Box J-312, BROADCASTING.

Chief engineer for full maintenance and announcing radio. Mississippi. Send tape of voice and qualifications. Box J-320, BROADCASTING.

Transmitter engineer for northern West Virginia directional. Permanent job. Experience not necessary. Send resume and recent photo to Box J-358, BROADCASTING.

Wanted, first class radio telephone operator. Employment immediate. Contact Mike Donovan, KANA Radio, Anaconda, Montana.

Immediate opening for chief engineer, WBMD, Baltimore, Md. Know board work—must have thorough knowledge not just 1st ticket. Chain operation with excellent future for right man. Send complete resume and references.

Engineer with first phone. Fulltime opening beginning last week of August. Contact John Whitacre, WILS, Lansing, Michigan. IV 2-1655.

Opening available immediately for qualified chief, call collect Glenview 88715, Arnold Lerner, WLLH, Lowell, Mass.

Wanted—Dedicated Christian chief engineer. Non profit commercial fm station. Combo job. Position open immediately. WTOF, Christian Broadcasting Association, Box 909, Canton, Ohio, c/o President.

Young single man, 1st phone, no experience, good voice. Write Charlie, Carpenter, 7354 Dave St. Sacramento 28, Calif.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Production—Programing, Others

News editor wanted for Ill. kilowatt metropolitan, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

Top market station looking for negro personnel experienced in programming and engineering depts., both radio and television. College degree desired. 1st class license required for engineering. Box J-287, BROADCASTING.

Have opening for qualified play-by-play sports announcer. Good salary, good work-conditions. Send tape, snapshot and resume. N. C. Station. Box J-309, Broadcasting, or Collect 919-838-3241.

Farm director—To voice and sell award-winning farm program at established 1-kilowatt southwest Michigan independent on shores of Lake Michigan. Immediate opening. Send photo, tape, resume. WHFB, Benton Harbor, Michigan.

SITUATIONS WANTED

Management

General Manager. Sales background. First phone. 17 years broadcasting. Top references. Box J-163, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Need a manager or program director . . . 4 years experience in successful management . . . 6 years as dj . . . interested in seeking modern format only . . . heavy on sales and promotion . . . family man, college grad., aged 34 . . . excellent references . . . will consider all locations. Available August 15th. Box J-247, BROADCASTING.

Metro-market experienced "go-get-em" sales manager looking for next rung up on ladder. All past references open for inspection. Money's worth guaranteed. Box J-254, BROADCASTING.

Experienced, sales oriented manager available immediately to take over your station. Stable 34, family man. Box J-275, BROADCASTING.

Absentee owners: Breakup of corporation formed to purchase major market radio station has left its president available to manage yours. Past 6 months spent developing programming, sales, and promotion to triple present gross; plus 10 years previous experience as disc jockey, program director, salesman, sales manager, general manager. As salesman in 1962, sold \$80,000 for one of nation's leading stations. Expert on latest program and office automation. Cut costs, increase sales; we'll share the profits. All markets considered. Box J-302, BROADCASTING.

General/station manager, seeking change for valid reasons. Presently employed as general manager, metropolitan station, 12 years management, sales, promotion, programming, merchandising. Former national sales manager, major market. Desirous of locating medium or small market, with people of integrity. Excellent personal and industry references. Full resume upon request. Box J-311, BROADCASTING.

General/sales manager. 51 years old. 30 years in radio. . . 17 years in management. Immensely capable, experienced, cost conscious, efficient, aggressive, adaptable, diplomatic, competitive, civic-minded and ingenious. Available August 15. Present station being sold. Prefer city 50,000 or more. Write/wire Box J-313, BROADCASTING.

Aggressive salesman with 10 years radio-tv sales experience seeking sales management position. Top tv salesman in 3-station market. National and regional sales experience plus agency background. Top references. Resume and photo on request. Box J-317, BROADCASTING.

Sales manager; excellent executive, can properly delegate authority, recruit and direct staff, powerful presentations, excellent follow-through, skillful closer, 20 years experience, major market, small market, radio-television. College, family man, clean record. Now employed by property being sold. Box J-323, BROADCASTING.

Manager—13 years experience, all phases. Excellent sales and promotion record. Currently employed. Desires station in Utah, Montana, Wyoming, New Mexico, Colorado or Nevada. For information, write Box J-347, BROADCASTING.

Will give you odds of ten to one in a small bet that you can't find better qualifications than those I have as manager or sales manager . . . and I never gamble! You can lose a buck or two in the bet, but you can get a million dollars worth of experience from a highly reputable veteran broadcaster who in 27 years has never lost a job and is available now only for logical reasons. All inquiries will be received and kept in confidence. Box J-356, BROADCASTING.

Young, aggressive, sincere, personable veteran; family; desires position executive assistant top management. Basic responsibilities: public, community relations . . . public affairs . . . publicity . . . promotion . . . research, specialized airwork. Background: extensive, quality, commercial r-tv sportscasting . . . communications masters degree . . . university professor . . . etv . . . pr, news information. Employed, wish to improve position. Top references. J-357, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General and/or sales manager. 14 years radio-TV experience. Outstanding sales record. 37 year old family man. Box J-364, BROADCASTING.

Pittsburgh program director strong in promotion, production, news and sales, desires station manager's position in metropolitan market. College graduate, married, 35 years old, references. Box J-367, BROADCASTING.

Sales

Sales or station management in Metropolitan Market. Am 37, college graduate, local club and civic leader. 10 years with present station as salesman, commercial manager, now station manager. In that period have brought profits up from break-even point, to over \$100,000 yearly with no better than fourth rank ratings. Have hired and trained most effective sales force in market. Know how to complete effectively yet maintain standards and rate card. Have money to invest if opportunity presents itself. Box J-319, BROADCASTING.

Announcers

Announcer—five years experience. Studying for first phone—family man. Box J-84, BROADCASTING.

First phone personality announcer with 7 years experience, tight board, production conscious. Ready to move up. Want \$160 to start. Box J-117, BROADCASTING.

Creating a new humorous morning personality was tough, but I've been number one ever since. For good sized yearly income and you may take advantage of this creation. Box J-180, BROADCASTING.

Join me. I have fun with records, production voices, commercials, creative comedy features. Box J-237, BROADCASTING.

Negro announcer, 1st class training, no experience. Need 1st job. Willing worker. Box J-268, BROADCASTING.

Disc-jockey, authoritative newsmen, experienced, tight board, bright sound, available immediately, Box J-272, BROADCASTING.

Experienced top forty jock—live wire sound—let my tape speak for me. Box J-278, BROADCASTING.

Experienced, polished, talented air personality desires to do morning, midday or nite discussion type show for the right station in major market. Presently beating competition by substantial margin. Brochure and tape available. Box J-291, BROADCASTING.

Announcer young, married, vet. Two years experience. Northeast. No rock. Box J-293, BROADCASTING.

Mature, married, announcer desires stable position in western market as dj or pd. Strong on news, 5 years commercial experience. Salary desired \$90-100 per wk. Box J-295, BROADCASTING.

Boston area. Announcer/dj, 27, with first phone seeks part-time work while attending college. Box J-297, BROADCASTING.

Announcer appeals to all . . . college, 26, . . . 5 years experience, now working . . . bright, warm, strong air salesman . . . personality not screamer . . . radio or tv. Box J-305, BROADCASTING.

Play-by-play experience. High school football, minor league baseball, sales. Out of broadcasting since 1956. Box J-307, BROADCASTING.

Night-time radio preferred . . . announcer, salesman, experienced, will travel, available immediately. No station to large or too small . . . all replies answered promptly. Box J-314, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Want sports position in radio or tv, experienced in both as announcer, also sales. Excellent play-by-play of all sports. College grad., 27, married. Will relocate for right job. Box J-318, BROADCASTING.

Middle of road announcer. Will relocate permanently in midwest eastern section of the country or mid-Canada for right position. Four years commercial radio experience. Two years college, plus announcing school. Strong on commercial work and news. Experienced north, south, east and west. Experienced in all phases of announcing. No prima donna. References and tape on request. Box J-324, BROADCASTING.

Announcer-salesman wishes to relocate. Currently sign-on man with sales remainder of day. 26, married, 1 child, 7 years experience. Good voice, good music, strong sales. Prefer midwest but will consider all offers from all markets. Box J-325, BROADCASTING.

Top 40 only. No middle-of-the-road formats. Personality dj with first phone. Bright sound—tight production—authoritative news. Box J-339, BROADCASTING.

First phone. Country disc jockey, announcer, available, experienced. Desire permanency. Box J-341, BROADCASTING.

Available August 12th. Youthful, but mature disc jockey freelancer, wishes to return to broadcasting. Five years experience. Own news, board, and programing. Strong on production spots and show. Active in civic programs. Tight and happy sound with any format. Prefer Indiana, Michigan and Ohio, but will answer all inquiries. Tape and resume from Box J-342, BROADCASTING.

Need a pleasant voice? I've got one. 7 years experience. 29, married, veteran. Big or medium market. Bright not frantic. Good music. Tape-resume available. Box J-343, BROADCASTING.

First phone—young announcer, limited experience, 6 to midnight shift only. Box J-346, BROADCASTING.

Immediately! Experienced personality, newsmen/director. Bright, tight, modern professional sound. All replies answered. Box J-352, BROADCASTING.

Young experienced announcer desires position in midwest news department. Fast pace. Box J-353, BROADCASTING.

Residence Canada—Announcer, dj. Swing-in tight board. Authoritative news. Box J-355, BROADCASTING.

Did you know: that according to postal regulations elephants cannot be shipped by parcel post. Original or is it "aboriginal" personality dj, recently offered job by NBC in the animal cracker division but turned it down! Prefers show in advance—first phone. MU 6-1863, Bob Ballard 2232 Coralhorn, Baltimore.

21 years old, 3 years college, 1st phone (radar endorsement). One year experience with excellent references. Rock and good music background, rock is my forte. Especially want hops and promotion stunts. Prefer location with nearby college, anywhere in U. S. Jim Bartlett, 822 Howard St. Clearwater, Fla.

Northwestern University 1963 graduate in radio-tv film with 6 years commercial announce-production-programing experience in formats from "rock-good music-classics" desires position offering creativity and future in broadcasting, or allied fields. Keen mind—network voice—clean cut appearance. Prefer opportunity utilizing all three in Chicago area. Other locales considered. Resume-prompt reply to all inquiries. Box 136, Bronxville, New York.

Third phone. Would like small market, any area. L. R. Smith, 2041 Midland Ave., Louisville 4, Ky.

Personable age 27, married. 6 years experience. Will relocate. Interested in service, not remuneration. R. Land, Box 231, Roosevelt, N. Y.

Situations Wanted—(Cont'd)

Announcers

Second phone. Announcer 13 years experience all phases except sports. 5 years program director in good music mediums. 2 years college, speech. 2 years electronics school. Married, 2 children. \$125.00 week with fringe for all and any hours you name. Available immediately, will travel anywhere. Jim O'Quinn, TE 2-7511, Beaumont, Texas.

Have experience and first phone. Dependable, any medium to small market. Engineering or announcing. Eddie Crewford, 4017 Parkside Dr., Dallas, Texas.

1st phone jock! Highly experienced air personality with first phone seeks slot with modern, stable outlet. Heavy copy and production experience. Phone now, 305-632-3788.

Technical

Former engineer in charge all maintenance mega watt uhf transmitter complex, desires new construction and or maintenance position Con. U. S. or overseas. U. S. citizen, presently employed in private industry and holds security clearance. Box J-271, BROADCASTING.

First phone engineer—three years tv studio, some transmitter experience. Arkansas only. Write or call Herman Campbell, 504-234-6155, 504 E. Vermillion, Lafayette, La.

First phone operator with eight years experience desires chief's position. Experienced in directional, construction and wiring. Desire midwestern location but will answer any offer. No announcing experience. William Gabbert, Rt. 2, Box 638, Hot Springs Ark.

Broadcast engineer—15 years in am-fm-tv transmitter and studio operation and maintenance—6 years design and project engineer with broadcast equipment manufacturer. Will relocate—prefer midwest or southwest. Phone 217-223-6433.

Production—Programing, Others

News—Top delivery, editing, copy, able, experienced and literate. Experienced panel and participation work. Larger market, northeast preferred. Box J-194, BROADCASTING.

Sportscaster with writing ability for aggressive local coverage. Can double in news. Box J-221, BROADCASTING.

Male copywriter. Mature, experienced professional seeking a dominate major-market eastern radio, television station. Box J-229, BROADCASTING.

Consider broadcaster with over 10 years experience in radio-tv. Experience in news, special events, production, programing, announcing. Married and employed. Dedicated, loyal, hard working. Box J-233, BROADCASTING.

Due to programming changes, news director, east coast class A market available, September 1st. Box J-288, BROADCASTING.

Announcer with personality, producer with ideas and writer that thinks, seeks medium size station to utilize full talent. 4 years AFRS Tokyo, 28, married, 4 children, salary open. Box J-290, BROADCASTING.

Bright, happy, and swingin' 7 years experience. Have worked top format chain. Presently program director in medium market with top ratings. Available immediately. Box J-322, BROADCASTING.

Sportscaster: 8 years experience play by play, all major sports. College graduate . . . family man . . . sponsors references. Box J-328, BROADCASTING.

Public affairs—news . . . producer, photographer, writer. 7 yrs. wire-service & news magazine experience, award winning in both. M.A. degree broadcasting & film now final stage. Available September. Box J-332, BROADCASTING.

Situations Wanted—(Cont'd)

Production, Programing & Others

Chicago area stations. Broadcast reporter. Local experience. Top references. Box J-334, BROADCASTING.

Top 40 personality wants to program your horn and make it #1! First phone operations director with creative production, promotion. 24, family. Box J-344, BROADCASTING.

Smooth sounding airman wants to move up to quality. First phone. Two years experience. Familiar with all formats except top 40. News, sports, production. Have done some play-by-play, would like more. Prefer southwest or west ready now. Chuck Steele, 224 West First Ave., Apartment 1, Scottsdale, Arizona.

New comedy service for deejays! Original individually tailored open-end comedy bits with scripts. New approach to comedy inserts. Write Funnybits Productions, 938 Jones St., Bettendorf, Iowa.

Newsman . . . age 30, family, college graduate. Member metropolitan news staff in K.C. Mo. Solid news background plus 3 years newspaper reporting. Write own copy and deliver in authoritative manner. Major market only. Tom Dresselhuys, 6601 Nall Dr., Mission, Kansas, HE 2-6753.

TELEVISION

Help Wanted—Management

Midwest television station, in two-station market, desires account executive. Minimum three years experience. Excellent salary, plus commission. High earning potential. Top technical and production facilities. This is fast operation. You will be fifth salesman. Answer in detail. Box J-216, BROADCASTING.

Announcers

Network affiliated station, southeastern market, has opening for tv announcer with good background as MC. Must also be proficient in news, weather, and editorial writing. Send resume, picture, references and tape. Box J-22, BROADCASTING.

Technical

Probably not many men can meet challenge as head of our engineering department. We're young men on the move and looking for an alert engineer with organization, pride in work, proficiency in engineering and bent for research and construction, capable of contributing ideas. AM-TV-FM, VTR, Micro-wave, General Electric transmitters. Box H-253, BROADCASTING.

Top market station looking for negro personnel experienced in programing and engineering departments, both radio and television. College degree desired. 1st class license required for engineering. Box J-203, BROADCASTING.

Experienced engineer with first phone. Must have good technical background, heavy on maintenance. Good pay and working conditions with a first class operation. Send complete resume listing past positions and references. Hobart Paine, Chief Eng., KOOK TV, Billings, Mont.

Immediate openings for experienced tv engineers in Ampex vtr's, camera, video and maintenance. Please forward resume and references to Mr. Cliff Paul, Tele-Prompter Corporation, Sands Office center, South Memorial Parkway, Huntsville, Alabama.

Very unusual opportunity for several aggressive and qualified electronics men to own and operate franchised branches of our 17-year-old electronics home-study school. Write for free details. CSOE, Box 10634, Jackson 9, Miss.

TELEVISION

Help Wanted—(Cont'd)

Production—Programing, Others

Top market station looking for negro personnel experienced in programing and engineering departments, both radio and television. College degree desired. 1st class license required for engineering. Box J-204, BROADCASTING.

Operations manager—for NBC station western Great Lakes medium size market. Must be thoroughly knowledgeable director and preferably with on-camera announcing experience. Strong supervisor. Box J-337, BROADCASTING.

Director—to direct live shows at NBC outlet in medium size market in midwest. Must be thoroughly familiar with commercial staging, lighting preferably with TV announcing background. Box J-338, BROADCASTING.

Children's personality—male or female to fill important supporting role in high rated show. Must be able to perform in two or more of the following categories: Singing, dancing, acting, drawing, character roles, puppets, pantomime, magic. Major eastern TV station offers excellent opportunity to work with outstanding children's personality. Good chance for your own show later. Send complete resume and picture. Box J-360, BROADCASTING.

Major eastern market with heavy live schedule including all major sports needs an outstanding experienced director. Must be capable of doing your own planning, producing, thinking and switching. This is no soft touch but the financial rewards are excellent for man who has much to offer. Interviews will be arranged only on the basis of detailed resume. Box J-361, BROADCASTING.

Immediate opening for experienced tv director in Salt Lake market. Call or send resume, references to LaMar Smith KUTV.

Situations Wanted—Management

Major market commercial manager. Excellent sales-management record and references. Want responsible position no flunky. I can straighten out your sales problems. Box J-255, BROADCASTING.

I tripled billings in one year. Experienced radio-TV manager with first phone wants challenging opportunity. Box J-345, BROADCASTING.

Sales

Proven local and regional television sales record and previous other advertising media. Seek opportunity in, or leading to, sales management or national. Box J-331, BROADCASTING.

Announcers

Let me bring my skills and experience to the news beat in your area. Five and one half years in radio and television with commercial and news experience. College background. Interested in on camera news assignment in TV market east of the Mississippi. Send requests for audio tape, picture and resume to Chuck Runyon, 1219 S.E. Riverside, Evansville, Ind.

Announcer—5 years radio/TV, booth, on-camera, news, weather, m.c. Dependable, versatile, northeast. Bill Gallagher, 4096 Garland Dr., Jackson, Mich. 517-787-2498.

Technical

20 years experience—am-fm-tv. Assistant chief, studio supervisor, technical director at commercial and educational stations. Have lectured at college level on technical operations of studio at the latter. Complete experience planning and installation including network. Presently director of engineering at independent tape operation. Equally proficient at desk or with solder gun. Seek position that needs my capabilities. Interview required. Available immediately. Box J-299, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Engineer—Sixteen years radio, six television. Last five transmitter supervisor maximum power vhf. Box J-315, BROADCASTING.

Permanent transmitter job wanted. Experienced transmitter operation, maintenance, construction and installation. Box J-327, BROADCASTING.

Production, Programing & Others

Photographer . . . motion picture and still. Specialty in tv news; also great in studio advertising. Box J-218, BROADCASTING.

Production director . . . fully experienced seeks greater opportunity. College degree in film and television. News and special events a specialty. Will accept assistant directorship. Box J-219, BROADCASTING.

Copywriter, both creative and reliable—seeks money, hard work, a realistic future in sales-oriented tv station. 15 years rich experience throughout the medium; strong on copy. Box J-224, BROADCASTING.

Newsman-news director. Wide experience. Shoots fine camera, edits, writes and airs news. Research and write editorials and documentaries. Widely travelled. Minimum over \$7000. Give particulars. Box J-294, BROADCASTING.

Television sports director available. Complete knowledge of film; authoritative play-by-play; intelligent editorialist. Will create excellent image in sports minded market. Box J-296, BROADCASTING.

Television childrens show personality with proven format. A top rated, easy to sell entertaining show for kids. Available September 1st. Box J-306, BROADCASTING.

News and public affairs addict . . . four years radio, two years tv, strong on documentaries, A. B. Dartmouth, Masters in tv, married, young determined, seeking opportunity. Box J-315, BROADCASTING.

Aggressive broadcaster, 13 years experience all phases, seeks sales-management position small-medium market. Top air personality, writer, production manager. Married. College grad. Could invest. Box J-335, BROADCASTING.

TV director: Sixteen years radio and television. Available immediately for local, sports, net, production company or etv. Mature, creative, family man, college, assistant director CBS orginations in news—public affairs, proficient in vtr, live, remote, no mortgage obligations. Resume, photo, references, send sample upon request. Box J-365, BROADCASTING.

Best television director in nation's 28th largest market ready for \$9000 move. Creative, not "just another switcher." Young, family. Wire: Nutter, Tampa.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, BROADCASTING.

Wanted used microwave towers to support two 10 foot parabolic antennas. 150 foot self-supporting, 200 and 300 foot guyed models. Box J-103, BROADCASTING.

Want to buy 10 kw—fm model amplifier. State make—model—asking price. Type tubes in final stage. Box J-304, BROADCASTING.

Frequency, modulation and phase monitors, Clark 120 or RCA WX2 field strength meter. Console, turntables, limiter etc. State manufacturer, model condition and price. Box J-350, BROADCASTING.

Disc cutter, commercial recording equip. wanted. Dick O'Brien, 1055 Sherman, Denver, Colorado 80203.

WANTED TO BUY

Equipment

Wanted to buy: Used Gates "yard" console, or equivalent make, in good operating condition, no modifications, also, used consolette. Chief engineer, KDIA, 327 22nd St., Oakland, Calif.

Automation equipment; recent model only; complete or partial for monaural am; Bill Bigley, KVMA, Magnolia, Arkansas.

For Sale

Equipment

Magnecord P-75 F. T. still new, perfect condition. With transformers. In custom cases. \$475. Box J-326, BROADCASTING.

High and low power units and components for 50 kw transmitter available. 862-207-857B tubes etc. Write your needs to Chief Engineer, Box J-354, BROADCASTING.

Used Tape-A-Thon for sale. Best offer. Contact: Cynamic Broadcasting Inc., Box 860, Pittsburgh 30, Penna.

Webcor Minicorder 4½ pounds, complete fine condition. Cost \$151.00 will sell \$65.00. KROX, Crookston, Minn.

Modulation transformer UTC type 89864, 2KVA, 30-20,000 cps, 12/4 Kohm pri/sec, \$125.00. Tecmar, Box 833, Hawthorne, Calif.

2 DUMONT TV camera chains—TA 124A complete with viewfinders, cable, etc. Consider all offers. Station Manager, Box 7158, Austin 12, Tex.

Used UHF 1 kw RCA Transmitter excellent condition, immediate delivery, a bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

New stock replacement parts for TT-5A transmitter available, also new and used 8D21 tubes, at discounted prices, list available. John Gort, C/E, KDLO-TV, Garden City, South Dakota.

1 Philco TLR-2A fixed television relay system. Operates 6 to 7 kmc. May be used as transmitting terminal, receiver terminal, or relay terminal. Passes NTSC color. Detailed instruction books. Color photographs on request. All plumbing except dishes and antenna. Box J-300, BROADCASTING.

1 ITA fm stereo generator SG-1A. May be used on direct fm, or GE phase-locked. \$400.00. Good condition, detailed instruction books. Box J-301, BROADCASTING.

For sale type 5A Federal transmitter. Complete multi-channel, radio telephone transmitter designed for general communications use, 5ks of rf carrier power output. May be modulated 100% on frequencies between 2.5 and 15 mc. Five unit design. Approx. 4000 lb. \$3000.00. Dynavac Laboratories, Inc. 7326 Deering St., Canoga Park, Calif.

Complete Gates RCM20 remote system, including meters, shunts, motors. Good condition. \$500. WAAA, Winston-Salem, N. C.

Recently fully reconditioned RCA 44-BX senior velocity microphone, like new, \$125.00. Contact WBVM, Utica, N. Y.

Complete tv station equipment. Low band equipment operation until a few months ago, now in storage. Consisting of: Transmitter and console, 5 image Orth chains, 20 monitors, 30 power supplies (high and low), sync dist. amps, and many, many other monitors, amps, etc. First \$25,000.00 takes all. Write or wire Dixon Industries, Inc. 118 N. Frederick Avenue, Gaithersburg, Md., HA 7-3966.

For Sale—(Cont'd)

Equipment

1 200' self standing Ideco tower complete. World-Wide-Steeplejacks, 119 W. Walnut, San Diego 3.

3 guyed towers 315' each, complete. Base insulator, beacon & obstruction lights. Write for information. World-Wide-Steeplejacks, 119 W. Walnut, San Diego 3.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Radio stations: Tell the importance of radio with your own monthly newsletter. Personalized with your call letters. A great local promotion, low as \$39.50 monthly. Write "Radio Reports Newsletter," 1186 Arlington Lane, San Jose 29, Calif.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample, Lyn Publications. 2221, Steiner St., San Francisco.

Typing at Liberty? An impressive letter is your intro to a prospective employer. Perfect, first-copy cover letters to accompany your resume by the best darned typist in NYC. Let Jen do it! OR 3-6943 Box J-349, BROADCASTING.

Attractive brunette, NBC liked my singing, Andre's 1959, planned to bring auditioners. Please call 516-PY 6-1016.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

INSTRUCTIONS—(Cont'd)

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. For free brochure write: Dept. 3-B Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Help Wanted—Sales

SALES MANAGER WANTED

A PROFESSIONAL MID-WESTERN RADIO STATION WILL INTERVIEW APPLICANTS FOR THE POSITION AS SALES MANAGER AND EXECUTIVE ASSISTANT TO THE PRESIDENT. THE MAN WILL HAVE HAD EXPERIENCE IN MULTIPLE STATION MARKETS AS A STATION MANAGER OR AS SALES MANAGER. HE WILL BE A PROVEN LEADER AND SALESMAN. COMPENSATION AND POSSIBILITY OF STOCK OWNERSHIP WILL BE DISCUSSED. SEND CREDENTIALS AND DETAILS IN FIRST LETTER. ALL CORRESPONDENCE WILL BE TREATED CONFIDENTIALLY.

BOX J-257 BROADCASTING.

Help Wanted—Announcers

Network O & O

in major market offers challenge, hard work, little pay, great opportunity to start with new all-talk format. Send resume, tape, to

BOX J-220, BROADCASTING.

Help Wanted

Production—Programing, Others

NEWSMAN

Responsible midwest network affiliate in metropolitan market seeking experienced professional newsmen for important staff position. Strong air delivery necessary. Photograph, tape, resume, and salary requirements.

Box J-284, BROADCASTING.

SITUATIONS WANTED

Announcers

RADIO PERSONALITY

MORNING MAN—On Camera TV Announcer. 10 years experience all phases of Radio and TV announcing. AB Degree, sober, now employed, free to relocate. All replies answered. Tapes, audio and video available on request.

Box J-340, BROADCASTING.

TELEVISION HELP WANTED

Technical

TELEVISION CHIEF

ENGINEER

Group operation of TV and radio has opening for highly qualified man at major market VHF. Apply in confidence. D. H. Smith, P. O. B. 10, Albany, N. N. Y.

For Sale

Equipment

NEED 'EM YESTERDAY?

Get same day shipment on Fidelipac tape cartridges and re-loading service.

GUARANTEED LOWEST PRICES

Try us! Send this coupon with your order now and get postage paid!

SPARTA ELECTRONIC CORPORATION

6450 FREEPORT BOULEVARD
SACRAMENTO 22, CALIFORNIA
GA 1-2070



USED TRANSMITTERS IN STOCK

- 1—Western Electric 405-B2 5 kw AM Fre-quency 620 kc
Price \$2,500.00
- 1—Western Electric 405-B2 5' kw AM Fre-quency 930 kc
Price \$2,500.00
- 4—Gates BC-250C1 250 watt AM Trans-mitters
Choice—\$375.00 each
- 3—Ratheon RA-250 250 watt AM Trans-mitters
Choice—\$350.00 each

Priced—as is, f.o.b. Quincy, Ill. Includes domestic packing. Terms—cash.

Contact Gene Edwards, Gates Radio Quincy, Illinois. Phone 222-8202, AC217.

WANTED TO BUY

Stations

OWNERSHIP OR ACTIVE CONTROL

Station within 100 miles New York City. Financially responsible broadcasters seek to acquire another property. Small or large, am or fm, winner or loser, all considered. Confidence assured

BOX J-184, BROADCASTING.

Miscellaneous

TONIGHT

DON'T MISS

CLARK KENT AND HELEN TRENT

in . . .

MY FINGER'S BENT . . .

A horse planned to be in the big race, but gets poison ivy and has to be scratched. For 50 hilariously funny LATE SHOWS, send \$1 to . . . E-H PROD . . . BOX 39 . . . Boston 32, Mass.

Stations

For Sale

CONN. RADIO STATION

for sale. Excellent low frequency, daytimer with wide coverage. City population 30,000 and 269,000 within 2.0 mv/m contour. Answer only if financially qualified.
Box J-368 BROADCASTING.

FOR SALE

MAJOR SOUTHERN MARKET AM
high power facility
minimum cash—extended terms
to properly qualified purchaser
Box J-298, BROADCASTING.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS

For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

STATIONS FOR SALE

ROCKY MOUNTAIN. Exclusive. Fulltime. Gross exceeds \$90,000. Priced at \$125,000. 29% down.

NEW ENGLAND. Exclusive. Fulltime. Priced at \$125,000. 29% down.

JACK L. STOLL & ASSOCS.

6381 Hollywood Blvd.
Los Angeles 28, California

Continued from page 105

ant.), and installation of aux. trans. at main trans. site.

KYTV(TV) Springfield, Mo.—Granted license covering changes (main trans. and ant.).

WRBL-TV Columbus, Ga.—Granted license covering changes.

KTWO-TV Casper, Wyo.—Granted license covering installation of aux. trans. at main trans. site.

KPAR-TV Sweetwater, Tex.—Granted license covering changes.

KMID-TV Midland, Tex.—Granted license covering changes.

WWLP(TV) Springfield, Mass.—Granted license covering installation of aux. final amplifier at main trans. site.

KPAC-TV Port Arthur, Tex.—Granted license covering aux. ant. facilities at main trans. site.

WLOE-FM Leaksville, N. C.—Granted CP to install new trans. and ant.

***WPHS(FM) Warren, Mich.**—Granted mod. of CP to change type trans. and type ant.

WHHY-FM Montgomery, Ala.—Granted mod. of CP to change type trans. and type ant., and ant-trans. location; decrease ant. height to 120 feet; remote control permitted.

KGMI-FM Bellingham, Wash.—Granted mod. of CP to increase ERP to 16.5 kw and specify studio site; remote control permitted.

***WPHS(FM) Warren, Mich.**—Granted extension of completion date to Dec. 3.

WJAR-TV Providence, R. I.—Granted CP to change frequency control equipment and trans. power output (main trans. and ant.) to provide precise offset operation with WTEN Vail Mills, N. Y.

Actions of July 18

KELP-TV El Paso—Granted license covering changes; redescribe trans. location as Comanche Peak, El Paso; ERP 209 kw vis., and 117 kw aur.; and ant. height 820 feet.

KOLD-TV Tucson, Ariz.—Granted license covering changes (main trans. and ant.).

KOCO-TV Enid, Okla.—Granted license covering changes.

KLCB Libby, Mont.—Granted authority to operate 1:00 p.m. to 7:00 p.m., Monday through Saturday, and 9:00 a.m. to 6:00 p.m., Sundays, for period ending Oct. 15.

K13EW Buena Vista, Salida and Poncha Springs, all Colorado—Reconsidered and set aside June 28 action granting license for VHF TV translator station.

W04AE Herkimer, N. Y.—Granted mod. of CP to change trans. location to 0.35 mile from present site for VHF TV translator station.

WPDR Portage, Wis.—Granted request and cancelled CP and mod. of CP to increase power.

Actions of July 17

KBAK-TV Bakersfield, Calif.—Granted licenses covering changes and redescribe trans. location as Breckenridge Mountain, Bakersfield (main trans. and ant.) and specify studio location, and use of old main trans. and ant. as aux. trans. and ant.

KOVR(TV) Stockton, Calif.—Granted licenses covering changes (main trans. and alternate driver and main ant.) and installation of aux. ant. system at main trans. site.

K02XHQ Newport, Ore., and various locations in continental U.S.—Granted CP to replace expired permit for new experimental UHF TV station.


KOKA Shreveport, La.—Granted authority to operate sign-off at 9 p.m. for period ending Oct. 12.

For Sale

Stations—(Cont'd)

And others.				
Fla.	single	daytime	\$ 70M	terms
N.Y.	single	daytime	125M	36M
Vt.	small	fulltime	100M	29%
Ill.	small	daytime	97M	29%
Ga.	medium	daytime	95M	SOLD
Mass.	medium	regional	185M	29%
Pa.	metro	daytime	155M	25M
S.W.	large	FM	75M	29%

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.



Beware of the commercial on the conference room screen!

TV viewers see it on a tube—
where today's best-selling pictures come
from **SCOTCH®** BRAND Video Tape

On a movie screen your commercial may rate Oscars; but on the family tv it can lay there like cold popcorn. Trouble is, home audiences don't view it theatre-style. It reaches them (if at all) on a tv tube. And the optical-electronic translation loses sharpness, presence, tone scale gradations, and picture size.

On the other hand: put your commercial on "SCOTCH" BRAND Video Tape, view it on a tv monitor, and see what the customer sees—an original, crystal-clear picture with the authentic "it's happening now" look of

tape. No second-hand images, no translation, no picture cropping. Video tape is completely compatible with your target: America's tv set in the living room.

Proof of the picture's in the viewing! Take one of your filmed commercials to a tv station or tape production house and view it on a tv monitor, side-by-side with a video tape. You'll see at once why today's best-selling pictures come from "SCOTCH" Video Tape.

Other advantages with "SCOTCH" Video Tape: push-button speed in creating unlimited special effects, immediate playback, and no processing wait for either black-and-white or color. For a free brochure "Techniques of Editing Video Tape", write 3M Magnetic Products Division, Dept. MBX-73, St. Paul 19, Minn.



"SCOTCH" IS A REGISTERED TRADEMARK OF MINNESOTA MINING AND MANUFACTURING CO., ST. PAUL 19, MINN
EXPORT: 99 PARK AVE., NEW YORK, CANADA: LONDON, ONTARIO ©1963. 3M CO.

Magnetic Products Division **3M**
COMPANY

OUR RESPECTS to Richard Warren Dinsmore

From staff musician to global salesman

"From now on, any television production company that doesn't think about the foreign market is out of its mind," Richard Dinsmore, vice president and general manager of Desilu Sales, said last week. Just back from a five-week round-the-world trip on which he visited 11 countries and sold some \$875,000 worth of Desilu programs, Mr. Dinsmore said that foreign sales now account for 60% of the company's business, which is expected to gross between \$5 million and \$7 million this year. "And it's going to be even more important," he added.

"There are lots of problems in selling programs abroad," Mr. Dinsmore noted. "In most places you're selling to government buyers with fixed budgets and quotas for the amount of foreign programming they can buy. Only in Australia and Japan does the advertiser or advertising agency have a voice in program buying."

Everyone Wants Entertainment ■ The most popular U. S. TV shows abroad are pure entertainment with an emphasis on action rather than words. "Everybody enjoys slapstick," Mr. Dinsmore commented, "and that's why *Lucy* was able to command the highest price ever paid for a half-hour TV series in Japan and that's also true in Australia."

"There's a universal appeal in a circus and we're having no trouble in lining up foreign broadcasts for *The Greatest Show on Earth*. Cops-and-robbers is another theme with worldwide appeal and *The Untouchables* is doing great business abroad. Wartime action is sure fire; *Combat*—to mention a series we don't handle but I wish we did—is big in all markets, even West Germany."

Richard Warren Dinsmore was born May 19, 1916, in Tarrytown, N. Y. His father was a music teacher and Dick's musical education started almost before he was out of his playpen. As a teenager he was so proficient on the oboe, clarinet and saxophone that he spent three summers at the Eastern Music Camp at Waterville, Me., on scholarships. After high school he entered the Eastman School of Music in Rochester, N. Y., where Mitch Miller was a fellow student.

A Start At NBC ■ Eager to stop studying and get into the real world of music, Dick left Eastman after three years and went to New York City, where he worked as an NBC page while waiting for his card from the musicians' union. Then he became an NBC musician and, intrigued by recording, wangled a transfer to the network's transcription service, NBC Thesaurus,

where he had his own recording group, "Men of Note."

Dick wanted to do modern arrangements, a desire not shared by Oscar Turner, then program director of Thesaurus, who could see no value in a recording group made up of one clarinet, two guitars and a six-voice male chorus. Dick realized he was fighting a losing battle—so he became a producer and script writer for Thesaurus and produced recordings with Xavier Cugat, Sammy Kaye, Shep Fields and other popular bands of that time.

With America's entry into World War II, Dick joined the Merchant Marine, serving in the North Atlantic from February 1942 to the invasion of Normandy and then in the Pacific until war's end. He returned to New York, but one January Friday he looked out at a bleak gray sky slashed by hard-driven snow and realized this was not where he wanted to spend the rest of his life. Monday morning found him in San Francisco and before that week was out he was part owner of a recording firm, Sound Recorders. "I was a partner, a producer and, for the first time in my life, a salesman," Dick recalled.

Radio Tape To Live TV ■ Sound Recorders flourished, producing commercials and recording network programs like the Bing Crosby show, with which they moved from acetate discs to tape recording. When television hit San Francisco, Dick put together a show featuring Alvino Rey, got the San Francisco Ford dealers to sponsor it on KRON-TV and within six months it was

the top rated TV program in the city.

With this start, Dick was off and running in television. He joined forces with Lee Giroux and soon they had 17 shows a week on the air. "We had our own building, our own art staff; everything was great. Then the TV films came along and the roof fell in. All of our shows were live; \$1,000 a week was our minimum; we couldn't compete with the filmed shows on price. Soon we were down to six shows a week, which didn't even pay the overhead."

Live To Film ■ Dick wanted to stay in television, but the days of local live production had ended and he wasn't sure where else he might fit in. One day he bumped into an acquaintance from Rochester, John Mitchell, sales head of Screen Gems. He was looking for a western sales manager and did Dick have any suggestions. Dick gave him some names, but a few days later Mr. Mitchell called to say he'd interviewed them but wasn't quite satisfied and would Dick consider taking the job himself. Dick would and for 10 years he spent most of his time on the road, selling Screen Gems programs to stations and local and regional advertisers.

"Ralph Cohn [Screen Gems president] was a great man," Mr. Dinsmore said, "and I greatly admired and respected him. He foresaw the foreign market for TV films long before anyone else. And he kept Screen Gems as an autonomous operation, apart from the parent company, Columbia Pictures. But after his death things changed and I wanted out."

Screen Gems To Desilu ■ In November 1961 Mr. Dinsmore went to New York and arranged a release from his contract, which still had more than two years to run. On his return to Los Angeles he recalled hearing that Desilu was thinking of setting up its own syndication division. He called Edwin Holley, administrative vice president, and within a few days they put a deal together. Desilu Sales was formed in December and before the end of January Dick was on his first trip abroad for Desilu. In the first six months of operation, Desilu Sales sold more than \$3 million worth of programs.

Dick Dinsmore married Bette Kearney, a Rochester girl, in 1938. They have two children, Richard Jr., 21, a student at the University of San Francisco, and Matthew, 8. Dick swims regularly, plays golf when he has the opportunity, and hopes that the day of the supersonic jet will soon be here, to cut the time of global travel and give him more time at home.



Mr. Dinsmore

FM for forward motion

THE promising developments in FM broadcasting, reported in detail elsewhere in this issue, provide another indication of the vitality of the private enterprise system in broadcasting. Against appalling odds, including hot-and-cold rulings by the government and the coincidental arrival of television when FM was just getting its start, FM has survived and is giving signs of growing into a major communications medium.

The ambitious research project to be undertaken by the National Association of FM Broadcasters ought to be of significant assistance. One of FM's biggest problems has been the lack of statistics to measure its effects. Now if the FCC will just stick with its new FM rules long enough to let the medium grow naturally, the curves of audience and revenue ought to start taking off.

Back to motherhood and flag

ALL signs point toward the adoption by the House of some kind of amendment to the Communications Act that will deprive broadcasters of still another measure of editorial freedom.

The prevailing mood of the House commerce subcommittee, which is engaged in an inquiry into broadcast editorializing, is evident: The members want, at the very least, a guarantee of immediate access to camera and microphone if any station dares to criticize them. Some want to outlaw editorializing altogether, no doubt in the belief that their job security depends upon the silence of broadcasters and the ignorance of the electorate.

Whatever form the legislation ultimately takes, it is certain to be an extension of the "fairness" doctrine that the FCC invented in 1949 to justify its reversal of policy on broadcast editorializing. In its Mayflower decision of 1941 the commission had decided that broadcasters, alone among all the communicators in the country, lacked the constitutional right of free speech. Eight years later it changed its mind, but in reversing its Mayflower policy that had prohibited editorializing, the FCC said that broadcasters were obliged to be "fair" and to affirmatively solicit—and broadcast—opposing opinions.

The fairness doctrine acquired statutory recognition in 1959 when the Congress was considering a liberalization of Section 315, the political broadcasting law that was originally written from the same motives that are now behind the House drive for editorial control. The idiocy of that section had become apparent when Lar Daly, a Chicago political freak, discovered how to use the equal-time provisions of the section to gain exposure on all Chicago stations and finally on a national television network.

The Congress reluctantly voted to exempt news broadcasts from Section 315, but it insisted on tying to that exemption the admonition that it did not relieve broadcasters of the obligation to provide opportunity for the presentation of conflicting political views. Thus "fairness" was elevated to the status of law.

However attractive the principle of fairness sounds when discussed in the abstract, it is difficult if not impossible to apply in practice. What is fair to one may be unfair to another. As we have said before, a decision on fairness by the FCC represents nothing more than a coincidence of prejudices among a majority of commissioners. The same can be said of any body that is given the hopeless task of deciding whether a broadcast has been "fair."

Fairness, we suggest, is merely the announced objective of congressmen who now want to write a law controlling broadcast editorializing. The true goal is the destruction of

editorializing and the weakening of broadcast journalism in general. Many politicians are horrified by the portents of a maturing corps of radio and television newsmen who have both the competence and the courage to follow stories past the barriers that office-holders hide behind.

Regrettably, the case that broadcasters have so far presented in opposition to the proposals in the House gives little comfort to those who believe in broadcast freedom. Some witnesses have succeeded only in confirming fears that a tinge of irresponsibility runs through broadcast journalism. Others have endorsed the fairness principle as a protector of the public weal. None has given the more thoughtful members of the House a strong reason to oppose the move toward editorial regulation.

There may still be a chance to head off legislation in the Senate. If that chance is bobbled too, the matter may eventually be rectified in the courts on the First Amendment issue. A court test will take place, of course, only if some broadcaster is willing to lay his license on the line.

Double knockout?

FLOYD PATTERSON may not have been the only casualty of last week's heavyweight championship fight. It could be that theater television took the full count too.

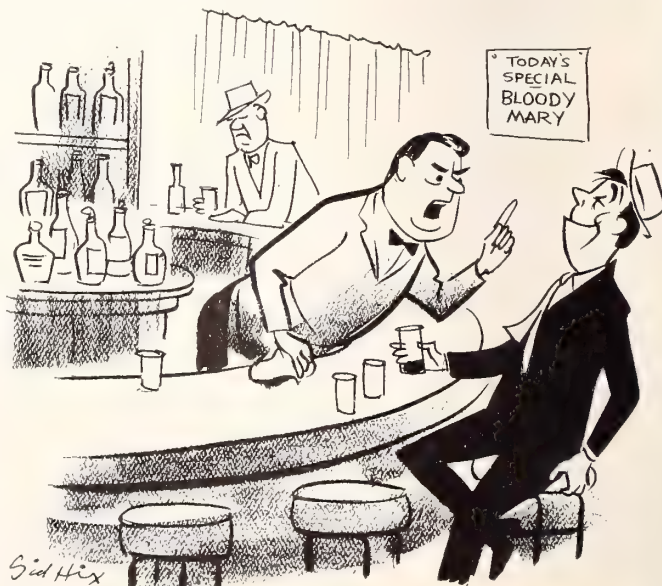
In the past 10 months theater TV patrons have paid a total of \$3,255,000 to witness two Liston-Patterson encounters. They have seen less than four-and-one-half minutes of action.

Radio and television developed the public's taste for professional fights and for professional sports in general. The public obviously would prefer to witness these events at home without paying through the nose at the boxoffice and without the burden of battling traffic and getting parked.

The sports industry, being private enterprise for profit, can and does peddle its flesh as it pleases. The motive is purely mercenary. Thus the promoters abandoned the highly profitable sponsorship of championship fights on free TV for the ostensibly more profitable closed circuit theater TV, with utter disdain of public preference.

As a result of the Liston-Patterson brief encounters the public may sour on theater TV and stay away in droves from the next spectacular.

The public will make the decision. That is the way public interest should work.



Drawn for BROADCASTING by Sid Hix
"If you yell 'Wow, it doesn't taste like tomato juice' just once more . . . out you go!"

Sacramento, California
NOW...A NEW WORLD PORT

and **BEELINE RADIO KFBK** is the way
to reach this vital market

Prosperous Sacramento has just opened its new \$55 million port and will now more than ever contribute to California's fabulous growth. Smart advertisers know that Beeline Radio KFBK is the effective way to cover the expanding Sacramento Market. And KFBK is only one of four Beeline stations — the key to California's rich inland valley and Western Nevada.

MCCLEACHY BROADCASTING COMPANY

delivers more for the money in Inland California and Western Nevada

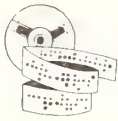
PAUL M. RAYMER CO. • NATIONAL REPRESENTATIVE

KFBK
KBEE
KMJ



new need...new breed

The future agency use of computers demands a NEW BREED of salesman. At RKO General, the future is already here.



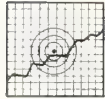
DATA PROCESSING: Your RKO General sales executives have been using electronic data processing techniques for some time. Their familiarity with the capabilities and limitations of these machines allows them to allocate time with greater efficiency...to concentrate on new ideas and new approaches to benefit their advertisers.



EXPERIENCE: The men who make up RKO General's NEW BREED are sales executives who have worked at the local level and have personally witnessed the power of radio and television to move merchandise off the shelves and into the shopping carts.



CREATIVITY: The RKO General sales executive is constantly striving for better ways of selling merchandise and services via broadcasting. Many of his stations' innovations, such as weekly movie spectaculars, feature films in prime time or, talk-radio have "set the standards."



RESEARCH: The RKO General sales executives' knowledge of media and marketing, supported by sales-oriented researchers, enables them to suggest how advertisers can best use available data or collect new customer-oriented research.

RKO General Broadcasting/National Sales: NEW YORK LO 4-8000
CHICAGO 644-2470 • LOS ANGELES HO 2-2133 • SAN FRANCISCO YU 2-9200

WOR AM/FM/TV New York • KHJ AM/FM/TV Los Angeles • WNAC AM/TV and WRKO
FM Boston • CKLW AM/FM/TV Detroit-Windsor • KFRC AM/FM San Francisco •
WGMS AM/FM Washington, D.C. • WHBQ AM/TV Memphis • and The Yankee Network





BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

AUGUST 5, 1963

A big year for TV commercial makers looms
as the new season approaches 31

FCC report tells Senate group how stations
handled '62 political races 60

Daytime sales for the coming season mount
at the TV networks 36

NAACP bid for Negroes in crews rejected
by two studio unions 42

COMPLETE INDEX PAGE 7

The Kansas State Network and its flagship station

KARD-TV

CHANNEL 8 WICHITA

announce the appointment of

Edward Petry & Co., Inc.

as exclusive National Representative
effective August 1st

GREATER *

Wheeling-Steubenville
Ohio Valley Market

* GREATER

because WTRF-TV's
NEW TALLER TOWER
has replaced our
old smaller tower.

Note these
impressive *NEW*
WTRF-TV market
area figures . . .

**529,300
TV HOMES**

**\$5,369,000,000
TOTAL SALES**

It all adds up
to profitable
results for
advertisers.
For WTRF-TV
availabilities,
call VP Bob
Ferguson or SM
Cy Ackermann,
Area Code 304,
232-7777.
National Rep.,
George P.
Hollingbery Co.



Equipped for network color
WHEELING, WEST VIRGINIA



A buyer's guide to Raleigh/Durham television

There are a number of important facts you need to remember when you buy North Carolina television.

Remember that WRAL-TV, Raleigh, is the only ABC-TV affiliate between Richmond, Va., and Columbia, S. C. Unlike other stations, there's no overlap, no duplication.

Remember that WRAL-TV, Raleigh, has achieved an unusual identity with the community and the market. A recent attitudes and opinion study by Central Surveys, Inc., shows that 61% of the people prefer WRAL-TV for news and weather.

Remember that WRAL-TV, Raleigh, has consistently pioneered in programming in this market. No other station in the market carries as much local news. No other station in the market editorializes daily.

Remember that WRAL-TV, when combined with the leading station in Charlotte, reaches 87% of the population, 88% of the buying power in North Carolina. No other two-station combination gives you so much for so little.

Remember that WRAL-TV is the only station located in the state's leading food brokerage center. In addition, Raleigh is ranked as the state's second largest shopping center by N. C. officials.

Remember that WRAL-TV can give you more homes for less money. Total homes mean little unless related to cost-per-thousand. With

a rate card that includes pre-emptible AA spots, WRAL-TV can deliver nighttime audiences for as little as \$1.44 per thousand homes.

Check this offering, prepared on request from an advertiser. It is not a trumped-up schedule, but a typical 12-plan proposal. Look it over. Like it? See H-R. They'll prepare an up-to-date proposal for you.

WRAL-TV 12-PLAN PROPOSAL*

12-plan, 12 spots in one week. Cost, \$633.00. Total homes delivered, 439,800. Cost per thousand homes, \$1.44. Homes delivered per \$100 invested, 69,479.

Day	Time	Length/Class	Homes
MON	6:30-6:45 PM	:60 / A	54,400
	9:30 PM	:20 / AA	57,400
TUE	9:45 AM	:60 / D	10,000
	10:00 PM	:20 / AA	56,900
WED	6:30 PM	:60 / A	52,800
	11:20 PM	:60 / D	13,600
THU	9:45 AM	:60 / D	10,000
	6:30-6:45 PM	:60 / A	54,900
FRI	9:45 AM	:60 / D	10,000
SAT	10:00 PM	:20 / AA	54,000
	11:30 PM	:60 / D	25,100
SUN	9:00-9:30 AM	:60 / D	40,700

*This actual 12-plan proposal prepared for Pine State Creamery Co., Raleigh, N. C., January 25, 1963. Homes-delivered statistics based on NSI, Nov.-Dec., 1962. Cost analysis based on WRAL-TV rate card #7.

WRAL-TV, RALEIGH, N.C.

ABC Television—Represented Nationally by H-R

IF YOU
WANT
TO
BUY
THE
LION'S
SHARE
OF THE
FOUR
STATION
DALLAS
FORT WORTH
MARKET



Look at these figures

	Metro Share*	KRLD-TV Total Homes*
Jan '63	38%	96,400 (41% SIU)
Feb/Mar	37%	87,600 (40% SIU)
Mar/Apr	39%	80,400 (42% SIU)
Apr/May	39%	75,200 (41% SIU)
May/June	40%	80,200 (41% SIU)

*ARB Market Report, 9 a.m.-Midnight, Monday-Sunday: Jan; Feb/Mar; Mar/Apr; Apr/May; May/June, '63.

... indicating that for the 6 months ending June 1963, KRLD-TV's average Metro Share is 39% and that Channel 4 delivers an average of 41% of the Total Homes in the 4-STATION MARKET AREA for this broad period.

Month after month, season after season, the lion's share of the Dallas-Fort Worth market is yours with KRLD-TV. See your ADVERTISING TIME SALES representative.



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

Prospects on pay TV

Not all of its clients agree with Stanford Research Institute's bullish attitude toward pay-TV prospects (CLOSED CIRCUIT, July 29). At least one of some 60 SRI clients who attended private briefing in New York last week doubts that sufficiently attractive programing has been devised—or even dreamed of—to attract enough daily revenue to make system economically feasible.

Report's anticipation of \$2 billion yearly revenues for pay TV looks especially staggering. But skeptics after SRI session in New York last week acknowledged that if SRI is right in foreseeing 15 million homes linked up by mid-1970's (at initial cost of \$2 billion), then it's conceivable that relatively low level of home usage might cover operating costs and turn profit. Even so, they figured that if SRI had used more realistic home spending figure, it would have projected loss rather than profit. They're clearly inclined to side with report's hedging observation that in practice, pay-TV programing may not prove as attractive as it seems apt to be.

Metromovements

To be announced by Metropolitan Broadcasting (Metromedia): transfer of Albert P. Krivin, vice president and general manager of KMBC-TV Kansas City, to KTTV-TV Los Angeles, recently acquired by Metromedia, and appointment of Mark Wodlinger, vice president and general manager, WZZM-TV Grand Rapids, Mich., as Mr. Krivin's successor in Kansas City. Benet Korn, president of Metropolitan Broadcasting and directing head of television properties, was on West Coast last weekend.

Mr. Wodlinger's successor at WZZM-TV, ch. 13 outlet which has operated on interim basis since Nov. 1, 1962, is Harold Sundberg, former sales manager. He has previously managed WMBD-TV Peoria, Ill.

Ownership limits

Four members of FCC are said to favor consideration of reducing number of radio and television stations any person or company may own. Subject was discussed at last Thursday's FCC meeting and is almost certain to come up again after commission returns from August vacation. Some commissioners think present limits of 21 stations—seven each for AM, FM and TV—may be too high. Four who asserted interest in question last Thursday were Chairman Henry and Commissioners Loevinger, Bartley and Cox.

In recent weeks there's been per-

CLOSED CIRCUIT®

sistent report that FCC staff has been working on draft of proposed rule-making to reduce permissible multiple ownership of VHF television stations from five to three. No confirmation, however, has been obtainable. Commissioners who last week showed interest in exploring question were at variance on approaches to take.

Escape hatch

Stations report that something new has been added to Pulse Inc.'s letters soliciting their participation in Pulse audience surveys. It's line saying "Pulse shall not be liable for any loss or injury caused by the neglect or other act of said company or any of its officers, agents or employees in procuring, collecting, tabulating, computing, analyzing and communicating said information." Pulse officials say this disclaimer, designed to protect against clerical and similar errors, has always been written into Pulse contracts, has been added to solicitations as matter of precaution.

There's no indication whether Pulse decision to insert disclaimer in letters of solicitation was influenced by recent announcements of government surveillance over ratings users. Federal Trade Commission has said it would hold users responsible for accuracy of surveys as well as their use in sales and promotion. FCC has said it will consider FTC actions in deciding whether stations are operating in public interest.

Swezey leaving

Robert D. Swezey intends to leave his job as director of National Association of Broadcasters code authority when his \$40,000-a-year contract expires next Oct. 15. Mr. Swezey doesn't need job; he has substantial income from sale of minority holding in WDSU-AM-TV New Orleans. Word is that he and LeRoy Collins, NAB president, have been at odds over philosophy of radio and television codes and their operation. When he leaves code job, he'll take it easy for while, may eventually return to station operation or practice of law.

Following the news

CBS News is consolidating its Atlanta and Dallas bureaus into new, larger one at New Orleans, effective this month. With WWL-AM-TV New Orleans news staff it will share new building that will be news headquarters for both. Dan Rather will be chief correspondent. New Orleans move is

part of series of reassignments and expansions by CBS News, mostly timed to coincide with start of CBS-TV's new half-hour news show.

Among other changes planned by CBS News, Charles Kuralt, South American correspondent, becomes chief correspondent of enlarged Los Angeles bureau, with Robert Schakne as bureau manager there. Bernard Eismann moves from Chicago to New York, and Hughes Rudd, who has been chief of Atlanta bureau, takes over expanded Chicago bureau. Arthur Bonner, formerly in India, more recently in special shows in this country, has gone to South America temporarily, pending appointment of permanent successor to Mr. Kuralt.

Other side

FCC commissioners and possibly FTC and other government officials will get chance at radio business orientation in Radio Advertising Bureau's management conferences, scheduled in September and October. RAB has invited one or two to each conference, with idea that they'll see detailed presentation on radio today, hear broadcasters discuss radio problems, then be given opportunity to talk and answer—or ask—questions. Five of seven FCC members have accepted.

Splurge in syndication

Westinghouse Broadcasting Co., which is on spree of producing programs for syndication, is understood to be taping series titled *The Meaning of Communism* for showing on its own stations and for sale to other outlets. Series will cover 30 half-hours exploring various facets of Communism and 10 are said to have been completed. WBC also produced *Steve Allen Show* and *Mike Douglas Show*, plus large number of specials for syndication. It has just signed for television rights to a stage play opening on Broadway next fall (see page 56).

Trade winds

Tribulations of National Association of Broadcasters are not necessarily peculiar to that trade association. Number of trade groups, both among media and in manufacturing, are having internal convolutions growing out of membership complaints over character of service and increasing costs of operation. One trade association (National Business Publications) recently deposed its president and others in both electronics and electrical manufacturing, report what they regard as "seasonal unrest."

WE'VE GOT A WAY WITH WOMEN

Month after month, Channel 2 is the No. 1 spot on the dial for Detroit's women viewers, specially the 18 to 30 year olds. To lick any sales problem you may have with this big-buying group, call your STS man.

18 to 39 Year Old WOMEN VIEWERS

Sept., 1962 thru June, 1963*

WJBK-TV 43%
STATION "B" 25%
STATION "C" 17%
STATION "D" 15%

*11A-6 PM MT. Avg.
ARB Sept., 1962—May-June, 1963



MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	IMPORTANT STATIONS IN IMPORTANT MARKETS STORER BROADCASTING COMPANY
ATLANTA WCEB	CLEVELAND WJW	LOS ANGELES KCBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WTBG	

STORER TELEVISION
SALES, INC.
Representatives for all
Storer television stations.



WEEK IN BRIEF

TV commercials for the fall season are hitting peak in production with an increase in color spots. Outside producers, agency executives view situation optimistically, foresee nominal increase in production costs. See . . .

COMMERCIAL MAKERS BUSIEST EVER . . . 31

Schedule changes are few and smiles are brighter as the networks find daytime television is getting strong advertiser response. The fourth-quarter selling pace is far ahead of last year. See . . .

NETWORK'S HAPPY DAYTIME . . . 36

Without running to FCC, broadcasters handled some complaints of candidates for Senate in 1962. Broadcasters' experience now becomes part of Senate record in hearing on Section 315's suspension next year. See . . .

CANDIDATES' COMPLAINTS . . . 60

Two IATSE unions give a cold shoulder to NAACP demands for a Negro in each crew, ignoring a plea for acceptance of the proposal by union president. Seven locals plan vote at next membership meeting. See . . .

NAACP DEMANDS HIT SNAG . . . 42

Editorializing conferees hear note of hope in Representative Harris's prediction that Congress won't pass restrictive legislation this year. Broadcasters agree FCC and Congress should keep hands off. See . . .

EDITORIAL FREEDOM ENDORSED . . . 46

FCC concedes a 'minor' point and changes language of its statement reminding broadcasters of application of fairness doctrine in controversial community issues. It's major point to NAB. See . . .

'ALL' BECOMES 'OTHER' . . . 68

Pay TV test in Hartford, Conn., turns up some "encouraging and enlightening" facts, according to a report on the first year of the test on WHCT(TV). Fee system also seen as benefiting commercial TV. See . . .

O'NEIL, WRIGHT HAPPY . . . 50

Broadway and TV will get even closer this fall when Westinghouse (Group W) offers new three-act dramatic play at same time show opens in New York theater. Commercials will be used at natural breaks in the play. See . . .

TELEVISION ON BROADWAY . . . 56

ABC and would-be applicants for VHF drop-ins oppose the proposal of the Association of Maximum Service Telecasters that FCC Commissioner Kenneth Cox refrain from further participation in the proceeding. See . . .

LET COX VOTE . . . 70

Television Bureau of Advertising reports that coffee advertisers increased their TV billings in 1962 by 7%, from \$40.3 million to \$43.1 million. Spending by 11 biggest brands dropped, some 5%. See . . .

COFFEE TV SPENDING UP . . . 34

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Billion Dollar Spender

... that's North Carolina's Golden Triangle Market. Over \$1 Billion in annual retail sales—and it's yours to tap when you buy the strong, 33-county coverage of WSJS Television.

North Carolina's
Golden
Triangle

NO. 1 MARKET IN THE NO. 12 STATE

WSJS
TELEVISION 

WINSTON-SALEM / GREENSBORO / HIGH POINT

Represented by Peters, Griffin, Woodward

SWEENEY SPEAKS OUT ON RAB, BUNKER

Decries radio code as one of NAB's 'worst mistakes'

Kevin B. Sweeney, president of Radio Advertising Bureau for nine years until his resignation last February, let fly Friday (Aug. 2) at his successor, Edmund C. Bunker, and RAB's current plan for \$200,000 radio audience research methodology study.

In speech prepared for delivery at New Mexico Broadcasters Association, Mr. Sweeney, now president of John Poole Broadcasting Co., also said he was now free to call National Association of Broadcasters' radio code "among the worst mistakes that NAB has made in this generation." He said key to radio's service is "almost strictly economic," and scoffed at notion that a station's commercial load reflects against its service to its community.

Mr. Sweeney said RAB's current plan for radio research methodology study "is either one of the most naive plans in RAB's history or one of the most cynical, because there is historical evidence" that major research projects rarely pay their way in new advertising sales.

Answers Are There ■ "Without spending a dollar," he said, "just by studying the dozens of research projects RAB has undertaken for specific advertisers in the past years but never published, they [RAB] can find the facts about how many listen, when, and to whom."

Mr. Sweeney said that "to see Ed Bunker identify himself with this research project as the path out of the desert convinces me that he is as remote from the day-to-day realities of selling radio to national and important retail

accounts as he was during the seven months when we were trying to ride the same horse." This apparently referred to period when Messrs. Sweeney and Bunker were both at RAB, as president and president-elect, respectively.

Mr. Sweeney said RAB had learned over 10-year period that radio will never beat TV and newspapers on basis of total audience figures. Current project's \$200,000, he claimed, "should be devoted to persuading General Foods and Lever Bros. and the nation's retailers to spend some money with us."

'Not In Touch' ■ RAB officials, advised of Mr. Sweeney's remarks, suggested he was "not completely in touch with industry developments" because, they said, "he isn't describing the same project we're working on."

They said need for study like theirs "has been endorsed enthusiastically by everyone we know of" and "if Kevin visits advertising agencies and advertisers he will observe how much enthusiasm has been generated."

"We are seeking the knowledge that will allow accurate and complete measurements of radio audiences on a continuing basis—not just a study providing figures on total audience," RAB said.

An NAB official said association would have no comment until text of Mr. Sweeney's comments have been studied. He said NAB had not seen statement.

Former Kennedy adviser faces late tax charges

James M. Landis, former special assistant to President Kennedy on regulatory agencies, and who was highly critical of FCC operations, pleaded guilty in federal court in New York Friday (Aug. 2) to five counts of late filing and payment of income taxes for years 1956-60.

Mr. Landis, who was represented by Dean William Warren of Columbia Law School, said all taxes due, along with penalties and interest, were paid as soon as amount was calculated. Charges are misdemeanors carrying maximum penalty of year's imprisonment and \$10,000 fine for each count.

U. S. Attorney Robert M. Morgenthau said charges were brought because Mr. Landis didn't meet government standard of "voluntary disclosure."

Mr. Landis, who once was Harvard

Law School dean, joined Kennedy staff shortly after 1960 election and remained as White House advisor through most of President Kennedy's first year in office. He now practices law in New York.

TTC sale signed, Time to get KERO-TV

Contracts totaling about \$38.5 million for acquisition of Transcontinent Television Corp.'s TV and radio stations in five markets were signed Friday by Taft Broadcasting, Midwest Television and Time Inc.

David C. Moore, TTC president, said sales are subject to FCC approval and to favorable rulings from Internal Revenue Service, "among other conditions."

Total sales price, based on about \$21.20 per share of TTC stock, is largest in broadcasting history. There are 1,817,000 shares outstanding.

Sales follow pattern indicated when negotiations were first disclosed (BROADCASTING, April 15, 22), except for Time Inc.'s entry into picture.

Taft Broadcasting, headed by Hubert Taft Jr., acquires WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes-Barre, Pa. Taft owns WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT-TV Lexington, Ky.

Midwest Television, headed by August C. Meyer, acquires KFMB-AM-FM-TV San Diego. Midwest owns WCIA-TV Champaign, Ill., and WMBD-AM-FM-TV Peoria, Ill.

Time Inc. acquires KERO-TV Bakersfield, Calif., a UHF station. Originally Midwest Television had been negotiating for Bakersfield as well as San Diego. Announcement said Midwest "stepped

Stylish stogie spots

What are said to be two of higher priced commercials of recent TV history have been completed by General Cigar Co. for its White Owl brand, at cost of \$50,000 for pair. General Cigar through Young & Rubicam went to Paris to produce one-minute commercials which star French comedian Fernandel and authentic Parisian backgrounds. Commercials will be introduced in September on first NCAA football game (CBS-TV) and ABC-TV's *Fight of The Week*.

New effort to balk Faulk

Appeal has been filed by Vincent W. Hartnett to upset New York State Supreme Court jury libel verdict in favor of TV-radio entertainer John Henry Faulk. Jury awarded Mr. Faulk \$3.5 million in damages against Mr. Hartnett, Aware Inc. and late Laurence A. Johnson. Estate of Mr. Johnson reportedly has settled with Mr. Faulk for \$175,000 and is not participating in Mr. Hartnett's appeal.

aside" when Time offered to buy Bak-ersfield property on same terms Mid-west had offered. Time said it had been negotiating with TTC since 1961. Time owns KLZ-AM-FM-TV Denver, WOOD-AM-FM-TV Grand Rapids, Mich., KOGO-AM-FM-TV San Diego, WTCN-AM-TV Minneapolis and WFMB-AM-FM-TV Indianapolis.

Time Inc. said it was paying \$1,565,-000 for KERO-TV. Spokesman for TTC and Taft said it was impossible to break down individual prices on other stations pending further computations.

TTC retains WDOX-AM-FM Cleveland, valued at 80 cents per share.

Mixed blessing bestowed on editorials by Celler

"Efforts to preclude editorializing on the air should be resisted," said Representative Emanuel Celler (D-N. Y.) Sunday (Aug. 4). But he added "unless television and radio fashion a way to permit fair editorial comment . . . these media will never reach the maturity that mass communication demands in the public interest."

In statement prepared for *Congressional Conference* on WOR-TV New York, Representative Celler urged broadcasters to encourage audience to comment on editorials "as is done in the newspapers through the publication of 'letters to the editor.'"

Noting "dwindling number of newspapers," Representative Celler, chairman of House Judiciary Committee, said "it would be in the nature of an important public service to have editorial comment."

Representative Celler's committee held hearing this spring on concentration of ownership of news media. Hearing recessed when committee took up civil rights legislation.

Another meeting set on Negroes in radio-TV

Employment of Negroes on live radio and TV broadcasts in Hollywood is to be discussed Friday (Aug. 9) at meeting of broadcasters with representatives of National Association for the Advancement of Colored People, James Tolbert, president, Hollywood-Beverly Hills chapter, NAACP, said Friday (Aug. 2).

Demands which NAACP will present were to be determined over weekend at meeting of Mr. Tolbert with Herbert Hill, national labor secretary of NAACP, in New York. Also to be decided then is plan to file proceedings with National Labor Relations Board for decertification of Set Designers Local 847 of International Alliance of Theatrical & Stage Employees, which allegedly has held membership application of Negro on file for three years

WEEK'S HEADLINERS

Charles G. Mortimer Jr., program manager of TV department at William Esty Co., elected to newly created post of VP for television programing. Assuming new position today (Aug. 5), Mr. Mortimer continues as head of TV programing but in broadened executive capacity. He joined Esty agency in 1957 following duties with ABC-TV as program production manager and supervisor of on-the-air programing. Prior to positions at ABC Mr. Mortimer was with CBS-TV as associate director and producer-director.

without action. If taken, it will be first such action by NAACP against any Hollywood craft union. Meeting with broadcasters, Mr. Tolbert said, is being arranged through Hollywood chapter of American Federation of Television and Radio Artists.

Segregation feared in use of HEW funds

Three applications for federal funds to build educational TV stations in two southern states have run into opposition of National Association for the Advancement of Colored People. Department of Health, Education and Welfare Friday (Aug. 2) gave NAACP 30-day extension of deadline for commenting on applications.

Association, in seeking delay, said stations involved are located in areas which practice school segregation and "since it is most likely that these TV facilities will be used in connection with existing educational facilities, it is imperative that guarantees be secured that will insure colored students their full par-

ticipation in the benefits to be derived from the use of these facilities."

Existing TV facilities are being used to promote segregation, NAACP charged, and asked applicants for federal grants be required to pledge equal opportunity for Negro children. NAACP said it is conducting investigation of three applications. HEW, which handles ETV grants of federal funds, extended deadline until Aug. 28.

Three requests involved, with amount of money sought, are WHRO-TV (ch. 15) Hampton, Va. (\$129,943 to build new studios); South Carolina Educational TV Commission for new stations in Charleston (channel 7, \$59,000) and Greenville (channel 29, \$285,000).

Individuals to have say in NAB fall sessions

Individual broadcasters will have greater participation in eight fall conferences of National Association of Broadcasters in October-November than they have in past. This is major decision to date in early planning for sessions, which begin Oct. 14 in Hartford, Conn. NAB staff met last Thursday (Aug. 1) in first full-scale planning session. In past years, staffers of association have dominated programs with few broadcasters appearing. It was at fall conference in Portland, Ore., last November that NAB President LeRoy Collins made his now-famous remarks on cigarette advertising.

GM's first move into spot TV

Buick will crack spot TV ice for General Motors this year, is to buy prime 20's in top 25 markets for five-six weeks beginning late September as starter, it was learned in Detroit Friday (Aug. 2). Dodge starts buying spot television this week; Chrysler cars expected soon also.

British home TV recorder not due until '64

Delay in development of new low-cost home TV tape recorder for distribution in U. S. by Telcan Ltd., Nottingham, England, was reported last week. Meanwhile interest grew about possible impact of new equipment, especially on future of pay TV systems.

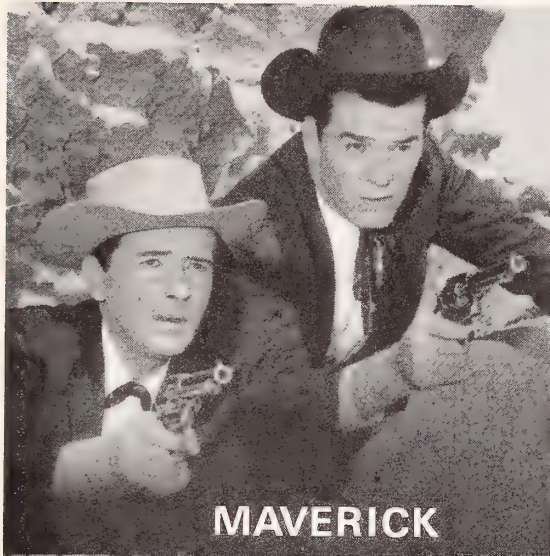
Telcan, which expected to have recorder on U. S. market before end of 1963, may have to wait until late 1964 before system is suitably adapted for American use, it was said. List price of unit in Britain will be about \$182.

Recorder, called "Telcan," reportedly permits home taping and replay of TV shows. Unit even allows

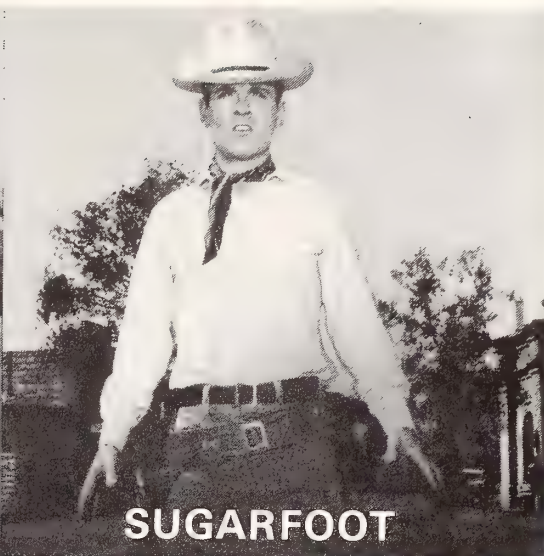
viewer to record program on different channel than one he is viewing. Company says unit will also enable user to play homemade TV tapes.

Equipment weighs 15 pounds, dimensions 17 inches by 2 inches, with 4 inch protrusion for motor housing. It will be available as separate unit or one which can be built into TV set. Sound and vision are recorded simultaneously on standard quarter-inch magnetic tapes.

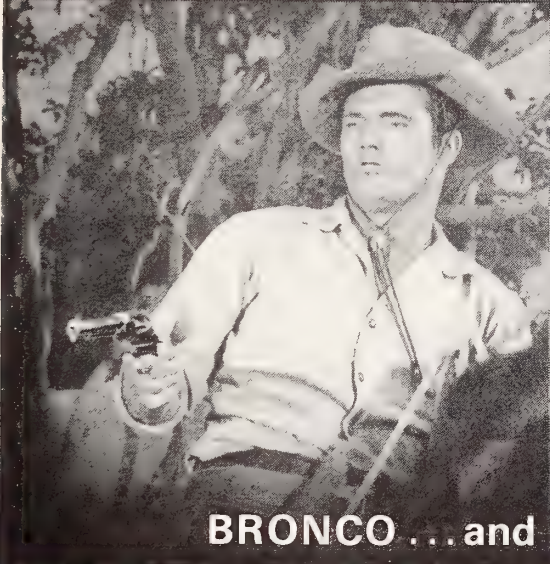
Similar equipment has been developed in U. S. but none suited for marketing. RCA demonstrated "here-see" tape recorder in 1958 but high cost and tape speed problem have prevented its commercial production.



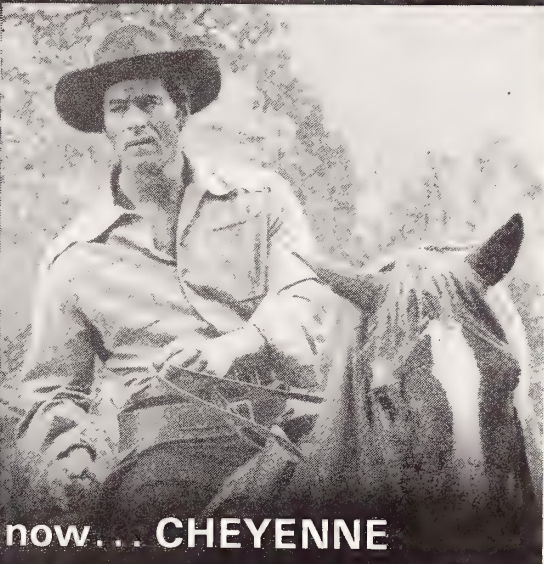
MAVERICK



SUGARFOOT



BRONCO ... and now... CHEYENNE



THE GREAT WESTERNS ARE ^HOURS

One sure-fire way to beef up late-afternoon and early-evening television ratings is to program a Western series. And you'll find most of the great television Westerns are hours. Take *Maverick*, *Sugarfoot*, and *Bronco*, for examples. They're all going great guns on an off-network basis.

REACH 35% MORE HOMES

During February and March 1963, a total of 65 hours of these three Westerns were running each week in various markets between 5:30 and 7:30 P.M. weekdays. Com-

pared to programs on the same stations, same time periods, a year ago, these 65 Western hours reached 35% more homes.*

REACH MORE ADULTS, TOO

More important, the three Westerns reached 48% more men and 24% more women. Now, with the hour-long *Cheyenne* series ready for fall start, stations and advertisers have even greater flexibility in opportunities to reach more adults. Look into the great Westerns. You'll find most of them are *hours*... and they're also *ours*.

*ARB Reports: Feb/Mar 1963 and 1962

WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y., Circle 6-1000



ALSO: HAWAIIAN EYE • SURFSIDE 6 • THE ROARING 20'S • BOURBON STREET BEAT • LAWMAN

What makes a great salesman?

Daredevil auto racer...staff driver for General Pershing...America's top flying ace in World War I. Capt. Eddie Rickenbacker might have been considered a glamorous doer rather than a positive thinker. But when he became head of Eastern Air Lines in 1934, he recognized that flying was destined to become a commercial business rather than a sport, and that the big job was to sell the *idea* of flying to everyone — its safety, its time-saving advantages, its tangible value to business.

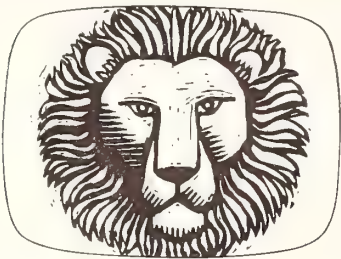
Then Capt. Eddie became a great salesman. He lived and breathed commercial aviation. Seldom seen in his office, he was constantly on the wing, talking to service groups, women's clubs, chambers of commerce, sales conventions—anyone who would listen to the fascinating story of air transportation. Today's vast network of domestic and international airlines owes much to Capt. Eddie's persuasiveness, and to his belief in and knowledge of his product.

Likewise, the success of the Storer stations stems from continuous work in the field to gain greater understanding of people's needs and desires. Because they know their markets, Storer stations can plan their programming to meet community tastes and preferences, backing up this knowledge with efficient operation and a watchful eye for the advertiser's interests that turns more listeners and viewers into *buyers*. In Miami, Storer's great salesman is WGBS, an important station in an important market.

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WJBK
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV







View from the Lion's Den

War is Hell, Lieutenant

■ While war is history, real (and a profession) it fortunately doesn't have universal appeal. It is certainly a subject women shun. A recent example is found in television. This past season brought two war slanted series to home screens. Their action and adventure was popular with men, *but was of great disinterest to women*. TvQ found both shows were over 40% more popular with men than women. This is not the ratio for top TV success. By contrast, the reverse ratio is true of drama programs. So, can we have the best of two worlds? Something military and dramatic for both men and women?

■ The answer is the peacetime Marines. There's no argument (and there better not be) that the Marine Corps is a fighting outfit. But, what is it like to learn the difficult profession of a Marine? A young marine has many of the learning problems of the young doctor or lawyer—yet he's assigned responsibilities quicker, has tougher ground rules. For any bright, dedicated and sensitive young man, learning the job of Marine is loaded with drama potential.

■ *Sound off.* Right now all these elements of drama centered around a young lieutenant in the peacetime Marine Corps are being put on film—an hour's worth a week for a September start on NBC-TV 7:30 pm Saturdays. There's all the action of land, sea and air training for the old "boot" or the contemporary youngsters. Plus there's the dramatic, occasionally traumatic, transformation of a young officer from a "green shavetail" to a combat-ready platoon leader. Here is real flesh and blood excitement of living and learning—on base and off.

■ This series is called *THE LIEUTENANT*. It stars, to quote an accurate press release, "rugged ex-football player and film stuntman" Gary Lockwood, with Robert Vaughn as co-star. Already Lockwood has learned much of what it's like to be a Marine. The Marines are trying to learn from him what it's like to be a TV star; such things as "What kind of a date is Tuesday Weld?" Peace, it's wonderful.

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

AUGUST

Aug. 5—Effective date for new **Emergency Broadcast System**, which will eventually allow all radio stations to stay on air during war alert (BROADCASTING, July 8).

Aug. 11-15—Second annual **NCTA Management Institute**, sponsored by National Community Television Association in cooperation with the extension division of University of Wisconsin, Madison.

Aug. 14—Second annual TV Day, Georgia Association of Broadcasters, Macon.

Aug. 14—Communications committee meeting of the **American Bar Association**, Conrad Hilton hotel, Chicago. Speaker will be FCC Chairman E. William Henry.

Aug. 19—Eighth annual **Distributor-Manufacturer-Representative** conference, Jack Tar hotel, San Francisco. Chairman of the conference planners is Elvin W. Feige, president of Elmar Electronics of Oakland.

*Aug. 20—Annual stockholders meeting, **Desilu Productions Inc.**, Hollywood.

Aug. 20-23—**Western Electric Show and Convention (WESCON)**, San Francisco's Cow Palace. Papers include: "Telstar" by Irwin Welber of Bell Telephone Laboratories; "Relay" by Warren Schreiner of RCA; "Syncom" by Dr. Harold A. Rosen of Hughes Aircraft Co.; "Comsat" by Wilbur L. Pritchard of Aerospace Corp.; "Commercial Communications Satellites" by Beardsley Graham of Spindletop Research.

Aug. 23-24—**Oklahoma Broadcasters Association** convention, Western Hills State Lodge, Wagoner. Speakers include Oklahoma Governor Henry Bellmon, Ed Bunker, president of Radio Advertising Bureau, and Robert Richardson, special counsel to the House Subcommittee on Investigations.

Aug. 26-27—**Television Affiliates Corp.** West Coast programming conference, Hilton Inn, San Francisco.

Aug. 27—**Board of Broadcast Governors** hearing, Ottawa, Canada.

SEPTEMBER

*Sept. 1—Deadline for comments on **FAA** proposed criteria for establishment of television antenna farms.

Sept. 5-8—Annual fall meeting of **West Virginia Broadcasters Association**, The Greenbrier, White Sulphur Springs.

Sept. 6-7—Fall meeting of **Arkansas Broadcasters Association**, Holiday Inn, North Little Rock. LeRoy Collins, NAB president, will be principal speaker.

Sept. 6-7—**Arkansas AP Broadcasters Association**. Principal speaker is AP Assistant General Manager Louis J. Kramp.

Sept. 7—**American Women in Radio and Television's** Educational Foundation board of trustees meeting, New York City.

Sept. 8-11—**Western Association of Broadcasters** annual meeting, Jasper Park Lodge, Jasper, Alberta, Canada.

*Sept. 9—Effective date of new **instructional television** service using 31 channels in 2500-2690 mc band.

Sept. 9-12—**New York Premium Show**, New York Coliseum.

Sept. 10—Premium advertising conference of the **Premium Advertising Association of America**, New York Coliseum.

Sept. 10-12—Fall meeting of **Electronic Industries Association**, Biltmore hotel, New York City.

Sept. 11-14—Eighteenth international conference and workshop of **Radio-Television**

News Directors Association, Radisson hotel, Minneapolis.

Sept. 12—Luncheon meeting, **Federal Communications Bar Association**. FCC Commissioner Lee Loevinger, speaker. National Press Club, Washington.

Sept. 12-15—Annual fall convention, **Michigan Association of Broadcasters**, Hidden Valley, Gaylord, Mich.

Sept. 13-22—**International Radio, Television & Electronics Exhibition (FIRATO)** at the R.A.I. Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch television channels.

Sept. 14-15—Southwest Regional Conference, **American Women in Radio and Television**, Houston.

Sept. 15-16—**New York State AP Broadcasters Association**, Gran-View motel, Ogdensburg. Don Jamieson, president of the Canadian Association of Broadcasters, will be the speaker at the Sunday evening banquet. Sunday afternoon and Monday morning will be taken up with business sessions, followed by a tour of the St. Lawrence Seaway aboard a United States Coast Guard vessel.

Sept. 15-17—**Louisiana Association of Broadcasters** convention, Sheraton Charles hotel, New Orleans.

Sept. 16—New deadline for comments on **FCC's** proposal to control the development of AM and FM radio services.

Sept. 17—Annual stockholders meeting, **Rollins Broadcasting Co.**, Bank of Delaware Building, Wilmington, Del.

Sept. 17-19—**American Association of Advertising Agencies'** western region meeting, Mark Hopkins hotel, San Francisco.

Sept. 20-22—**American Women in Radio and Television** southern area conference, Columbus, Ga.

Sept. 23-25—**Nevada Broadcasters Association** first annual convention, Hotel Sahara, Las Vegas.

Sept. 26-27—**Association of National Advertisers'** workshop on advertising planning and administration, Nassau Inn, Princeton.

Sept. 30-Oct. 1—Seventeenth annual convention of the **New Jersey Broadcasters Association**, Colony motel, Atlantic City, N. J.

Sept. 30-Oct. 4—**Georgia Association of Broadcasters'** regional meetings (Athens, Rome, Thomaston, Albany, Statesboro) featuring sales clinic with Fred A. Palmer.

OCTOBER

Oct. 1—**Advertising Research Foundation's** conference, Hotel Commodore, New York.

Oct. 4-6—**American Women in Radio and**

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:

Oct. 14-15, Statler-Hilton hotel, Hartford, Conn.

Oct. 17-18, Leamington hotel, Minneapolis.

Oct. 21-22, Pittsburgh Hilton hotel, Pittsburgh.

Oct. 24-25, Americana hotel, Miami Beach.

Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.

Nov. 18-19, Texas hotel, Fort Worth.

Nov. 21-22, Denver Hilton hotel, Denver.

Nov. 25-26, Fairmont hotel, San Francisco.



**CAN YOU THINK OF A BETTER WAY
TO SELL CHRISTMAS TREE LIGHTS
AT \$100 EACH?**

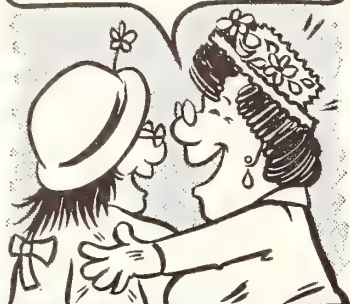
Every year WTMJ-TV promotes a fund-raising campaign in Milwaukee on behalf of the Salvation Army's Christmas Cheer program. For each \$100 contributed, a bulb is lighted on a giant Christmas tree in downtown Milwaukee. Last holiday season, Milwaukeeans set the tree aglow with close to \$45,000. This response is typical of the influence WTMJ-TV has on Milwaukee . . . one of the top ten metropolitan areas in many measures of sales per household. See for yourself. Put your sales message on WTMJ-TV . . . still the number one station in Milwaukee for both viewers and advertisers.

**MILWAUKEE RESPONDS TO WTMJ-TV
CHANNEL 4**

THE MILWAUKEE JOURNAL STATION
WTMJ-AM-FM
NBC in Milwaukee

Represented by: **HARRINGTON, RIGHTER & PARSONS** — New York
Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles

HEARD IT ON THAT
NEW RADIO STATION



WVON
1450 on your radio

- ... All Negro air personalities
- ... Strong Hooper ratings
- ... Merchandising plan that creates sales

1.2 Million Negroes in
Chicago and


Represented by **Bob Dore Associates** or **Lloyd Webb**
312-847-2600



Automation

Has it helped others? Can it help you? How many approaches to automation are available?

What can IGM offer you? Equipment, straight music, announced programming, custom programming, and over 4 years of experience in production and use of automation! Write for our brochure, "THE WHY AND HOW OF AUTOMATION."

IGM  **simplimation**

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TELE-MEASUREMENTS, Inc.,
45 W. 45th St.
581-9020 (Area 212)

Television east-central area conference, Coach House Inn, Milwaukee.

Oct. 4-6—American Women in Radio and Television New England conference, Chat-ham Bars Inn, Cape Cod, Mass.

*Oct. 8-10—International Film Festival, Barbizon Plaza hotel, New York.

Oct. 11-13—American Women in Radio and Television west-central area conference, Holiday Inn South, Des Moines, Iowa.

Oct. 13-18—Second Advanced Advertising Management Course of the Association of National Advertisers, Hotel Moraine-on-the-Lake, Highland Park, Ill. R. P. Campbell, advertising manager for Post division of General Foods Corp., heads the subcommittee which is planning this course.

Oct. 14-18—Ninety-fourth convention of the Society of Motion Picture and Television Engineers, Somerset hotel, Boston.

Oct. 14-18—Fifteenth annual fall convention of Audio Engineering Society, Barbizon Plaza hotel, New York.

Oct. 16—Deadline for reply comments on FCC's rulemaking to control the development of AM and FM radio services.

Oct. 17-18—American Association of Advertising Agencies (AAAA) central region meeting, Sheraton hotel, Chicago.

Oct. 18—Indiana Associated Press Radio-TV Association, French Lick.

Oct. 20-21—Meeting of Texas Association of Broadcasters, Cabana hotel, Dallas.

Oct. 24—Fourth Armed Forces Television Conference, sponsored by U. S. Air Force, Lowry Air Force Base, Denver, Colo. The conference will deal primarily with educational and technical uses of television by the military services. A trip to the Air Force Academy's closed-circuit television installation is also planned.

Oct. 25-27—American Women in Radio and Television board of directors meeting, Mayo hotel, Tulsa, Okla.

Oct. 28-30—National Electronics Conference, McCormick Place, Chicago.

Oct. 28-30—Third annual meeting, Institute of Broadcasting Financial Management, New York Hilton at Rockefeller Center.

Oct. 31-Nov. 1—Electron Devices Meeting of the Institute of Electrical and Electronics Engineers, Sheraton Park hotel, Washington, D. C. Speakers include John Hornbeck, formerly of Bell Telephone Labs and now president of Bellcom Inc., "Electron Devices for Space Applications"; Victor H. Grinich, Fairchild Semiconductors, "Why Field Effect Transistors?" and Lester F. Eastman, Cornell University, "Super Power Microwave Tubes." Program chairman for the meeting is Mason A. Clark, Hewlett-Packard Associates, Palo Alto, Calif.

NOVEMBER

Nov. 1-2—Oregon Association of Broadcasters convention, Hilton hotel, Portland.

Nov. 1-2—Grand Ole Opry 38th anniversary celebration, Nashville. Agenda includes expanded seminar of sales and programming.

Nov. 4-5—Central Canadian Broadcasters Association management and engineering convention, Royal York hotel, Toronto.

Nov. 6-7—American Association of Advertising Agencies (AAAA) eastern annual meeting, Waldorf-Astoria, New York.

*Nov. 6-9—National convention of Sigma Delta Chi, professional journalistic society, Golden Triangle Motel, Norfolk, Va. Dr. Glenn T. Seaborg, chairman of the Atomic Energy Commission, will be featured speaker at the Nov. 7 luncheon.

Nov. 10-12—ACRTF Convention, Quebec City, Canada.

Nov. 10-13—Annual meeting of the Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 17-20—National Association of Educational Broadcasters national convention, Hotel Schroeder, Milwaukee, Wis. Banquet speaker is FCC Chairman E. William Henry.

RAB MANAGEMENT CONFERENCES

Sept. 9-10—The Homestead, Hot Springs, Va.; Sept. 12-13, The Hilton Inn, airport, Atlanta.

Sept. 16-17—The Holiday Inn-Central, Dallas.

Sept. 23-24—Gideon-Putnam, Saratoga Springs, N. Y.

Sept. 30-Oct. 1—O'Hare Inn, airport, Chicago; Oct. 3-4, Rickey's Hyatt House hotel, Palo Alto, Calif.; Oct. 7-8, Town House Motor hotel, Omaha.

Oct. 14-15—The Executive Inn, Detroit, Mich.

Nov. 17-20—Broadcasters Promotion Association annual convention, Jack Tar hotel, San Francisco. Joseph P. Constantino, KTVU (TV) Oakland-San Francisco, is convention general chairman.

Nov. 20—American Association of Advertising Agencies (AAAA) east-central region meeting, Statler Hilton, Cleveland.

Nov. 22—National Academy of Television Arts and Sciences, New York chapter, holds "Close-Up" dinner and show lampooning comedian Jackie Gleason. Hilton hotel, New York.

Nov. 22-23—Combined meeting of Wisconsin Associated Press newspaper and broadcasting members, Milwaukee.

DECEMBER

Dec. 3-5—Winter conference of Electronic Industries Association, Statler-Hilton hotel, Los Angeles.

Dec. 5-6—Fourteenth conference of the Professional Technical Group on Vehicular Communications, Adolphus hotel, Dallas.

*Dec. 6—Association of National Advertisers' workshop on planning and evaluation, The Plaza, New York City.

JANUARY 1964

Jan. 21-23—National Religious Broadcasters convention, Mayflower hotel, Washington.

*Jan. 21-23—Nineteenth annual Georgia Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens.

*Jan. 24-26—Mid-winter convention of the Advertising Association of the West, Bakersfield, Calif.

*Jan. 24-26—American Women in Radio and Television board of directors meeting, New York Hilton hotel.

FEBRUARY

*Feb. 5-7—National Winter Convention on Military Electronics, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.

*Feb. 26-28—Ninth Scintillation and Semiconductor Counter Symposium, under the sponsorship of the Institute of Electrical and Electronics Engineers, the Atomic Energy Commission, and the National Bureau of Standards, Hotel Shoreham, Washington, D. C. Program committee chairman is W. A. Higinbotham, Brookhaven National Laboratory, Upton, L. I., N. Y. The deadline for abstracts is Dec. 1.

APRIL

*April 5-8—Annual convention of the National Association of Broadcasters, Conrad Hilton hotel, Chicago.

*April 30-May 3—Thirteenth annual convention of the American Women in Radio and Television, Mayo hotel, Tulsa, Okla.

JUNE

*June 13-16—Summer convention of the Georgia Association of Broadcasters, Cal-laway Gardens, Ga.



the triumphs . . .



the tragedies . . .



the truth

**ONLY
NOW
CAN
THE
FULL
STORY
BE
TOLD**





of World War II as seen through the eyes of the fighting me



Here at last is the story of World War II told by the men who were there... **on both sides of the Battle Line.** This is no "General's War," no reporter's story, no "official document." It's War in the words of the men who fought it, **now retold for the first time.** Years of painstaking research went into finding **surviving combatants** of World War II's most important campaigns — Pearl Harbor, the Bismarck, the Kamikaze and U Boat raids, Salerno, Iwo Jima, Stalingrad. Now, these men — Allied and Axis — come before the cameras and tell how these never-to-be-forgotten events looked through **their eyes.** This is war, in all its **raw truth,** stripped of its gloss and glamour. And backing their words is the **world's finest** war film footage, much of it until now, locked behind the Iron and Bamboo Curtains. This is war as it **actually was,** seen by the men who were there, **on both sides of the —**

on both sides of the

BATTLE LINE

Narrating each episode is Jim Bishop, popular historian and author of "The Day Lincoln Was Shot" and "The Day Christ Died." During World War II Jim Bishop, as War Editor of Colliers, had access to the key stories of the day. Yet because of official secrecy and war-time censorship, much of this vital information could not be transmitted to the public. **Now at last** this popular correspondent can reveal information that tells of some of the early staggering defeats that all but destroyed the Allied and American Armed Forces... information that puts in its full perspective the courage and determination of the fighting men who ultimately won victory. Jim Bishop, with his first hand knowledge, historic perspective and insight of the human spirit weaves this unprecedented series with the exactly right blend of compassion and understanding.

The 1960's: the decade of the bold, forward-looking marketer

Of the presidents of the top 58 companies in the country today, 21—or better than one out of three—advanced to their jobs through advertising, marketing or sales. These are 10 more than those who got there through the financial route and 11 more than those who came up through research or engineering.

That's a statistic based on the past. The odds are even better for the future.

Remember the 1920's? Whose star shone brightest in that roaring time between war and depression? The ones who made mass production a reality—the Henry Fords, who found a better way to make it for less.

Now recall the 30's—the decade of the legal or financial man.

And let's take a look at the 40's—the era of the ingenious substituter, when even the lowly penny gave up its copper.

By the 1950's a new kind of executive was rising to power. He was the distribution genius—the retailer with a new concept who asked "What does the public need and want to buy that we can make or have made—and how do they want to buy it?" And so the early pioneers in supermarkets and discount houses were joined by the automatic vending machine and the many coin-operated services.

The Present ■ What about the 60's? This decade needs every smart marketing man, advertising man and salesman it can get. Without them this bright decade is going to look pretty tarnished.

Henry Ford's secret of mass production is now everybody's. There isn't a company anywhere that can't increase production by 50% any time it wants to. The problem has an almost mathematical solution. The vice president in charge of production can tell the board of directors, "we can increase production in X weeks at a cost of Y cents per unit, to be amortized after the first Z additional units are made."

Can you envision a marketing man making this absolute a promise? How much will it cost to increase sales by 50%. How long will it take? Is there a quicker way? How much extra cost?

Are there any answers? Not as precise as the production man's, certainly. And because we are talking about human beings and their moods, likes and dislikes, and not machines, there never will be any precise answers.

Just because it can't be worked out on a computer is no reason to relax. We can keep trying to make the answers more precise.

Be Original ■ But, you're thinking, how can I make the presidency by okaying a set of proofs? A fair question, and the answer is short and direct—you can't. You're going to make it not by okaying something that's been done, but by creating something that hasn't been done.

Take the concept that the end result of advertising is good earnings. This leads inevitably to the sister concept that advertising per se is only one of many forms of marketing communications. This in turn leads to another notion—the idea that a marketing dollar should be viewed as a whole, with so many cents going to advertising, so much more to sales promotion, to publicity, to sales and dealer communications, to research, and so on.

Such a concept led us at McCann-Erickson Inc. some years ago to look at these separate forms of communications to and from various publics and view them as completely related parts of the whole. And it was inevitable to conclude that if all these forms of marketing communications were managed and directed at a common target, the marketing communications dollar would bring the greatest dollar return.

As a result, a little over two years ago a unique marketing communications company was born, designed to provide professional services in each of these areas—and designed to relate them to each other in such a way that they could and did aim at a single goal.

Working Concept ■ Under our parent company, Interpublic Inc., this concept is still growing and expanding today.

Interpublic today owns several advertising agencies. Interpublic also owns Communications Affiliations Inc., which operates Marplan, a worldwide research organization; Infoplan, a worldwide public relations and publicity organization, and SCI, a sales communications organization.

On the corporate level, Interpublic provides personnel, financial, legal, business development and advance project services to all its components.

Some months ago, a division of McCann-Erickson called Industrial Technical Scientific Marketing was established. Why? Because communicating with a technical or scientific audience today is a highly specialized job, and needs specialists to do it.

Knowledge In Motion ■ We are in an information revolution. Our knowledge now doubles every year. Of all scientists who ever lived, 90% are still living. A graduate from a scientific or engineering school this year will, unless he continues his studies indefinitely in his free time, find himself technically left behind in only seven years.

The fact that this concept is in motion and moving fast can best be grasped by looking at what happened and is happening. In 1951 McCann-Erickson Inc. was an \$81 million business. At the end of 1962 Interpublic was doing well over \$400 million from 89 offices in 26 countries. In the first months of 1963, six new offices and two more countries were added, and further additions are to be expected. This, I feel, is conclusive evidence that there is a tremendous worldwide need for just such an integrated marketing communications facility—and strong validation of the concept that brought it into being.

The advertising business that we have known so long is not the same today, and never will be the same again. Today, serious minded investors consider a company's marketing goals and advertising expenditures one of the significant indicators of its future earnings. The concept of spending money to make money has the active approval of the financial community. These changes are important and vital.

The 1960's are definitely the decade of the bold, forward-looking marketer.



Henry A. Mattoon has been vice president and general manager of McCann-Erickson's Los Angeles office since July 1962. Mr. Mattoon joined McCann-Erickson in 1956 as a vice president in the New York office and served over the next six years as chairman of the agency's marketing plans board as an associate creative director. Before his affiliation with McCann-Erickson, Mr. Mattoon served as president and a director of Reach, Yates & Mattoon, New York and Newark.

MAXIMUM RESPONSE

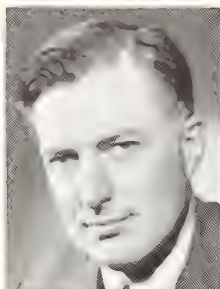
—that's advertising efficiency.



WBAL-TV₂ BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.



Sunday's Driver

Although he's already featured regularly on the "Today" show and NBC Radio's "Monitor," Frank Blair (above) has unhesitatingly accepted still another assignment: host of the forthcoming "Sunday" series.

Fact is, it will be a labor of love for Blair to be in the "Sunday" driver's seat, since the program will cover a range of interests as wide as his own.

When it becomes a Sunday afternoon highlight

of the formidable NBC Fall schedule, the live, full-hour series will not only cover leading national and international happenings, but—like a weekend newspaper magazine—span Music, Art, Science, Theatre, Books and Sports.

In keeping with this concept, a corps of reporters will appear each week, including NBC Washington correspondents Ray Scherer, Robert Abernethy and Nancy Dickerson, and sportscaster-humorist Joe Garagiola.



SUNDAY

Analyses of the passing scene will be offered regularly by NBC's witty, literate Edwin Newman and frequent visitors such as Cleveland Amory, columnist, author and perceptive chronicler of American society; and Aline Saarinen, one of the art world's most authoritative critics.

"Sunday's" very able back-seat driver is producer Robert Northshield, whose past credits include "Today" and such acclaimed NBC News specials as "The Chosen Child," "Who Goes

There?", and "The Trial of Adolf Eichmann."

Of course, "Sunday's" diversity merely reflects the span of our *entire* Fall schedule, which ranges from the urbane "Tonight" to the newest adventure series, "Temple Houston"; from the world-news coverage of the expanded "Huntley-Brinkley Report" to the music of the Andy Williams specials. In all, it shapes up as a season whose virtues couldn't really be described in a month of "Sundays."



NB

Look to NBC for the best combination of news, information and entertainment.

Comprehensive story

EDITOR: Your special article on the new DCSS media marketing concept was a most comprehensive piece of reporting (BROADCASTING, June 24). Reaction to the story has been very favorable, and on behalf of our agency, I want to thank you sincerely for your fine efforts. —John R. Rockwell, executive vice president, Doherty, Clifford, Steers & Shenfield Inc., New York.

A dedicated pioneer

EDITOR: I am delighted with your "respects" to Peggy Stone (BROADCASTING, July 22). It recognizes one of the dedicated pioneers of our great industry. She has not only raised a family and a business successfully, she has contributed importantly to the growth of the International Radio and Television Society and the Broadcast Pioneers. With hundreds of others, I am happy to be her friend.—Tom McDermott, vice president, N. W. Ayer & Son Inc., New York.

Tallest towers, continued

EDITOR: It will probably be of interest that our concern now has orders for three towers, all of which are taller than the present tallest existing man-made structure in the world (1,749 feet). One is 1,800 feet designed for an addition of 200 feet at a later date, one is 2,000 feet and one is 2,063 feet. The tallest of these three is approximately half again taller than the Empire State Building (1,472 feet).—B. H. Kline, Kline Iron & Steel Co., Columbia, S. C.

Change through education

EDITOR: The June 8 resolution of the National Council of Churches calling for firm government clamps on radio and TV is certainly the talk of our industry (BROADCASTING, June 17). Before broadcasters rush off in all directions to fight the ivory-tower leftists who supported the resolution, let us take note of the thousands of well-grounded, intelligent and sound clergymen who know what goes on in radio and TV and how responsive it is to their ideas and suggestions. The resolution pales when we consider the powerful radio and TV programing produced by such groups as the Lutheran Laymen's League, the American Lutheran Church, Southern Baptist's Convention and the Christophers. Churchmen of these groups are right in the thick of the fight to inform and uplift Americans, shoulder to shoulder with responsible broadcasters anxious to do all they can to make this a better



"Jethro, what in heck's a Ark-La-Tex?"

Jethro: "Ark-La-Tex is where over 342,000 folks watch us on the TV."

(Let us take it from there)

Ark-La-Tex is a rich chunk of three states . . . nation's 68th TV market . . . lots of oil and gas . . . manufacturing . . . rich cotton farms . . . major military installations . . . distribution center . . . a diversified economy. Folks here live it up . . . and love it! Call your Harrington, Richter and Parsons representative for prime time minutes and choice local news participations.

KSLA-TV 

tenth year of leadership
SHREVEPORT



*ARB Mar. 1963 and Television Mag.

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*Reg. U. S. Patent Office

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MEDIA DEPT.

FALSE?

Things are not always exactly what they appear to be. Example: Nashville APPEARS to be a small southern city of slightly over 400,000. But reach a little further and you'll discover that the Nashville television market numbers 2,052,300 people and some 450,000 television homes. 98% of these homes depend on Nashville for network TV. 96% of them look to Nashville for ALL TV. So, while Nashville LOOKS like America's 65th city, it's actually the Nation's 28th television market.* Aren't these points worth further investigation?

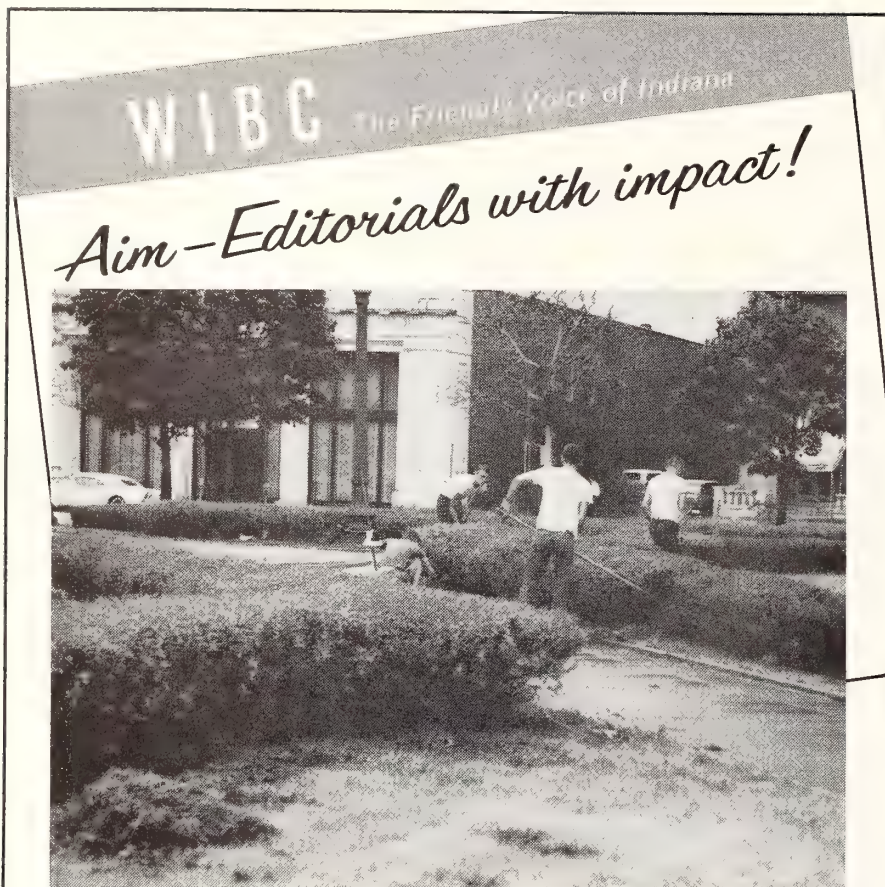
*ARB, March 1962, 9:00 A.M. to 12:00 Midnight

WSIX-TV
ABC-TV Channel 8

WLAC-TV
CBS-TV Channel 5

WSM-TV
NBC-TV Channel 4

NASHVILLE, TENNESSEE



LEADS IN ACCEPTANCE

WIBC editorial #343 came about as had many others. A problem had been found which we related to our listeners and offered a possible solution. Specifically, the Indiana World War Memorial Plaza had been permitted to fall into a state of disrepair. This condition existed because maintenance funds had not been provided by the General Assembly.

Following the editorial Jack D. Trowbridge, the Memorial Commission's secretary, announced that Explorer Scout Troop #60 had volunteered to launch the project by cleaning the many rows of hedge in the two-block long plaza. On Saturday, July 13, sixteen members of the troop did just that. In spite of intermittent showers, they worked hard and made a tremendous improvement in the appearance of the area.

LEADS IN AUDIENCE

While this is not a permanent solution, it indicates that the youth of Indianapolis are vitally interested in community problems. We're glad to number young men like these in the huge audience of WIBC . . . the only station that delivers both Indianapolis and Indiana!

2835 N. Illinois Street
Indianapolis 8, Indiana



JOHN BLAIR & COMPANY
National Representative



**WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN**

world. . . Those who seek a legislative remedy for every fault, real or imagined, are being stacked away every day in forgotten pigeonholes by mature people who know that the only real progress is achieved when free men remain free to work out their futures. Broadcasters are joined, in my view, by the vast majority of clergymen in seeking social changes through education and suggestion instead of governmental threats, brow-beating and regulation.—*George L. Brooks, president, KCUE Red Wing, Minn.*

TIO's sponsors

EDITOR: A recent BROADCASTING quotation from a station representative, "we now support . . . the Television Information Office," was not, in fact, true. TIO seeks its support only from broadcasters. Nonetheless, our library and other facilities are available not only to TIO's sponsors but to members of other branches of the television industry and to the community at large. We welcome all the assistance we can get in telling the story of television's problems and accomplishments as a social force.—*Roy Danish, director, Television Information Office, New York.*

FM story

EDITOR: [YOUR] FM STORY (BROADCASTING, July 29) . . . IS ANOTHER EXAMPLE OF YOUR FINE REPORTING. LET US BE THE FIRST TO ORDER 100 REPRINTS.—*W. C. Florian, president, WNIB(FM) Chicago.*

EDITOR: The special report was amazingly complete. Our order for 100 copies is enclosed.—*Harrison W. Moore Jr., manager WRVC-FM Norfolk, Va.*

(Reprints of the FM report are available at 30 cents each, 25 cents each for 100 to 500 copies and 20 cents each for over 500 copies.)

BOOK NOTE

"Sportscasting," by *Karl W. Klages*. Mercury Publishing Inc., Salt Lake City 11. 154 pp. \$5.00.

The author, sports information director and journalism instructor, at Utah State University, has what is essentially written a textbook, better suited to the classroom than the broadcasting studio. His experience as a play-by-play broadcaster for the Aggie Network is evident, but it would appear that novices—for whom the book appears intended—will feel after reading it that no further experience is needed before broadcasting their first game.

Although Mr. Klages emphasizes the need for experience from the ground up and offers his work as "a philosophy of approach to a sportscaster's functions" rather than the lone criterion for success behind the microphone, the book's intent may too easily be misinterpreted.

this is the house that **WJAC** *built!*



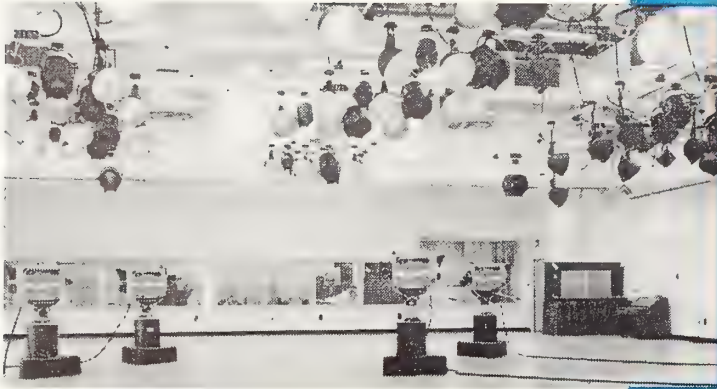
THE NEW
MILLION DOLLAR HOME
of the station serving

THE
MILLIONS OF TV VIEWERS
of Johnstown - Altoona, Pa.



Affiliated with WJAC - AM - FM
The Johnstown Tribune-Democrat Stations

NOW....GREATER FACILITIES AMERICA'S 27TH



One of WJAC-TV's brand new television studios for presentation of its popular live programs.

TV HOMES*

652,750

RETAIL SALES

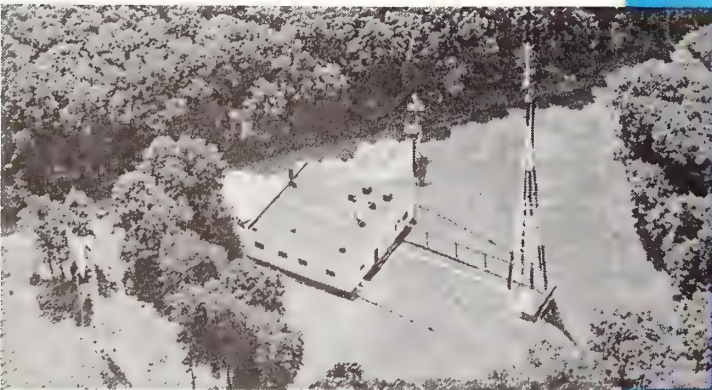
\$2,456,331,000

AUTO SALES

\$473,329,000



WJAC-TV's engineering facilities boast the newest electronic equipment to deliver the best television for its viewers---and buyers



WJAC-TV's tower soars 2,890 ft. above sea level and 1,120 ft. above average terrain, to bring sponsors a bonus in viewers from all over the Allegheny area.

THAN EVER bring you **LARGEST TV MARKET!**

**You'll Reach
These People
Fastest Through
The Station They
Watch the Most!**



**EFFECTIVE BUYING
INCOME**

\$4,042,403,000

FOOD SALES

\$648,689,000

**JOHNSTOWN -
ALTOONA
PENNSYLVANIA**

DRUG SALES

\$69,132,000

\$3 Million (8") Mill Here Makes Bow

\$11 Million (11") Mill To Open In Few Weeks

The new 8-inch mill in the Lower Works of Bethlehem's Johnstown Plant is off and running. The facility, built at a cost of \$3 million, can produce flats, and standard and special small shapes, such as channels and angles.

Soon to be formally put into operation is the \$11 million 11-inch mill at the Johnstown Plant, Bethlehem Steel Co. The new mill will enhance Johnstown's competitive position in the steel market.

Employment Rises Sharply in Area

Employment has risen sharply in Cambria and Somerset Counties for the third consecutive month.

The gain amounts to 1,100 according to the Johnstown office of the Pennsylvania State Employment Service. The May gain also exceeded

Joseph R. Casale, PSES manager, disclosed that the job-seeker ratio now is lower than at any time since May, 1960.

The PSES report shows employment of 9,300 in the work force in May, up from 8,200 a year ago. The figure is up 13.2 percent from 7,300 in May, 1960.

Labor Signs

Steel Peace For 22 Months

At least 22 months of labor peace has been assured by the signing of a new labor agreement between the United Steel Workers of America, CIO, and Bethlehem Steel Corp.

Local Shops To Build 400 Over-Size Cars

Late Summer Delivery On New 100-Ton Hoppers

Order for 400 unusually large hoppers has been placed with the Franklin Car Shops at the Johnstown Plant.

The Missouri Steel Co. has contracted to buy the cars which will start rolling off the production line in late spring. Delivery is scheduled for completion by the end of July or early August. While

Bethlehem Plans Big Outlay at New Mine

\$4 Million to \$5 Million Mineral Point Project Set--Follows \$25 Million Cambria Slope Mine

Another sizable coal mining project entailing an outlay of \$4 million to \$5 million has been launched in Cambria County by Bethlehem Mines Corp.

The company opened a new mine at Brookdale, Pa. It will be known as Brookdale Mine 77. Mr. Chaffant said the mine at Brookdale will be delivered to the

Raw coal from the new mine at Brookdale will be delivered to the

HEADLINES THAT TELL OF A COMMUNITY ON THE RISE ... JOHNSTOWN, PA.

Gigantic Power Project Planned For Johnstown, Penna., Area

1,200 New Jobs Created and \$350 Million To Be Spent

Eighteen major utilities join in the erection of the Keystone Electric Generating Station, one of the largest mine-mouth generating stations in the country.

The new plant will use up to 4,700,000 tons of coal

annually. The new generating station is expected to provide an abundance of electrical power for the whole Middle Atlantic region. The station will be located in the bituminous coal fields of Western Pennsylvania, of which Johnstown is the center.

Welfare Case Load Lowest Since 1961

A sign of improvement in the local employment situation is reflected in the caseload report of Cambria County Board of Assistance, Office of Public Assistance of Pennsylvania Department of Public Welfare (DPW).

Edward R. Golob, executive director, informed the board that at the close of business Tuesday, the load was down to 4,442 cases, the lowest since the "false low" of 4,429 June 23, 1961.

Jobless Claims At 5-Year Low

State unemployment compensation claims here hit a 5-year low in May.

The decline, following an equally sharp dip in April, is pointed up in a report by Joseph R. Casale, manager of the Johnstown office of the Pennsylvania State Employment Service.

In May, the PSES received 1,529 new and 12,727 continued applications for jobless pay. By way of contrast the comparable figures for January of this year were 3,919 and 27,949. Since then claims have been on a steady slide.

Mr. Casale said jobless pay claim applications are particularly

The above stories have appeared recently in The Tribune-Democrat, Johnstown's daily newspaper

WJAC-TV

CHANNEL 6

WJAC-AM

**850 KC
10,000 WATTS**

WJAC-FM

**95.5 MC
57,000 WATTS**

Represented by HARRINGTON, RIGHTER & PARSONS, INC.

THE JOHNSTOWN TRIBUNE-DEMOCRAT STATIONS

COMMERCIAL MAKERS BUSIEST EVER

- Television advertisers more interested in color this year
- Price stability improves as bidding system loses favor
- Specter of fall AFTRA-SAG negotiations hovers in background

The production of TV commercials for the 1963-64 season is heading into peak activity this month amid signs that volume will be the heaviest in recent years and that color commercials are growing significantly in number.

A check by BROADCASTING last week of officials at advertising agencies and commercial production companies also indicated that a measure of stability is being introduced into the industry because of a diminishing reliance on the bidding system of selecting outside producers, though this system has not been abandoned by any means.

cluding overhead, salaries, prices of equipment and raw stock.

Hovering over the pricing situation, however, is the upcoming negotiation, this fall, of the American Federation of Television & Radio Artists and the Screen Actors Guild with advertisers, agencies and producers. The key issue undoubtedly will be a formula for residuals, which has been a thorn in the side of management since 1960 when the most recent contract covering filmed and taped commercials was formulated.

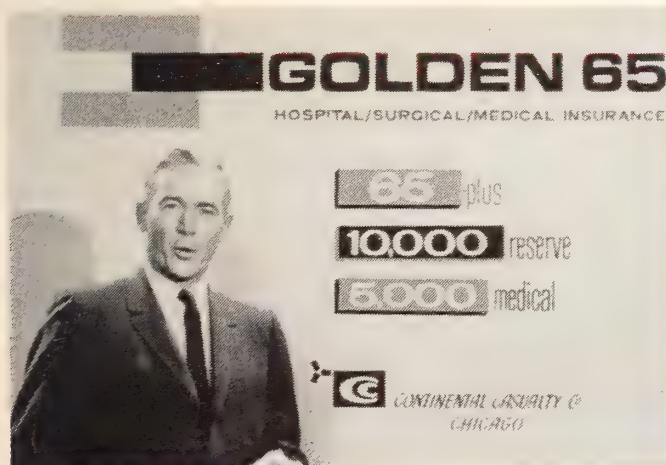
Tough Formula ■ "The residual formula that was negotiated by the

however, that it was their feeling that agencies were cognizant of high residual costs and therefore had the tendency to negotiate more sharply with them on production of commercials.

These were some of the reasons cited by producers and agencies for the improved economic base of the commercial production business:

■ Though the bid system still is used, agencies tend to shop around among fewer companies on a particular job, lessening sharp competition and restricting the negotiation.

■ There has been a reduction in the



Commercial producers are nearing their top season as advertisers and agencies get ready for fall. A growing use of graphics combined with live

action is noted as illustrated in this commercial (l) produced by Film-makers Inc., Chicago, for Continental Casualty Co. through MacManus, John



& Adams. Others prefer a more casual, relaxed situation as typified by the commercial produced for Farm-house Donuts (r), by Elektra Film.

The generally optimistic picture projected by outside producers and agency executives was in sharp contrast to the atmosphere in the past few years (BROADCASTING, July 30, 1962) when production companies charged that low prices were prevalent as a result of the bidding system and the "overpopulation" of producers.

Prices for producing commercials will be slightly higher than last year, a consensus of experts indicates. They noted that increases reflect regular rises in normal operating expenditures, in-

networks was a rough one for the advertisers involved in spot commercials," one agency executive commented. "I don't see how we can roll back the residual formula, but I'm sure that the advertisers and agencies, who are going to take a leading role in the negotiations, are going to do their best to soften the blow this time around."

Both producers and agencies acknowledge that the talent residual situation should have no bearing on the commercial production business. Production company executives stressed,

number of companies in the field, with several large and many small organizations closing up shop.

■ Both the agencies and production companies (and some advertisers) have instituted stronger cost control units, whittling down expenses wherever possible and enabling agencies and producers to operate more efficiently and more profitably.

There was no unanimous opinion on whether more or fewer commercials are being produced for next year, as compared with recent years. A majority of

those canvassed said they were producing fewer commercials for most clients but many were producing for more clients than in past years. Some noted they were producing as many commercials per client but that a smaller number of commercials actually would reach the air for large-scale campaigns.

William Gibbs, vice president of Television Graphics Inc., voiced the belief that just as many or more commercials are being produced today, but that fewer actually are reaching the air because many are dropped after test periods.

He explained that the main concern of an advertiser should be the value of a commercial to the media buy, which may run into \$300,000 or \$400,000. Accordingly, only the commercials that the agencies and advertisers consider the most effective eventually remain on the air for regular campaign.

Pick Companies ■ Mr. Gibbs, a former J. Walter Thompson executive, said he has observed that agencies are still relying on the bidding system, but tend to go to a few companies they consider best suited for a particular assignment and negotiate a price and a contract.

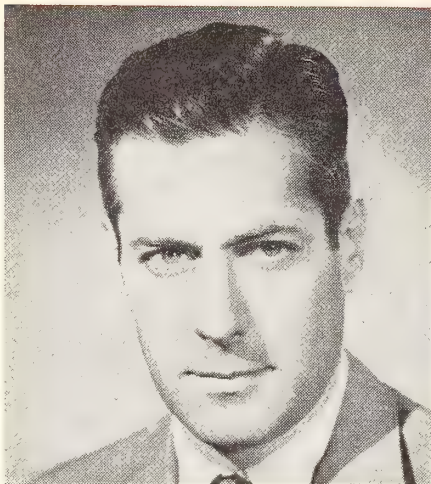
The accent on cost-consciousness was sounded by several agency men and was detailed by Gordon Webber, vice presi-



William Gibbs, of Television Graphics, says fewer commercials reach the air.

dent and director of broadcast commercial production, Benton & Bowles, who said:

"In the past year, we have attempted to reduce promotion costs more than ever before, and have a department which makes up its estimates of costs and then compares them with actual costs. Though we use the bidding as the standard, as do many agencies, efforts are being made in some way to get away from it by use of the negotiated bid, for example. This means we



Robert Bergmann, of Filmex, likes the casual, low pressure approach.

go directly to a company or two which we feel will do the best job, ask for their bid, and then negotiate the price."

A production executive at a top agency, who is charged with responsibility over costs, noted that while fixed costs (talent, unions, cameramen, directors) have gone up, revision costs have gone down. This indicates, he said, either that outside producers are more careful or that the clients are less demanding. He observed that the attention paid to costs and the insistence on more detailed specification of costs has also worked to the benefit of the production houses, which now obtain a clearer view of the cost picture and can adjust their original bids, if necessary.

Color Gains ■ The growing importance of color was accentuated by several producers and agency men, who noted that a larger number of advertisers were ordering color commercials. They were reluctant to identify the color clients, citing competitive considerations, but said the reason for the expansion was that color is becoming a more important factor in some major markets because of the steady rise in the number of color receivers.

One development mentioned in hushed tones by several producers and agency men is a move toward using more Negro performers in spots. Several noted they have been employing Negroes in commercials to a larger extent, and one producer added:

"We have, in fact, shot sequences to old commercials, adding Negroes and splicing them in. And this is not unique to our shop. Nobody likes to talk about it, because it's a kind of touchy situation."

What are some of the trends in commercial TV techniques? There were variations, depending on producers and the agency men approached, but among

those mentioned were live action commercials; a combination of live action plus graphics; so-called slice-of-life realism; documentary commercials.

But there was a feeling the casual, soft-sell approach would steal the scene next season.

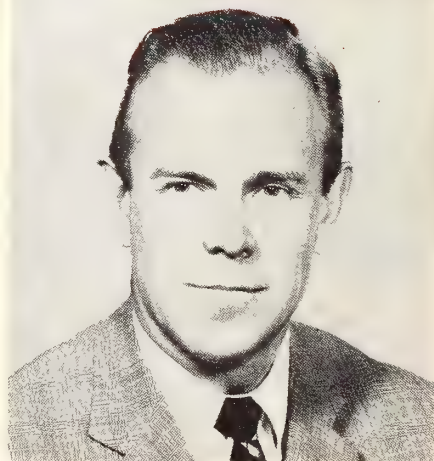
Robert Bergmann, president of Filmex, offered these observations:

"We've found that commercials are most effective when they engender excitement for the product—and stop-motion can be useful here—and when they become involved with people. The so-called documentary technique in which a housewife gives her candid opinion of a product while involved in a home-life surrounding can be most convincing. We lean here at Filmex to a casual, low-pressure approach."

Lincoln Schuerle, president of Film-maker Inc., believes that the interview technique in commercials may have been "abused" but said it will be improved and will expand. He also envisions an increase in live action plus graphic spots and in the use of performers who do not have "the professional look." Sound is one area in the TV commercial field which needs improvement, Mr. Schuerle said, adding that "we sometimes forget that TV is not just sight but sound too."

Perhaps the two most pressing problems facing the TV commercials production industry are the long-range one of the bidding system (and what can replace it) and the immediate one of the SAG-AFTRA negotiation. These subjects were mentioned repeatedly by both agency men and producers.

The upcoming union negotiations constituted a topic treated by these management officials with considerable concern. Several agency men claimed that SAG and AFTRA have attained



Gordon Webber, Benton & Bowles, negotiates with quality producers.

goals that should satisfy the unions without seeking additional gains. There was some fear that the AFTRA-SAG residual pattern might be sought by technical unions.

The consensus seemed to be that AFTRA and SAG had reached optimum conditions and additional demands upon producers and agencies might well be "a breaking point."

Several producers and agency officials mentioned that there is consider-

Abe Liss, creative director, Elektra Film Productions, New York.

Mr. Liss said that while business in animated commercials is about the same as a year ago, the demand for live action commercials has doubled.

He attributed the rise in live action films to a trend toward more and more realism in commercials. "Audiences are becoming more sophisticated and they desire more realism and believability in commercials."

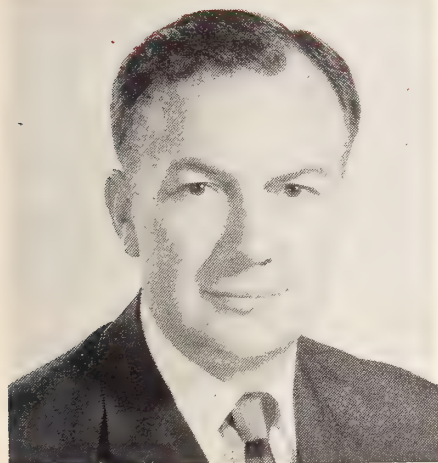
Tareyton account switches to BBDO

In what may be the largest account switch of the year to date, the American Tobacco Co. announced last week it has awarded its Dual Filter Tareyton cigarette business to BBDO, replacing the Lawrence C. Gumbinner advertising agency.

A spokesman for American Tobacco said Tareyton would bill "close to \$12 million," though authoritative trade sources estimated the account in 1962 billed closer to \$7 million.

They pointed out that for 1962, Television Bureau of Advertising figures show Tareyton spent about \$3.3 million in TV, and Publishers' Information Bureau figures show that the cigarette brand invested about \$3 million in newspapers and magazines combined. They doubted that the company had spent more than \$1 million in non-measured media.

The shift of the account marks the



Lincoln Schuerle, Filmmaker Inc., likes interview technique in spots.

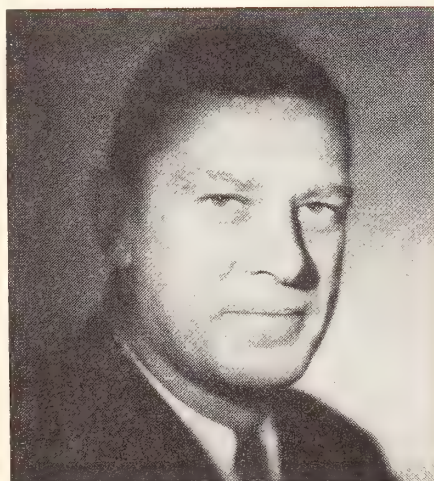
able research in progress to find a replacement for the bidding system.

Samuel Zurich, assistant managing director of the commercial production department at N. W. Ayer & Son, acknowledged that Ayer is one agency that is researching this subject, and added: "But we haven't come up with a solution yet."

At present, Ayer asks three producers to bid for a job, specifying (1) cost estimate and (2) the creative contribution the outside producer can make to the assignment. Mr. Zurich said the agency is not satisfied with the so-called bid system and hopes to evolve a more "fool-proof" method of selecting the "best" producer for a specific job.

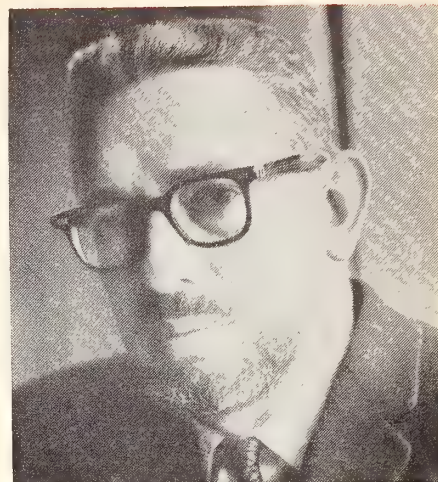
Mickey Dubin, vice president for sales and administration for Sarra Inc., offered one suggestion to agencies that may help in making better commercials and bringing costs down—send your order in sooner. He said that business for Sarra came in later than usual and the company is "just beginning to roll." If agencies can persuade their clients to give approval earlier, the outside producer can spend more time and effort on the advertiser's commercial, Mr. Dubin said.

A large increase in the demand for live action commercials was noted by



Mickey Dubin, Sarra Inc., urges buyers to come early and avoid the rush.

end of a 38-year relationship between Gumbinner and the American Tobacco Co. In 1925 the agency obtained American Tobacco's Tuxedo pipe tobacco business and in 1928 it began to



Abe Liss, of Elektra Film Productions, sees big demand for live action.

handle the Roi-Tan cigar account, which recently moved to Gardner Advertising.

Robert B. Walker, president of American Tobacco, said the change was being made to "consolidate media planning and billing with consequent related advantages." BBDO has handled the company's Lucky Strike account since 1948.

Advertising for American Tobacco's Pall Mall cigarettes and Montclair cigarettes will continue with Sullivan, Stauffer, Colwell & Bayles. The BBDO appointment is effective Nov. 1.

Other large agency account switches this year: the \$8 million Beech-Nut business from Young & Rubicam to Benton & Bowles and the \$6 million VO5 shampoo account from BBDO to J. Walter Thompson.

ABC-TV announces AFL telecast sponsors

ABC-TV announced last week that nine advertisers will sponsor a schedule of 40 American Football League games on 17 dates this fall and winter, beginning with two games on Sunday, Sept. 8 and running through the league playoff game late in December.

Sponsors for the telecasts will be the Gillette Co. (through Maxon), the Lincoln-Mercury division of Ford Motor Co. (Kenyon & Eckhardt), the Goodyear Tire and Rubber Co. (Young & Rubicam), P. Lorillard (Grey), American Gas Association (Lennen & Newell), Liberty Mutual Insurance Co. (BBDO), Pearl Brewing Co. (Tracy-Locke), Sun Oil Co. (William Esty), Chesebrough-Pond's Inc. (Norman, Craig & Kummel) and Union Carbide Corp. (William Esty).

Coffee TV spending up 7% in 1962

The coffee industry spent some 7% more money in television in 1962 than in 1961, but advertising by the 11 biggest spenders fell by some 5%, according to Television Bureau of Advertising figures.

Coffee spending was up from \$40.3 million to \$43.1 million, although spending of the top 11 was off from \$36.7 million to \$34.9 million.

Television accounted for 91.1% of

the advertising budgets of the top 11 coffee advertisers. Of 19 brands produced by the 11 companies, seven brands used television as their only measured advertising medium.

Most of the coffee money went into spot television—\$37 million—with \$6.1 million being placed in network shows. For its industry-wide statistics, TvB based its figures on the advertising of 20 companies which produce 27 different brands.

Biggest spender of the group was General Foods Corp., producer of Maxwell House, Yuban and Sanka. General Foods spent \$13.3 million in television in 1962, a drop of some \$1.2 million from its 1961 figure. Five of the top 11 showed budget reductions from 1961 to 1962 in television, but the other 14 companies represented in the TvB figures made up for the slack and boosted the spending by almost \$3 million.

LEADING COFFEE ADVERTISERS IN 1962
GROSS TIME AND SPACE BILLINGS

	Network TV	Spot TV	Total TV	Magazines	Outdoor	Newspapers	Total	% TV
General Foods Corp.	\$4,725,180	\$ 8,591,290	\$13,316,170	\$ 980,097	\$ 76,779	\$ 661,048	\$15,034,094	88.6
Maxwell House	2,796,300	5,135,340	7,931,340	8,300	339,594	8,279,234	95.8
Sanka	1,213,553	25,000	1,238,553	950,496	76,779	228,474	2,494,302	49.7
Yuban	715,327	3,430,950	4,146,277	21,301	92,980	4,260,558	97.3
J. A. Folger Co.	1,575	4,749,270	4,750,845	263,600	5,014,445	94.7
Standard Brands	184,757	4,031,850	4,216,607	311,515	566,071	5,094,193	82.8
Chase & Sanborn	184,757	3,773,130	3,957,887	152,415	528,150	4,638,452	85.3
Siesta	258,720	258,720	159,100	37,921	455,741	56.8
Nestle Co. Inc.	1,167,311	2,096,680	3,263,991	9,230	259,399	3,532,590	92.4
Decaf	452,327	74,900	527,227	527,227	100.0
Nescafe	714,984	2,021,780	2,736,764	9,230	231,897	2,977,861	91.9
Nestle's	27,502	27,502
Hills Bros. Coffee Inc.	13,635	2,559,810	2,573,445	2,573,445	100.0
Nat. Fed. of Coffee Growers of Colombia	1,662,750	1,662,750	1,662,750	100.0
M. J. B. Co.	1,570,050	1,570,050	1,570,050	100.0
Chock Full O' Nuts Corp.	20,243	1,165,610	1,185,853	48,889	1,234,742	96.0
Paxton & Gallagher & Co.	1,132,540	1,132,540	1,132,540	100.0
Butternut	1,132,540	1,132,540	1,132,540	100.0
Beech-Nut Life Savers Inc.	1,010,020	1,010,020	18,183	1,028,203	98.2
Beech-Nut	503,820	503,820	18,183	523,003	96.3
Martinson's	506,200	506,200	506,200	100.0
S. A. Schonbrunn & Co.	290,300	290,300	108,643	111,795	510,738	56.8
Savarin	290,300	290,300	290,300	100.0
Brown Gold Coffee	7,064	7,064
Medaglia D'Oro	101,579	111,795	213,364
Total:	\$6,112,703	\$28,859,868	\$34,972,571	\$1,409,485	\$340,379	\$1,665,385	\$38,387,790	91.1%

Sources: Television: TvB-Rorabaugh and LNA-BAR
Newspapers: Bureau of Advertising

Magazines: Leading National Advertisers
Outdoor: Outdoor Advertising, Inc.

Rep appointments . . .

- KARD-TV Wichita, Kan.: Edward Petry & Co., New York, as exclusive national representative.
- KBMT-TV Beaumont-Port Arthur, Tex.: Roger O'Connor, New York, named exclusive national representative.
- KAIT-TV Jonesboro, Ark.: The Devney Organization Inc., New York, as national representative.
- KCUB Tucson, Ariz.; KOSI Denver, and WHNT(TV) Huntsville, Ala.: Venable, Torbet & McConnell Inc., New York, named exclusive national representative.
- WBCN(FM) Boston, WHCN(FM) Hartford, Conn., and WAJM(FM) Montgomery, Ala.: Herbert E. Groskin & Co., New York, appointed representative.
- WAZE Clearwater, Fla.; WBZY Torrington, Conn.; WALE Fall River, Mass.;

Milt Grant Show Network, and Massachusetts Bay Buy group of stations: Vic Piano Associates, New York, appointed national representative.

- WHK-FM Cleveland: Roger Coleman, Inc., New York, appointed national representative.
- WAKE Atlanta: Kettell-Carter Inc., Boston, as New England sales representative.
- WDEE Hamden, Conn.: Advertising Time Sales, New York, effective Aug. 2.

Agency appointments...

- Maradel Products, New York, has appointed Mogul, Williams & Saylor, New York, as agency for toiletry items formerly handled by Donahue & Coe and Kastor, Hilton, Chesley, Clifford & Atherton. MW&S picks up \$430,000 in billings and now handles \$1.35 million of Maradel's total billings of \$1.5 mil-

lion. Balance is retained by Daniel & Charles and Ted Gotthelf Associates.

- Hess & Clark, Ashland, Ohio, a division of Richardson-Merrell Inc., has signed Cooper, Strock & Scannell Inc., Milwaukee. The feed medications and animal health products firm's account bills in excess of \$1 million.
- The Tussy Division of Lehn & Fink, New York, has named the Kudner Agency, replacing Young & Rubicam. The account bills approximately \$1 million, with about \$250,000 in spot TV, and includes various cosmetics and toiletries.
- The Alliance Manufacturing Co., Alliance, Ohio, has named Nelson Stern Advertising, Cleveland, to handle all advertising and marketing for Alliance Tenna-Rotor and Genie Garage Door Operator. The campaign, which will include saturation spot TV, is budgeted at \$550,000.

We suppress the news (and our audience likes it that way)

A breathless, blown-up version of how Mrs. Murphy dented her fender is the kind of news we don't report.

We don't shout — to be heard. We speak softly, but carry plenty of what our listeners want to hear (legitimate news) — when they want to hear it (now).

That's how WFAA has learned to grab attention and hold it with the "news more people quote."

And advertisers approve. They know it works.

News that's actual, factual, in-depth, and often.

In all, nearly 30 hours a week. Including something like 210 features—weather, sports, farm, business, women, etc. — plus regularly scheduled NBC reports. Not to mention thorough, continuous regional, state, and local coverage by WFAA's Southwest Central News staff of 16 full-time reporters, stringers in every

Southwest city and town worth mentioning, and four mobile news cruisers on 24-hour call.

Providing news that informs. The kind that people turn on, tune in, listen for, and believe in.

This makes for loyalty. And an audience that *responds*. At least, that's been our experience and that of our advertisers. Let it be *your* experience too.

Begin by calling your Petryman.



WFAA-AM-FM-TV
Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

NETWORKS' HAPPY DAYTIME

Fourth-quarter TV selling well ahead of 1962;

ABC and CBS near sellout; NBC at 92% level

A bullish pace at each of the TV networks in sales of next season's daytime schedules indicates another record fourth quarter and continuation of a three-year trend of stronger advertiser response to network daytime programming.

ABC-TV and CBS-TV are virtually sold out in daytime, and NBC-TV is moving forward to SRO status. Network sales personnel are ready with reasons to account for the quickened activity.

Yale Roe, director of daytime sales at ABC-TV, where the sales rate is now estimated to be one month ahead of last year, attributes the brighter picture there to a "fully documented" daytime lineup. Track records for all but two shows in the schedule have been registered "on ABC air" and newcomers, *Price Is Right* (moving from NBC-TV) and *Trailmaster* (repeats of *Wagon Train*) have "established" themselves elsewhere.

Mr. Roe contrasts this lineup to last year when ABC-TV was "selling on the come" for three new daytime shows. Fourth quarter Monday-Friday daytime business already signed by ABC is estimated at \$15 million based on standard card rates.

Higher Prices ■ According to network sources, four half-hours in ABC daytime strips are bringing prices 50% higher than the network's "traditional" rates. Minutes in the *Tennessee Ernie Ford Show*, *Price Is Right* and the 60-minute *Trailmaster* series may now sell at \$3,600, depending on frequency, where previously the going rate for an ABC-TV daytime minute, purchased at the same frequency, was approximately \$2,400.

New programs in next season's NBC-TV daytime schedules are the exception rather than the rule. The network will start in September with three new game shows—*Word For Word*, *Missing Links* and *The Match Game*—and two recently started—*People Will Talk* and *You Don't Say*.

NBC-TV's daytime programs are approximately 92% sold in the fourth quarter, a figure representing an estimated \$20 million worth of business at standard card rates. A similar study of daytime network sales conducted by BROADCASTING last year showed NBC-TV sold at a 90% level at the same time a year ago.

Bob McFadyen, manager of daytime sales at NBC-TV, sees the network's healthy daytime financial picture as based on both increased affiliate clear-

ances and longer lineups bought by individual sponsors. The average number of affiliate clearances in the coming season for daytime programs is 176, compared to 168 last year. And the average lineup bought by sponsors is up 15 stations from 150 last year to 165. The network reports that eight of its 12 daytime half-hours are completely sold and the four remaining half-hours are 70% sold. Its four news strips are sold out.

One Change ■ CBS-TV has preferred not to tamper with its Monday-Friday daytime schedule, the only change being the discontinuance of *The Millionaire* (4:30-5 p.m.) and allocation of that period to local station time.

Advertiser response to the status quo schedule has gratified the sales department to the extent that the schedule was sold out early in July. A spokesman for CBS-TV noted that this pace outstripped last year's record for fourth-quarter sales.

Under CBS-TV's "Morning Minute Plan" all time between 10 a.m. and noon is sold by the minute. When the plan was introduced in 1961 it met initial "lukewarm" reception (fourth quarter 50% sold by the end of July). And last year there were scattered minutes remaining at this point com-

pared to this year's sold-out record.

Morning minute prices at CBS-TV have gone up \$300 across the board and now range from \$2,300 to \$3,100 in summer and \$2,800 to \$3,500 in winter. Afternoon time which CBS-TV sells as quarter-hour program buys will be "slightly more expensive" in the coming season than last year, reflecting higher program costs.

Weekends, Too ■ Saturday programming on each of the networks has also sold well ahead of last year's pace. The Saturday schedule at CBS-TV is totally sold for the fourth quarter with the exception of an alternate quarter-hour in the *Alvin* show and the network's new children's educational series, *Do You Know*, which has been slotted at 12:30-1 p.m.

NBC-TV reports its Saturday schedule 91% sold in the fourth quarter. Biggest boon to NBC Saturday sales has been the sellout of its education program *Exploring*, completed recently with half program sponsorship signed for by Encyclopaedia Britannica.

ABC-TV's Saturday-morning schedule was virtually sold out for the fourth quarter, early in May, according to the network.

State liquor board censors beer commercials

A proposed radio advertising campaign for a regional beer brand has been "censored" by the Washington State Liquor Control Board in a decision causing great concern among the

May network TV time billings

NETWORK TELEVISION GROSS TIME BILLINGS

	May			January-May		
	1962	1963	% Change	1962	1963	% Change
ABC	\$17,227,296	\$18,339,070	+ 6.5	\$ 84,659,058	\$ 91,991,624	+8.7
CBS	25,380,092	27,924,088	+10.0	124,362,088	131,097,520	+5.4
NBC	23,494,373	25,304,188	+ 7.7	115,029,097	121,006,868	+5.2
Total	\$66,101,761	\$71,567,346	+ 8.3	\$324,050,243	\$344,096,012	+6.2

MONTH-BY-MONTH 1963

	ABC	CBS	NBC	Total
*January	\$18,264,011	\$25,912,636	\$24,065,431	\$68,242,078
February	17,435,404	24,058,084	22,849,778	64,343,266
*March	19,377,056	26,694,018	26,166,096	71,237,170
*April	18,576,083	26,508,694	23,621,375	68,706,152
May	18,339,070	27,924,088	25,304,188	71,567,346

(*January, March and April figures changed as of July 26, 1963)

BY DAY PARTS

	May			January-May		
	1962	1963	% Change	1962	1963	% Change
Daytime	\$20,372,002	\$23,577,629	+15.7	\$101,511,035	\$116,767,316	+15.0
Mon.-Fri.	17,271,749	19,670,934	+13.9	83,887,427	94,198,310	+12.3
Sat.-Sun.	3,100,253	3,906,695	+26.0	17,623,608	22,569,006	+28.1
Nighttime	45,729,759	47,989,717	+ 4.9	222,539,208	227,328,696	+ 2.2
Total	\$66,101,761	\$71,567,346	+ 8.3	\$324,050,243	\$344,096,012	+ 6.2

Source: TVB/LNA-BAR

"What's discretionary income?"

"I'll never know—now!"



His chances of knowing may not be quadrupled—but they're better in Ohio's **THIRD MARKET**—with 27 percent more discretionary income (on the national average). Millions of people with this advantage are entertained and informed by **WHIO-TV-AM-FM**. Quadrupler George P. Hollingsbery can tell you how to bottle up this market.

Additional morsel for thought:

Good Labor-Management Relations, Less idleness through work stoppages than any city its size, last ten years. (Source: Dayton Area Chamber of Commerce.)

Associated with WSB, WSB-TV, Atlanta, Georgia,
WSOC, WSOC-TV, Charlotte, North Carolina
and WIOD-AM-FM, Miami, Florida



DAYTON, OHIO • WHIO • AM • FM • TV

state's broadcasters and advertisers.

James A. Murphy, president of the Washington State Association of Broadcasters, said the recent liquor board decision has left advertisers in the state in a quandry on planning their campaigns and has cost the industry clients. An appeal will be made to the board, he said.

Of the two beer commercials involved in the decision, one depicted an outing in the woods with this commentary, in part: "Mid-afternoon and you're in the middle of nowhere. New mountain trail. Just saw a fawn. Cool, green, pine-y. Great time for a cool beer."

The ruling: "The board will have no objection to the 'outing' commercial, provided that the sentence 'Great time for a cool beer' is deleted. The board feels that this sentence is suggestive of consumption in a public place [the forest]."

A second beer commercial telling of a lazy, comfortable day on a yacht was rejected in its entirety by the liquor board on the grounds "boats and alcoholic beverages do not mix."

Mr. Murphy said broadcasters and advertisers are disturbed by the principles involved in the board's action. "For years the broadcasters in this state have rigorously adhered to a self-imposed voluntary guide to good practice and taste," he said, and have been able in the past to discuss mutual problems with the Liquor Control Board. "The recent actions taken by the board, however, were taken unilaterally on the part of the board without consulting industry," he said.

For adults only?

Cigarette advertising is "more adult than ever," if BBDO's new radio spot campaign which began last Monday (July 29) for Lucky Strikes is any indication.

The commercial jingle line states that "Luckies separate the men from the boys, but not from the girls."

The commercial was recorded July 22, 12 days after the Tobacco Institute had released an official statement of policy that "it is not the intent of the industry to promote or encourage smoking among youths."

Following the introductory jingle line of the commercial, an announcer says, "Smoking's a pleasure meant for adults. And Luckies are blended for adult tastes. If you're an adult smoker, remember: LS/MFT — Lucky Strike means fine tobacco."

Business briefly . . .

Purex Corp. through Edward H. Weiss agency has purchased *Purex Presents Lisa Howard and News, With the Woman's Touch*, weekday news report, to be presented on ABC-TV beginning Monday, Sept. 9 (2:55-3 p.m. EDT).

Goodyear Tire & Rubber Co., through Young & Rubicam, has purchased participations in 12 NBC-TV programs for this season—*The Bill Dana Show, Mr. Novak, Espionage, Temple Houston,*

Lieutenant, The Virginian, Sing Along With Mitch, International Showtime, The Joey Bishop Show, Saturday Night at the Movies, Report From . . ., and NBC News specials.

J. B. Williams Co., through the Parkson agency, has purchased alternate-week quarter-hour sponsorship in the expanded *Huntley-Brinkley Report* on NBC-TV (Monday-Friday, 7-7:30 p.m.). The network said the half-hour program is now 90% sold, with previously announced sponsors R. J. Reynolds Tobacco (through William Esty), American Home Products (Ted Bates), American Chicle (Ted Bates), Aluminum Co. of America (Fuller & Smith & Ross), Plymouth Division of Chrysler Corp. (N. W. Ayer), and Standard Brands (J. Walter Thompson).

Minnesota Mining and Manufacturing Co., through Erwin Wasey, Ruthrauff & Ryan, will sponsor NBC-TV's two-day coverage of the Bing Crosby National Pro-Amateur Golf Tournament from Pebble Beach Golf Club in California (Saturday, Jan. 18, 1964, 5-6 p.m. EST and Sunday, Jan. 19, 5-6:30 p.m. EST). In conjunction with the TV sponsorship, the 3-M company is also conducting a "Beat Bing" contest in which golfers all around the country try to beat a score posted by Mr. Crosby when he plays a round Aug. 24 in St. Paul. The 27 leaders will compete in a playoff tournament, and the three winners will play in the Bing Crosby Open with free trips to the tournament.

Tidy House Division of Pillsbury Co. will sponsor *The Lee Phillip Show*, a weekday program for women to be broadcast over more than 40 midwestern stations of the CBS-TV network beginning Sept. 2 (Monday-Friday, 3:30-3:45 p.m. CDT). The program will originate in Chicago. Agency is McCann-Marschalk.

Rayette Inc., St. Paul, has purchased participations in ABC-TV's *Jerry Lewis Show* starting Sept. 21 (Saturday, 9:30-11:30 p.m. EDT). The buy introduces Rayette to network television. Advertising agency: Taplinger, Millstein, New York.

Household Finance Corp. has purchased half sponsorship of Notre Dame football games on ABC Radio. The other half will be open for local station sale. Needham, Louis & Brorby is the advertising agency. **United Motors Service Division** of General Motors Corp. will sponsor the network's half of the 10-minute pre-and-post-game shows. Agency is Campbell-Ewald Co.

Bristol-Myers Co., through Young & Rubicam, has bought into 10 NBC-TV programs for the fall season—*The Bill Dana Show, Espionage, Temple Hous-*

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager. Approximate cost is listed, where given by producer.

Century Productions, Goldwyn Studios, 1041 North Formosa Avenue, Hollywood 46.

Bulova Watch Co., four 50's, four 26½'s for TV, live on film. Agency: Sullivan, Stauffer, Colwell & Bayles. John Rigor, account executive. Robert Warhola, agency producer.

Bulova Watch Co. Ltd., twelve 10's for TV (six in English, six in French), live on film.

Lincoln-Mercury Dealers Association (Lincoln, Mercury and Comet), two 60's for theatrical distribution, live on film. Agency: Kenyon & Eckhardt. Samm Coombs, account executive.

Pepper Sound Studios Inc., 2076 Union Avenue, Memphis 4.

Guy Mobile Homes, one 60 for radio (jingle). Hub Atwood, production manager. Approximate cost: \$1,300.

Mammy's Cafeterias, one 60 for radio (jingle). Bud Smalley, production manager. Agency: At-

kins & Holchale. C. Atkins Jr., account executive. Approximate cost: \$1,300.

Gold Strike Stamps, Salt Lake City, one 60 for radio (jingle). Edwin Hubbard, production manager. Agency: Harris & Love. Donald Ware, account executive. Approximate cost: \$1,300.

Quality Stamps, one 60 for radio (jingle). Vincent Trauth, production manager. Agency: Air Press Advertising. Tony Bernander, account executive. Approximate cost: \$1,300.

Lytton's Department Store, Chicago, one 60 for radio (jingle). Joe D'Geralamo, production manager. Approximate cost: \$1,300.

Blue Boy Dairy, Rochester, N. Y. (ice cream), two 60's for radio (jingles). Ernie Bernhardt, production manager. Agency: Hart-Conway. Approximate cost: \$2,600.

Shield Productions Inc., 919 North Ernst Court, Chicago 11

B. F. Goodrich P-F Fliers (sneakers), one 60 for radio (jingle). Agency: Foote, Cone & Belding. John Rundall, agency producer.

International Harvester (tractors), one 60 for radio (jingle). Agency: Foote, Cone & Belding.

Norge Dry Cleaning, one 60 for radio (jingle). Agency: Clinton E. Frank. Jack Lawrence, account executive.

Curtis Industries (caulking), one 60 music track for TV. Agency: MacFarland, Aveyard. Nick Amos, agency producer.



First TRULY Portable Television Tape Recorder!

Available now. The Machtronics MVR-15 . . . world's first *truly* portable television tape recorder . . . 68 pounds of versatility and economy that will operate from any 110-volt AC wall outlet. For most stations it becomes the answer to needed mobility . . . for others, sights and sounds of broadcast quality television tape recording are now at a cost they can justify. And yes, tape is *interchangeable!* Manufactured by Machtronics, Inc. — distributed exclusively for all broadcast purposes by Storer. For further information, call or write STORER PROGRAMS, INC., PLaza 2-7525, Five Hundred Park Avenue, New York, New York 10022.



ton, *The Lieutenant*, *The Virginian*, *Sing Along With Mitch*, *International Showtime*, *The Joey Bishop Show*, *Saturday Night at the Movies*, and NBC News specials.

The National Oil Fuel Institute will begin a TV spot campaign in eight test markets in September. The markets are Albany, N. Y.; Harrisburg, Pa.; Milwaukee; Providence, R. I.; Cincinnati; Hartford, Conn.; Des Moines, Iowa, and Richmond, Va. The campaign will support local fuel oil dealers and distributors in promotion of oil heat for home use. Agency: Fuller & Smith & Ross, New York.

Borden Foods Co., New York, has scheduled a major TV campaign in mid-August to introduce Dutch chocolate drink, a refrigerated version of its instant Dutch chocolate flavored mix. The company has purchased sponsorship on ABC-TV's Paul Winchell and Jerry Mahoney show and *Cartoonies*; NBC-TV's *Shari Lewis Show* and CBS-TV's *Captain Kangaroo*. Commercials to reach adults will be broadcast on NBC-TV's *Say When*, *Play Your Hunch*, *The Price Is Right*, *Concentration*, *Your First Impression*, *You Don't Say*, Loretta Young and *Make Room for Daddy*. Agency: Young & Rubicam.

Encyclopaedia Britannica Inc., Chicago, through McCann-Erickson, Chicago, has bought one-half of NBC-TV's *Exploring*, a children's series starting in the fall (Saturday 1-2 p.m.).

Eight advertisers have purchased sponsorship in NBC-TV's *Temple Houston*, one-hour western series beginning Sept. 19. The advertisers are: **John H. Breck Inc.** (Young & Rubicam); **Bristol-Myers** (Young & Rubicam); **Buick Motor Division of General Motors Corp.** (McCann-Erickson); **Goodyear**

Tire & Rubber Co. (Young & Rubicam); **H. J. Heinz Co.** (Maxon Inc.); **S. C. Johnson & Son** (Needham, Louis and Brorby); **Lehn & Fink Products Corp.** (Geyer, Morey & Ballard); and **Pharmacraft Laboratories** (Papert, Koenig, Lois).

Xerox buys documentary

The Xerox Corp., Rochester, N. Y., has purchased sponsorship of *The Crisis*, a new ABC-TV one-hour documentary scheduled for fall presentation. The documentary is an on-the-spot film of a June 10-11 discussion between President Kennedy and Attorney General Robert F. Kennedy concerning desegregation of the University of Alabama.

The film was taken as the President and Attorney General talked of what to do if Alabama Governor George C. Wallace interfered with the registration of two Negroes at the university. Another camera crew covered Governor Wallace at the same time.

SIMMONS' TV RESEARCH

Does it give magazines an edge over TV?

Television researchers were waiting last week to find out whether their medium had been hurt by W. R. Simmons and Associates Research Inc.'s new television audience report.

They feared TV might suffer in the report's analyses of magazine and television audiences, but they couldn't tell immediately because the report was just going into distribution.

Moreover, such TV sources as the three networks and the Television Bureau of Advertising had not subscribed to the report, and Simmons authorities said it was going to sub-

scribers only. Nonsubscribers would have to wait and crib a look from a friendly buyer.

W. R. Simmons, president of the research organization, issued a statement which seemed to allay and arouse TV fears at the same time. It said the figures couldn't be used to compare the effectiveness of magazines and television, but it also offered a finding that seemed to give a distinct edge to magazines. The statement:

"The inclusion of television viewing information in the same study which provides audience information for 37 magazines makes possible certain joint analyses of the two media. Whereas in presenting these findings there is no assumption or implication that exposure to the two media affords equivalent opportunity for advertisers' messages to be perceived, nonetheless advertisers wish to know the numbers and types of people reached by the two media separately and in combination.

"A striking result of the study is found in the comparison of 'heavy' magazine readers who are 'light' television viewers, with the 'heavy' television viewers who are 'light' magazine readers. We find significant differences between these two groups. Proportionately more people in the former group are younger, have high social position, more education, higher household income and better occupations."

A number of TV researchers have speculated that television would suffer in "comparison" with magazines because, they contend, the two are not comparable by standard measurements.

Simmons officials said that in addition to citing readership and viewing "relationships" the study reports total program audiences for 77 nighttime network TV programs and describes the audiences in terms of age, sex, index of social position, education, household income, occupation and locality type.

TV viewing and magazine readership relationships are shown according to (1) the number of magazines read by the number of half-hour segments of TV viewed on an average evening, and (2) the average-issue audiences of 34 magazines by number of half-hour segments of television viewed on an average evening.

Also in advertising . . .

Arstark moves ■ L. D. Arstark & Co., advertising, marketing research and public relations firm, has moved to 477 Madison Avenue, New York 22. The move consolidates the company's present locations at 375 Park Avenue and 441 Lexington Avenue.

MJ&A moves ■ The Chicago office of MacManus, John & Adams moves Wednesday (Aug. 7) to the Apollo Building, 430 North Michigan Avenue. Phone: 467-4200.

BROADCAST TIME SALES EXPANDS

To open 17 independently-owned branch offices

Broadcast Time Sales, a radio station representative firm for the past decade, is announcing today (Aug. 5) plans to open 17 independently-owned and operated branch offices (CLOSED CIRCUIT, July 29).

Called by BTS President Carl L. Schuele "one of the most revolutionary advances in the history of station representation," the plan will grant regional franchises with rights to advertising sales and station solicitation in the territories as well as stock in the parent company to the branch office manager.

The office managers will receive training in management, station operation, and sales management, and will work on a 100% commission basis. By

offering voting stock in the parent company, plus equity in the branch office, BTS is hopeful that the branch-office system will intensify its regional operation with what Mr. Schuele calls "lower income nationally, but the finest personnel in history."

BTS plans a central billing system plus a continuous campaign of direct client calls at company headquarters across the country. In some instances BTS will create sample radio campaigns.

The new program is designed to enable the station to receive both national and regional service from one representative, and with the expansion, Mr. Schuele said BTS would become the country's largest.



Why KBTW Bought Volumes 3, 4 and 5 of Seven Arts' "Films of the 50's"

Says John C. Mullins: President and owner of KBTW, Denver, Colorado

"There is no sure thing as far as television programming is concerned, but there is

**no better insurance
for good station ratings**

than Seven Arts' 'Films of the 50's'!

"With the 134 Warner Bros. and 20th Century-Fox features we have recently acquired we are looking forward to dominating feature film programming in Denver for the next three years.

"For example, we had ARB do a coincidental for our *prime time* debut of 'Mr. Roberts' on January 19 from 9:00-11:00 P.M. We scored an Average Rating of 32 with a 65% Share-of-Audience! How's that for insurance?"



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue 972-7777
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. SState 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

NAACP DEMANDS HIT SNAG

2 IATSE unions turn down requisite of adding a Negro to each crew; call it 'featherbedding'

Demands of the National Association for the Advancement of Colored People that the craft unions working in the Hollywood motion picture studios add a Negro to each crew have been flatly rejected by two unions. Despite the recommendation of George Flaherty, international vice president of the International Alliance of Theatrical & Stage Employees, that the 22 IATSE locals ratify the NAACP proposal, Scenic Artists Local 816 and International Photographers Local 659 strongly opposed it at membership meetings last week.

The Scenic Artists members, at their meeting, adopted a statement of policy drafted by the local's board which expressed "sympathy for the aims and purpose of the NAACP," but continued: "this union takes a position that the request . . . to force the employment of a Negro in addition to the normal regular crew would constitute featherbedding which we are opposed to in principle as being immoral if not illegal and will not be a party to such an act."

The resolution also noted that the "deterioration of the motion picture industry in Hollywood has resulted in the lack of employment opportunities," which makes compliance with the NAACP demands "impossible at this time." The statement concluded: "This

local union does once more reaffirm that section of the obligation that we all took upon becoming a member of the IATSE, which states: 'we will use every honorable means to secure employment for the members of this union in preference to nonmembers.'"

A telephone check made by BROADCASTING revealed that the proposal for providing employment for Negroes on the basis of the population distribution ratio of one Negro for every nine white workers, was to have been taken up at yesterday's (Aug. 4) membership meeting of the Motion Picture Studio Grips Local 80. The Publicists Association Local 818 will discuss the subject at its meeting tomorrow (Aug. 6) and on that same date it will also be considered by the board of the Make-up Artists & Hair Stylists Local 706.

The board of the Motion Picture Costumers Local 705 will consider the matter Aug. 15; the Motion Picture Studio Electrical Technicians Local 728 board will take it up on Aug. 28; the Film Technicians Local 683 will deal with it at their next regular meeting, Sept. 7, and the Script Supervisors Local 871 on Sept. 16. Other locals have not yet set dates for their next meetings.

Talent Is Requisite ■ Some locals, like 839, the Motion Picture Screen Cartoonists, have not called meetings on

integration because they are not needed. Larry Kilty, business representative of the MPSC local, said that there is no discrimination there, "if you have talent, you're welcome," he said. "We have more minorities on our list now than you can name." Lloyd Ritchie, business representative of the Publicists Association, pointed out that his group has one Negro who has been a member for years and the application of another is being processed.

The cartoonists and publicists, however, resemble the writers, actors and directors, whose guilds have traditionally taken into their membership anyone hired by a producer, more than do the stage hands, property men, carpenters, electricians and other skilled workers whose unions have operated through the years with limited memberships and rigid seniority regulations.

The obligation cited by the Scenic Artists local in its resolution to secure employment for its members in preference to all nonmembers is still paramount with the craft unions and this is a tougher obstacle for Negroes, who are not apt to have friends as members, let alone relatives, than that of proof of ability, such as applies in the so-called creative fields.

Keeping In Touch ■ On Wednesday (July 31), representatives of the NAACP met with those of the guilds and producing organizations to tackle the problems of giving a fair break to Negro performers in casting and to present Negroes to the public as they actually are in today's society and not in

Networks plan civil rights specials

All three television networks busied themselves with civil rights programing matters last week.

NBC-TV and CBS-TV revealed plans for special broadcasts on the subject, and ABC-TV disclosed the first topic for its previously announced five-part series on civil rights.

NBC-TV will pre-empt three hours of its prime-time programing Monday, Sept. 2 (7:30-10:30 p.m.) for what it calls a "definitive study of all aspects of the civil rights issue." The network said last week that it would try to sell the entire show to one sponsor.

Pre-empted shows will be *Monday Night at the Movies*, *The Art Linkletter Show*, and *David Brinkley's Journal* with a total of 12 sponsors involved in the three shows.

Described as a "comprehensive

examination of the history of the civil rights movement from the Emancipation Proclamation down to the present day," the show will draw upon NBC's full staff of domestic correspondents for analyses, and also will call upon foreign correspondents to report on reaction to the issue in other countries.

CBS-TV on Aug. 21 (7:30-8:30 p.m. EDT) will carry a special broadcast on *The Press and the Race Issue*, examining charges and countercharges concerning the manner in which the press and broadcast media have handled the race issue.

CBS News's Charles Collingwood will be the reporter on the program, which will include a discussion moderated by Edward Barrett, dean of the Graduate School of Journalism at Columbia University, with James Kilpatrick Jr., editor of the *Rich-*

mond (Va.) *News-Leader*, Grover Hall Jr., editor of the *Montgomery* (Ala.) *Advertiser*, and Richard S. Salant, president of CBS News.

Also last week, ABC-TV disclosed that Governors George Wallace of Alabama and Orville Faubus of Arkansas, as well as the Rev. Martin Luther King and *Atlanta Constitution* publisher Ralph McGill will be among those who will appear on the first of its five *Crucial Summer: The 1963 Civil Rights Issue* programs, scheduled to be aired Aug. 11 (10:30-11 p.m. EDT).

The program, titled "Chronology of Crisis," will review the major events of the civil rights story in this country—especially since the end of World War II. The subsequent four programs of the series will be presented each Sunday night at 10:30 p.m. EDT through Sept. 8.

New Tappan Zee Bridge spanning the Hudson River

**from
the
Tappan Zee...**

Breakers at Big Sur, California

**to
the
Pacific Sea**

**WGN Radio reaches the largest audience of
any broadcast property west of the Hudson***

WGN IS CHICAGO



**NCS, 1961*

ANOTHER VALUABLE ADVERTISING OPPORTUNITY ON **WNBC-TV** NEW YORK



**Deliver greater reach
of unduplicated
homes and greater
cost efficiency than
across-the-board
spot schedules.**

HERE'S HOW THEY WORK

YOU BUY a fixed schedule of
four 20-second prime-time an-
nouncements in four weeks
each one in a different time.

YOU GET good average
weekly ratings

PLUS a four-week cumulative
rating which will give you an ex-
cellent cost-per-thousand for
a wide audience.

IT GIVES YOU MORE FOR YOUR TELEVISION DOLLAR

Ask your WNBC-TV or NBC Spot Sales
Representative for complete details.

WNBC-TV 4 NEW YORK

CBS-TV policy paper on use of Negroes

The importance of employing Negroes in television programs was stressed last week in policy statements circulated among producers and performers.

Michael H. Dann, vice president in charge of programing for CBS-TV, sent a memo to staff producers and outside packagers re-emphasizing the network's position that Negroes be "adequately and accurately" depicted in programs appearing on CBS-TV.

Mr. Dann noted there are "many Negro doctors, lawyers, school teachers, engineers, policemen, nurses, and jurymen in life today," and said CBS-TV "wished to maintain realism about having them appear as such

in our dramatic programs."

The New York chapter of the National Academy of Television Arts and Sciences issued a statement of policy to its membership to "remind the TV industry of its responsibility to reflect the realities of the American scene by employing and truthfully representing all facets of our population."

The statement said that "this applies especially to the Negro. There are in America Negro ambassadors, Negro judges, Negro doctors and Negro lawyers as well as Negro housewives and workers. There is no reason why television should not take pride in this fact and reflect this pride in the casting of its programs."

the old stereotyped manner. The more than 20 executives in attendance organized themselves into a permanent guild-management committee which will maintain liaison with the NAACP.

Participating in the discussion were James L. Tolbert, president of the Beverly Hills-Hollywood branch of the NAACP, and Morris T. Johnson, NAACP attorney. The Screen Actors Guild was represented by George Chandler, president; John L. Dales, national executive secretary; Charlton Heston, vice-president; Chester Migden, attorney. Directors Guild of America: Joseph Youngerman, national executive secretary; Morris Abrams, assistant secretary; Willis Goldbeck and John Bowman, council members.

Writers Guild of America: Nate Monaster, president; Michael Franklin, executive secretary. Screen Producers Guild: Julian Blaustein. Composers and Lyricists: Georgia Hanni. Screen Extras Guild: H. O'Neill Shanks, executive secretary.

Management representatives were: Alliance of Television Film Producers: Richard Jencks, president; Anthony Frederick, Revue; Dixon Dern, Desilu. Association of Motion Picture Producers: Charles Boren, executive vice president; Alfred P. Chamie, secretary-treasurer; Maurice Benjamin, general counsel; Bonar Dyer, Saul Rittenberg and Gordon Stulberg, board members.

The NAACP has not yet made a formal approach to the broadcasters in the Los Angeles area or to the advertising agencies, although Herbert Hill, national labor secretary of the organization, had promised that agencies and advertisers would be called on to insure that Negroes get a fair break in commercials as well as in programing (BROADCASTING, July 29).

NTA parent firm buys L.A. fruit packager

Mission Pak, Los Angeles, packager of California fruits, is being acquired by National General Corp., operator of 225 motion picture theaters, as part of a program of diversification. The acquisition, to be completed by Aug. 15, involves NGC's issuance of a net amount of 135,276 shares of its common stock, after adjusting for the 59,000 shares of Mission Pak and the \$340,000 worth of MP's 5¾% convertible debentures acquired by NGC earlier this year as an investment. NGC has formed a wholly-owned subsidiary, Mission Pak Co., to carry on and expand the 43-year old business. NGC is also owner of 38% of the stock of National Telefilm Associates, five community TV systems and other interests and is readying a nationwide closed circuit color TV theater network for operation beginning in 1964.

Stanley Pflaum Associates, Los Angeles, which has handled Mission Pak advertising since 1949, will continue as agency for the operation. Company last year spent some \$300,000 for broadcast media, divided between TV and radio on a four-to-one ratio, all spent in the six-week pre-Christmas period and largely in California, where most of the Mission Pak retail outlets are set up for the holiday sales season. The advertising is expected to be expanded after NGC's takeover.

RADIO STATION FORCED SALE!

See page 79

Hamilton-Landis
& ASSOCIATES, INC.

KIMCO

LOOK UP

new tower

what does it mean to advertisers?

TECHNICALLY IT MEANS GREATER COVERAGE AREA THROUGH MAXIMUM TOWER HEIGHT PLUS MAXIMUM POWER. EASTERN GEORGIA'S TALLEST, MOST POWERFUL.

STATISTICALLY IT MEANS APPROXIMATELY 70,000 TELEVISION HOMES ADDED TO OUR POTENTIAL COVERAGE IN EASTERN GEORGIA AND WESTERN SOUTH CAROLINA.

PRACTICALLY IT MEANS BETTER ADVERTISING RESULTS THROUGH THE CBS FACILITY IN GEORGIA'S SECOND MARKET.

Another TALL TOWER by KIMCO

KLINE Iron & Steel Co. P. O. Box 1013 Columbia, S. C.

wrdw-tv 12

Augusta, Georgia
Rust Craft Greeting Cards, Inc.

REPRESENTED BY ADAM-YOUNG, INC.

Editorial freedom endorsed at Athens

HARRIS OPPOSES LEGISLATION, PREDICTS NONE WILL PASS THIS YEAR

Many problems remain unsolved in the field of broadcast editorials but few, if any, escaped discussion at the first National Broadcast Editorial Conference in Athens, Ga., July 25-27.

There was near unanimity among the 130-plus registrants and panelists that FCC strictures on radio and TV as advocates have been inimical to the public interest. And, conference participants agreed, the primary responsibility for fairness in editorializing rests with the licensees and should not be legislated by Congress or placed in rules by the FCC.

A powerful voice in Congress agreed with the latter view. Representative Oren Harris (D-Ark.) told the conference that broadcasters themselves should develop guidelines for editorials. The chairman of the House Commerce Committee, in a departure from the prepared text of a July 26 speech (BROADCASTING, July 29), predicted that restrictive legislation on broadcast edi-

torials will not pass during this session of Congress.

At the same time, Representative Harris stressed that members of Congress are greatly concerned over political editorials and the power they can wield. Criticism of congressional hearings on broadcast editorials (BROADCASTING, July 22) was put forth during almost every session of the conference and Representative Harris's defense of the inquiry did little to relieve the apprehension of broadcasters.

The conference, sponsored by the Georgia Association of Broadcasters and the Henry W. Grady School of Journalism, University of Georgia, took two firm steps. Conference participants adopted resolutions:

- Agreeing that an annual conference would be held on broadcast editorials "with sponsorship provided by those state associations of broadcasters, radio and TV stations and institutions of higher learning which desire" to aid

future conferences.

- Declaring that "ambiguous interpretations" of the fairness doctrine by the FCC have hurt the public interest and that legislation "can only inhibit the art of broadcast editorializing." Broadcasters, the resolution continued, "can best solve the problems developed by the relatively new art of broadcast editorializing only through the conscientious evolving of policies, techniques and procedures. . . . We firmly believe evolution unfettered by restrictive legislation and guided by responsible broadcast editorialists can supply [the answer]. The members of this conference pledge ourselves to this end."

Dick Mendenhall, WSB-AM-TV Atlanta editorial director and chairman of the Athens conference, reappointed his steering committee and added four other members to plan the 1964 session. A meeting of this committee will be held in Washington Aug. 22, at which time a new chairman will be named and

'Anyone read the First Amendment lately?'

"What the hell is going on in this country?"

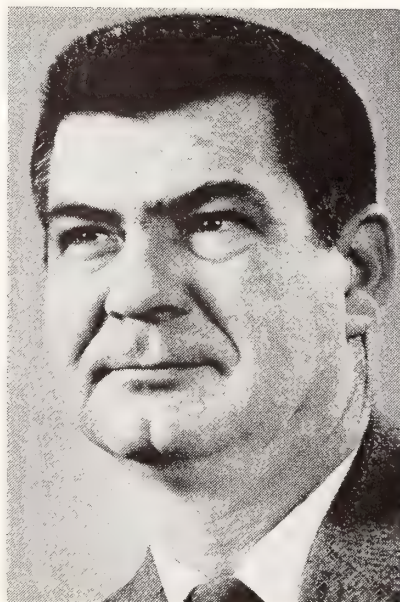
Asking that, an alarm was sounded Thursday in Chicago by the Radio-Television News Directors Association's past president over the growing trend toward government control of broadcasting. Particularly singled out: the congressional probe of station editorializing.

Dick Cheverton, past president of RTNDA and news director of WOOD-AM-TV Grand Rapids, Mich., told a new Chicago chapter of the association that radio and TV newsmen had better start asking themselves this frank question "or be satisfied to work in a profession that is a mockery of the constitutional order."

Also asking if anyone has read the First Amendment lately, Mr. Cheverton called for newsmen to "quit being tolerant" of these incursions and to "make their stand now. We ought to label this congressional interference with the establishment of free journalism for what it is: a dangerous experiment that has no place in America."

Mr. Cheverton observed that Representative Walter Rogers (D-Tex.) called his probe of radio-TV editorializing because 20 congressmen

"complained that the stations were violating the rules of fair play in their editorials." The news official asked whether Congress would dare call a probe of a new religious group just because 20 congressmen didn't like another religion moving in on their churches.



Mr. Cheverton

Hands Off ■ "They'd be jeered out of office," Mr. Cheverton said, pointing out that the First Amendment "orders" Congress to "keep its hands off" both religion and the press. And the founding fathers never intended to exclude new communication innovations from the "press" concept either, he explained.

As for the concern of congressmen over "fair play," Mr. Cheverton noted that "the Congress imposed a rule on broadcasters which allows only politicians—not lawyers, not doctors, not clergymen, not truck drivers—but politicians and only politicians equal time on radio and TV to answer any comments about them."

Citing Representative Rogers's view that the broadcasters who editorialize must have clearer guidelines for their own protection, Mr. Cheverton said that "any time Congress imposes guidelines, they are controlling. Rogers's statement about 'protection' makes me uncomfortable. Congress doesn't have to protect journalism. The First Amendment has already taken care of that."

Mr. Cheverton also had a question for Representative Robert W. Hemphill (D-S. C.), who he said

possible 1964 sites discussed.

FCC and Fairness ■ FCC Commissioner Kenneth A. Cox participated in a panel on "Management-Government Relations" but he did not mention, until questioned, the commission's policy statement the same day (July 26) on the fairness doctrine and controversial issues (BROADCASTING, July 29). He maintained the statement contains "nothing new" and is simply an effort on the part of the FCC to remind licensees of guides "which we have reason to believe some people have been overlooking and to caution them about their observance."

At that time none of the conference participants had seen the statement and Commissioner Cox was not questioned further.

The FCC member and Washington attorney W. Theodore Pierson of Pierson, Ball & Dowd clashed over "limitations" FCC has placed on broadcast editorialists. Panel moderator Dick Cheverton, news director of WOOD-AM-TV Grand Rapids, Mich., opened the discussion with the contention that continued regulation can only become more complex. It is confusing to work under a broad principle that changes as the FCC and Congress change, he said. "This is the



Representative Oren Harris (D-Ark.) (l), principal speaker at the National Broadcast Editorial Conference in Athens, Ga., commends NBEC Chairman Dick Mendenhall, editorial director of WSB-AM-TV Atlanta, on the de-

dilemma faced by management and those of us who editorialize."

The industry is better off with guide-

cision to make the conference an annual affair. Representative Harris told the 130 broadcasters present that radio-TV editorial guidelines are primarily the responsibility of the broadcasting industry.

lines set down by the FCC, Commissioner Cox maintained in pointing out that stations are licensed and newspapers are not. Broadcasters would only encourage restrictive legislation if they went before Congress "asserting the absolute, untrammelled right to do exactly as newspapers do—to be unfair, to be unequal," he said.

Mr. Pierson said that FCC policies have relegated the broadcaster to serve in the role of a moderator, not as an advocate. History demonstrates that government is fickle and often motivated by purely partisan considerations, he charged. The FCC's present broad standards to protect the public interest are "the worst possible way to regulate," Mr. Pierson said.

If a fairness doctrine is necessary, it should be administered by the courts and not the FCC, the Washington counsel maintained. Under the present setup, he said, the "great evil" is not affirmative steps taken by the commission but the licensee's great fear that he "must please every capricious whim of the licensor."

Great Danger ■ In a later interview with George Patton, WBML Macon, Ga., Mr. Pierson said the FCC should be "confined in its coercing of licensees." He told WBML that fickleness on the part of the FCC demonstrates the "great danger in setting up broad standards and then giving to a nonjudicial agency the right to promulgate rules." Where the government must interfere with broadcasting, he said, it should be done through the judiciary to delete any political influence.

Commissioner Cox defended the actions of the FCC in the areas of public

appears to feel broadcasters are becoming increasingly abusive of their editorializing "privilege." The RTNDA spokesman asked, "Since when is the dissemination of opinion in this country a privilege? It can't be, unless Congressman Hemphill does not believe in the 'free press' guarantee."

Mr. Cheverton said he would like to point out to Representative Hemphill that editorializing—"the so-called abuse"—was a powerful weapon in the hands of men like John Adams and Tom Paine in affecting the very government which sustains Representative Hemphill. The Declaration of Independence is an editorial. Does Representative Hemphill think, as the British did, that it was an "abuse"?

Double Standard ■ Mr. Cheverton said the congressman obviously doesn't "but his language emphasizes a double standard that is being accepted in this country. No one attacks journalistic effort if it is carried in newspapers.

"But what happens if a newspaper and a broadcast station carry the same editorial in one of those congressional districts where a representative thinks he's been abused? Is the newspaper editorial an abuse

of 'privilege' to be debated in Congress?" Mr. Cheverton asked. "Or is it excluded because newspapers are not licensed by the government?"

Mr. Cheverton explained that what is really being said "is that radio news, as part of a radio station, is under government control. Representative Glenn Cunningham [R-Neb.] put it bluntly when he said, 'Editorials ought to be sanctioned by Congress, not by some bureaucrat downtown.'"

Comparing such views with the language of the First Amendment, Mr. Cheverton said, "What do you think now of freedom of the press?"

The new local chapter of RTNDA was organized during a luncheon meeting held in the executive dining room at WBKB(TV) Chicago. Additional chapters are to be organized in other cities, it was said. Harold Salzman, WLS Chicago, was made temporary chairman of the Chicago group.

The new chapter also voted a resolution that the RTNDA annual meeting in Minneapolis Sept. 11-14 should discuss and "take urgent and concerted opposition to FCC public notice 38372 which concerns the stations' responsibilities under the fairness doctrine."

interest, fairness doctrine, controversial issues and editorials. He said the FCC has had no difficulty separating its administrative and enforcement functions and that, if Mr. Pierson's suggestions were followed, broadcasters would forever be bogged down in court without a decision on what they could or could not do.

This particularly would be true on Section 315 (equal time) questions, the commissioner said, in pointing to the speed with which the FCC acts in this area.

There is no evidence, he countered, that the FCC has restrained or coerced broadcasters. "The FCC's standards were not set at a cost to editorial freedoms nor have they hurt the public," the commissioner contended. Competition, he said, will not solve the problem of fairness and standards must be applied to the multi-station as well as the one-station market.

Commissioner Cox said the FCC does plan to issue a primer of do's and don'ts on editorials.

No Quarrel ■ Another panelist, Willard Schroeder, general manager of WOOD-AM-TV, said that he could not argue with the FCC's fairness doctrine as expressed in the 1949 policy statement on editorializing. Trouble arises, he said, when the FCC attempts to specify what should or should not be done in a given situation. He questioned the value of an FCC primer on editorials, similar to the present one on political broadcasting because broadcasters are more confused on Section 315 because of the existing primer.

Kurt Borchardt, communications counsel for the House Commerce Committee, said there is little reason for broadcasters to fear that Congress will take away their right to editorialize. He pointed out that only one member of the committee, Representative John Bennett (R-Mich.), has expressed a view that stations are not authorized by the Communications Act to editorialize and that no other committee members have agreed with him.

Mr. Borchardt agreed with his boss, Representative Harris, that legislation which would restrict broadcast editorials is not likely.

Most broadcasters agreed during a July 27 panel on political editorials that stations should endorse candidates for public office—but only after thorough investigation of the candidates and issues.

An earlier panel stressed the importance of thorough research before editorials are undertaken on any subject. The participants agreed that the size of a station's staff is not important in a decision to editorialize but that the staff must be competent.

Representative Harris and Mr. Borchardt made appeals for editorialists to

Color for country music

One of broadcasting's pioneer programs, *The Old Time Fiddlers* which started on WLS Chicago in 1924 and later became known as the *National Barn Dance* for 36 years, will go on television in color this fall when it starts on WGN-TV Chicago. WGN radio has broadcast a continuation of the show as *The WGN Barn Dance* since early 1961. The new Saturday evening colorcast on WGN-TV is scheduled to begin next month with date and specific time to be set.

WGN-TV, the Chicago Tribune station, which telecast 1,700 hours of color in 1962, presently is running in color at an annual rate of 2,200 hours and may hit 2,400 hours by the year's end.

appear before the Communications Subcommittee of the House Commerce Committee when it resumes hearings later this month on broadcast editorials. "Come and speak as individuals," Mr. Borchardt urged.

More than a half-dozen of the broadcasters at the conference said they would request an opportunity to testify. None of them had planned to appear prior to the conference.

Future Plans ■ "Reason and responsibility are the only guides we need" in future editorials, Dale Clark, WAGA-TV Atlanta, said in a summation of the conference. Editorials must follow a course of reason and broadcasters do not need a lawyer or the FCC to tell them what is fair and right, he said.

Members of the 1964 committee, in addition to Mr. Mendenhall, include Messrs. Cheverton and Clark; Professor Worth McDougald, head of the radio-TV department, University of Georgia; Ralph Renick, WTVJ (TV) Miami; Bryon Cowan, WSAC Fort Knox, Ky. (all members of the 1963 NBEC committee); Roger Turner, WMCA New York; John Corporon, WDSU-TV New Orleans; Jack Williams, executive secretary, GAB, and Bill Monroe, NBC News, Washington.

In addition to the above, Mr. Mendenhall said that Ed Ryan, news director of WTOP-TV Washington, and a representative of the National Association of Broadcasters, would be invited to attend the Washington meeting.

Raymond Carow, WALB-TV Albany, Ga., and president of the GAB, indicated unofficially that the Georgia broadcasters again would like to sponsor the conference in 1964. The same sentiment was expressed by Professor McDougald. The conference, held in the Center for Continuing Education on

the university campus, attracted twice as many participants as the sponsors had originally planned.

In the resolution adopted by the conference, NBEC was established on an annual basis open to all radio and TV stations.

In a second resolution, the NBEC delegates described the conference as a "major positive effort to attain increasing maturity in broadcast editorializing. . . . All concerned in the complexities of broadcast editorializing are seeking fairness. We submit that the so-called fairness doctrine as ambiguously interpreted and defined by the FCC and individual congressmen is not the totally fair approach. Nor is it in the fullest sense in the complete public interest, convenience and necessity."

Will it some day be AP, UPI—and NBC?

NBC News announced the opening of new wire service today (Aug. 5) linking its New York and Washington communications centers and making reports from its correspondents all over the world readily available in "item form" to all the network's news units.

William R. McAndrew, executive vice president in charge of NBC News, said the new service would not replace any regular wire service used by the network but would only be used to carry NBC's own news coverage.

He referred to the new link as a natural outgrowth of increased numbers of NBC News shows and an expanded network news staff. Mr. McAndrew noted that with the change, NBC News correspondents will function as wire service reporters as well as broadcasters, phoning and cabling stories when other circuits are unavailable and adding detail and color to stories carried by the regular news services.

He called the new circuit "the first leg of an NBC News wire service" and added that it could "develop into a much more comprehensive one . . . and might be made available outside NBC."

Unexpected news special

A WXYZ-TV Detroit telecast of a golf tournament was transformed from a routine show into a live news special July 27 when a golf course bridge holding 80 spectators suddenly collapsed into a river just one minute before air time.

As the "Womens' Wolverine Open" tournament was canceled for the day, WXYZ-TV turned its cameras to the disaster area for an hour's worth of live news, including interviews with some of the injured spectators. The coverage was video-taped and 30 minutes of highlights were replayed later in the day.

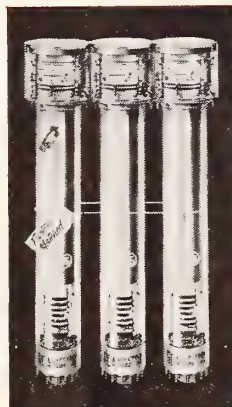


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O'NEIL, WRIGHT HAPPY IN HARTFORD

First year of pay TV test considered successful

"Encouraging and enlightening" was the description of subscription television's first-year test over WHCT(TV) Hartford, Conn., given last week by Thomas F. O'Neil, chairman of the board of the General Tire & Rubber Co., parent firm owning WHCT. The pay TV project is being conducted by a General Tire subsidiary, RKO General Phonevision Co.

Mr. O'Neil's first-year report was issued in association with Joseph S. Wright, president of Zenith Radio Corp., developer of the pay TV system and maker of the technical equipment. The pay TV test runs for three years under FCC authority.

Mr. O'Neil said "it is still too early" for the test to provide complete con-

clusions as to the future prospects for pay TV, but "the experiment has already shown that we are meeting a public need, that program expenditures are consistent and that disconnections due either to dissatisfaction on the part of subscribers or delinquency in payment are remarkably low."



Mr. Wright

clusions as to the future prospects for pay TV, but "the experiment has already shown that we are meeting a public need, that program expenditures are consistent and that disconnections due either to dissatisfaction on the part of subscribers or delinquency in payment are remarkably low."

More than 3,000 homes are Hartford pay TV subscribers, Mr. O'Neil said, and the number could be much greater had the firm chosen to increase its installation pace. Since the purpose of the test is to get information for the FCC and not numbers this has not been done, he indicated, although "applications of new subscribers have sharply increased

during the last two months." RKO General Phonevision's goal, he explained, is to maintain a large enough sample "to develop data for our own purposes and for the information of the FCC in its eventual evaluation of the entire subject of pay television."

Zenith's Mr. Wright felt the results so far have been satisfactory also. "We have always believed that TV could be more than just an advertising medium," he said. "We felt strongly that it had the capability of becoming a new economic and convenient electronic box office to distribute the type of top quality entertainment advertisers cannot afford to sponsor but which the American public nevertheless wants to see."

Zenith's convictions now are "being



Mr. O'Neil

translated into actual practice in Hartford," he said, "and it appears that our confidence in subscription TV was justified."

Mr. Wright said his company believes commercial TV will not lose by pay TV but eventually will benefit "through renewed interest in TV as a medium, through encouraging the establishment of new stations and stimulating the creative talents of the entertainment industry."

The report noted that theater operators "are still adamant in their attempts to place embargoes on films for subscription TV" but most major film distributors have been cooperative in the

test. The highest rating films over the past year were "What Ever Happened to Baby Jane?" with 66% of all subscriber homes and "The World of Suzie Wong" with 65%.

The Hartford project telecasts approximately 75 live sports events during the first year, the report said, including professional hockey and basketball, collegiate football and basketball and professional boxing. Last fall's Patterson-Liston fight rated 81% of all subscriber homes at \$3 each. Results of the July 22 rematch were not available.

The report disclosed that RKO General Phonevision has just completed taping a special show featuring the Limelites and has scheduled another special starring Eddie Fisher. A summer theater production, not identified, also has been completed. Other programs this past year included the Bolshoi Ballet, Kingston Trio, Gian Carlo Menotti's "The Consul," "An American Pageant of the Arts," Anton Chekhov's "A Country Scandal" and guitarist Carlos Montoya.

The report said most programs are in the \$1 and \$1.50 category and subscribers pay no minimum. After a three-month bonus period, subscribers are charged a weekly rental of 75 cents for the decoder unit which unscrambles the pay TV picture on their regular TV receiver.

Film sales . . .

Century I features (20th Century-Fox TV): Sold to KTAR-TV Phoenix-Mesa, Ariz.; WBAY-TV Green Bay, Wis.; KVTU(TV) Sioux City, Iowa; WLWD(TV) Dayton, Ohio and WMTW-TV Poland Spring, Me. Now sold in 45 markets.

Films of the Fifties, Volume 7 (Seven Arts Associated): Sold to WGR-TV Buffalo, N. Y.; WRGB(TV) Schenectady, N. Y.; WOOD-TV Grand Rapids, Mich.; WKTU(TV) Utica, N. Y.; KSHO-TV Las Vegas, and WQAD-TV Moline, Iowa. Now sold in 18 markets.

Films of the Fifties, Volume 1 (Seven Arts Associated): Sold to KFBB-TV Great Falls, Mont. Now sold in 140 markets.

Films of the Fifties, Volume 2 (Seven Arts Associated): Sold to KRTV(TV) Great Falls, Mont. Now sold in 115 markets.

Films of the Fifties, Volume 3 (Seven Arts Associated): Sold to KMSP-TV Minneapolis-St. Paul. Now sold in 105 markets.

Films of the Fifties, Volumes 4 & 5 (Seven Arts Associated): Sold to WTRF-TV Wheeling, W. Va.; KVIQ-TV Eureka, Calif.; KOGO-TV San Diego; WKTU(TV) Utica, N. Y.; WOW-TV Omaha, Neb. and KMBC-TV Kansas City,

Mo. Volume 4 now sold in 80 markets and Volume 5 in 78 markets.

Seven Arts' Special Features (Seven Arts Associated): Sold to KOGO-TV San Diego; WKTV(TV) Utica, N. Y.; KSL-TV Salt Lake City; KXLY-TV Spokane, Wash., and KOLD-TV Tucson, Ariz.

En France (Seven Arts Associated): Sold to WCPO-TV Cincinnati; KGMB-TV Honolulu; WNYS(TV) Syracuse, N. Y.; KEYT(TV) Santa Barbara, Calif. and KVIQ-TV Eureka, Calif. Now sold in 31 markets.

Laffs (Seven Arts Associated): Sold to KVIQ-TV Eureka, Calif. and KGMB-TV Honolulu.

Ann Sothern Show (Economee): Sold to KATU(TV) Portland, Ore.; WHEN-TV Syracuse, N. Y.; KARK-TV Little Rock, Ark.; WVEC-TV Norfolk, Va.; WSAV-TV Savannah, Ga.; WFMJ-TV Youngstown, Ohio; KTAR-TV Phoenix-Mesa, Ariz.; KSWO-TV Lawton, Okla.; KCEN-TV Temple-Waco, Tex.; WTVR(TV) Richmond, Va.; WBRE-TV Wilkes-Barre-Scranton, Pa.; WISN-TV Milwaukee, Wis.; KJEO(TV) Fresno, Calif.; WBTW(TV) Florence, S. C.; WNEM-TV Bay City-Saginaw, Mich.; WSIX-TV Nashville, Tenn.; WSAZ-TV Huntington,

Prime time for Powell

A poll conducted by the Four Star Distribution Corp. on behalf of *The Dick Powell Theatre* off-network series reveals that 62.5% of its station clients plan to use the series in prime time, the company reported last week. This includes such outlets as WPIX(TV) New York, KCOP(TV) Los Angeles, KCTO-TV Denver and WHIO-TV Dayton, Ohio. Firm reports the series will pre-empt network programs in markets including Grand Rapids, Mich.; Phoenix, Ariz.; Bellingham, Wash.; Shreveport, La. and Ames, Iowa. An additional 25% of the stations will slot *Powell* on Saturday or Sunday at 11:15 p.m., according to Len Firestone, vice president and general manager of Four Star Distribution. The series has been sold in 33 markets to date.

W. Va.; WCSH-TV Portland, Me.; KCPX-TV Salt Lake City; KXLY-TV Spokane, Wash.; KPRC-TV Houston, WAGA-TV Atlanta, and WLOF-TV Orlando, Fla. Now sold in 88 markets.

Program notes ...

Children's theater ■ Four one-hour color specials primarily for children in the first and second grades of school have been scheduled by NBC-TV for the 1963-64 season. To be presented by NBC News, they are: Sunday, Oct. 6 (6-7 p.m.), musical drama with a leading actor supported by cast of puppets; Sunday, Dec. 8 (3-4 p.m.), an illustrator and a symphony orchestra; Saturday, Feb. 15, 1964 (12-1 p.m.), three one-act plays, and Sunday, April 12, 1964 (6-7 p.m.), a modern musical fantasy.

'Presidents' for TV ■ Allied Artists Television Corp., New York, has introduced a new TV series titled *The President* for syndication. It consists of 104 five-minute segments and will deal with events in the lives of young men who were later to become presidents of the United States.

Air pollution series ■ A series of 13 half-hour documentary radio programs on air pollution titled *Hold Your Breath* is being offered commercial stations throughout the U. S. by Michigan State University's WKAR East Lansing. The series will be available Sept. 1. It was

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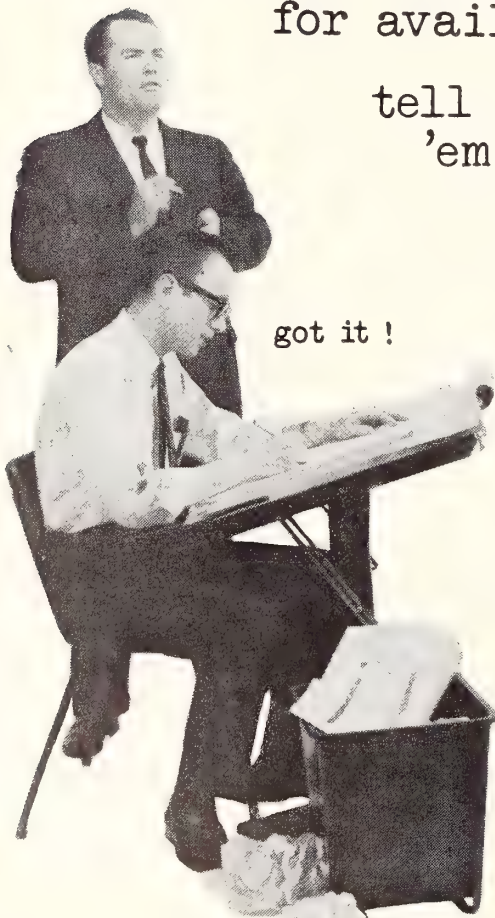
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* Television Magazine

WSLS-TV 10  ROANOKE, VA.

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

produced under a grant from the U. S. Public Health Service. National Association of Educational Broadcasters, Urbana, Ill., will distribute the series.

New production firm ■ Valor 9 Television Productions has been formed by Joseph J. Symanski and Maurice A. Krowitz to produce live and taped TV programs. The company is located at the Goldwyn Studios in Hollywood. Telephone: Hollywood 9-6161. Valor 9's first program, *Pro Football Illustrated*, is being prepared for September release.

Sports specials ■ NBC News will present *NBC Sports Special*, a series of 90-minute TV programs beginning Saturday, Jan. 11 (4:30-6 p.m. EST). The show, featuring Bud Palmer, will cover championship competition in a variety of sports. Chet Hagan will produce.

Lincoln Center anniversary ■ CBS-TV will commemorate the first anniversary of the opening of New York's Lincoln Center for the Performing Arts with a one-hour program of ballet and musical drama called *Lincoln Center Day* on Sunday, Sept. 22 (8-9 p.m. EDT). Robert Saudek Associates will produce the special broadcast.

Susskind's syndicator ■ National Telefilm Associates, for the sixth consecutive year, has signed to distribute newly produced episodes of David Susskind's *Open End* series. To be produced by Susskind's Talent Associates Inc., at Videotape Center, New York, the new series will stick to a "current" time element in all subject matter, according to Bernard Tabakin, NTA president.

Series on gospels ■ NBC-TV in cooperation with the National Council of Churches will present a lecture series on the four gospels of the New Testament on *Frontiers of Faith* (Sundays, 1:30-2 p.m.) in September. The new series will be part of a long-term venture dealing with "the living Bible in today's world."

UA-TV special ■ *The Yanks Are Coming*, first of the six first-run syndicated one-hour specials co-produced by United Artists Television and David H. Wolper Productions will go on the air in 45 markets in November. Liberty Mutual Insurance Co. is sponsoring the six specials in 26 cities covering 20 of the top 25 markets.

**RADIO STATION
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See page 79

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*VARIETY'S ARB'S JULY 10, 1963

How DO You snare a Gold-Crested Budgetspender?

Here is a story with a purpose:

Once upon a short time ago there was this fellow, you see, and he built up quite a reputation for himself by the way he kept capturing that most elusive of all birds, the gold-crested budgetspender. The other ornithologists (who were usually happy enough just having a lark) began to grow jealous. "How," they asked archly—his name is Fred K. Archly—"do you manage to find so many gold-crested budgetspenders?"

"Well, sir," said Fred (a quiet, courteous fellow), "I just ask myself: 'If I were a gold-crested budgetspender, where would I go?' Then I do. And they have. It's all just a simple matter of media strategy!"

Your advertising story has a purpose, too.

That's why this thinly-disguised allegory carries a message for you. There are all kinds of gold-crested budgetspenders flying around the firmament of the broadcast business. Some have bigger wingspreads than others—which makes them more desirable (albeit more elusive).

As everyone knows, a gold-crested budgetspender in the hand is worth a whole flock hidden behind a door marked "Radio-TV Department" or "General Manager" (depending which side of the street you're selling). And—at risk of scuttling Fred K. Archly's secret—you just have to know **when** and **where** you can find gold-crested budgetspenders at rest. Then you go there. And they're receptive.

The "**when**" is the time they happen to be in need of specific, up-to-date, indubitably accurate facts about the broadcast business. Which, in their case, is often.

The "**where**" is the place most of them go to find such information—a rich feeder of factual nourishment known to them (and, we hope, you) as BROADCASTING Yearbook. Like the reliable oak tree, it's a perennial mainstay that puts forth new,

fresh foliage every year. It has been doing this more and more comprehensively for the past 33 years—which is only one reason why so many gold-crested budgetspenders are attracted to its authoritative boughs . . . uh, pages. (Allegory can sometimes be tricky.)

And—would you believe it?—WE also have a purpose.

The 1964 BROADCASTING Yearbook will displace the best selling 1963 BROADCASTING Yearbook come next December 1. Every gold-crested budgetspender worth his salt will then send the old, frayed copy to his company's Reference Library, putting the bright, mint-new, bigger-than-ever edition within easy reach on his desk.

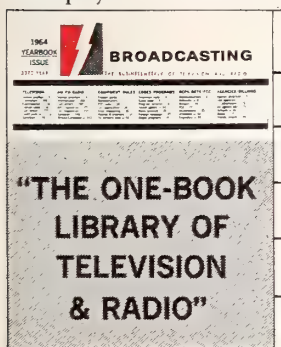
When he opens it (which could be a dozen times a day), his mind attuned to matters of budget-spending—will you be there? With your story? With the kind of facts about yourself to influence his decisions?

Fred K. Archly will. He's already sent in his space reservation for the 1964 BROADCASTING Yearbook, smart fellow. But there are quite a few other prominent, advantageous positions still open. We can't guarantee for how long. (Here is a happy case where the early bird gets something really worthwhile for his foresight.) Lots of people are interested in making profitable contact with gold-crested budgetspenders. Some of them are probably those birds of prey you call competitors.

You can read a frank appraisal of the 1964 BROADCASTING Yearbook's virtues in the column at right. The average reader will absorb all the facts in 47.3 seconds. But if you read faster, you can reserve your space that much sooner. Never put off until tomorrow what you can do **TODAY**—particularly when you're invited to call your nearest BROADCASTING office collect. (We also accept postage-due mail.)



Some anonymous genius (with a flair for descriptive precision) has aptly called this—



WHY? Because the 1964 BROADCASTING Yearbook is a veritable library of 50 separate directories, comprising the most complete assembly of information about the radio and TV business ever published . . . yet all compacted with editorial skill into a single, easy-to-use volume.

The 1964 BROADCASTING Yearbook (biggest yet) will have nearly 650 pages, two-thirds of a million words, all tabbed for instant reference under six main sections:

- A. Television Facilities
- B. AM/FM Radio Facilities
- C. Broadcast Equipment/FCC Rules
- D. Codes/Program Services
- E. Representatives/Networks/Trade Groups
- F. Agencies/Advertisers/Billings

In short, this unique one-book encyclopedia covers every possible background fact needed by people who work with, and in, the world of broadcasting. No other reference work even approaches the thoroughness with which it documents the radio-TV business, including associated arts and services.

Your advertisement, strategically placed in the 1964 BROADCASTING Yearbook, will keep making multiple impressions throughout the whole 12-month life of this remarkable source book. It can be one of your most successful promotional investments because it delivers your story at the very times the people who buy are most receptive.

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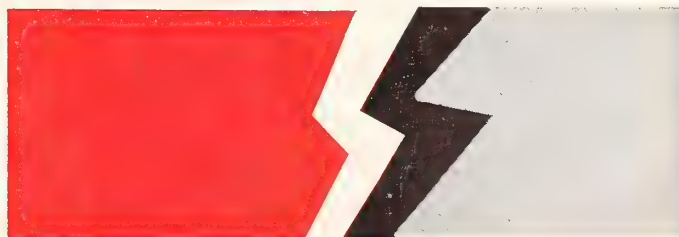
Publication: December 1

Rates: same as BROADCASTING Magazine.

Deadline: final date is October 1; if advance proofs are required, September 15.

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TELEVISION ON BROADWAY

Westinghouse, as angel, will telecast new stage play on opening night in New York

Television and Broadway will join hands in October when Westinghouse Broadcasting Co. presents a new three-act dramatic play on its five TV stations at the same time that the theatrical production opens in New York.

The play, "The Advocate" will open at the ANTA theater in New York on Sunday, Oct. 13. It will be televised on that date on Westinghouse's stations—WBZ-TV Boston, KYW-TV Cleveland, KDKA-TV Pittsburgh, WJZ-TV Baltimore and KPIX(TV) San Francisco. The show will be taped for television in New York following the conclusion of its two-week tryout in Mineola, Long Island, and before its Broadway opening. Westinghouse also has TV syndication and will share in the motion picture rights.

Donald H. McGannon, president of WBC, in announcing the new venture last Thursday said that Westinghouse put up \$60,000 of the \$100,000 financing for the Broadway production. In addition the TV production itself will cost the company \$80,000.

The television show will be offered for sponsorship, but the production will not be interrupted for commercial messages, Mr. McGannon said. Commercials will be presented at the opening, during intermissions and at the closing

of the drama.

Mr. McGannon pointed out that Westinghouse does not expect to receive a profit from the original TV production on Westinghouse stations. He added, however, that the program will be offered for syndication following its initial run.

He noted that Westinghouse is "looking forward to presenting more than one Broadway production over the period of a season," depending on the success of the initial program. Michael Ellis, co-producer of the Broadway production with William Hammerstein, said that the theatrical production was possible only because of the 60% backing by the broadcasting company.

He noted that although the theater has only talked about the possible effects such a venture might have on Broadway, now "we will have the chance to find out."

"The Advocate," which stars James Daly, is a drama of an attorney who defends unpopular clients despite threats to his personal and professional life. It is based on the experiences of the defense attorneys in the Sacco and Vanzetti case.

The play is the first by Robert Noah, a creator of TV quiz shows for Goodson-Todman Productions.

equipment the 21-man crew brought with it to record the proceedings at Lenin Stadium.

Tape Is Tape ■ But it was red tape and not only video tape—which the Russians apparently couldn't see as a necessary "substitute" for film cameras—that ate up precious hours up into the late evening hours on July 19. Equipment at last moved to the stadium by about 10 p.m. and a control room built, cables laid and camera positions staked.

Preparations were completed by 10 in the morning on July 20, testing underway by noon, and at 3:45 p.m. the crew was checking its camera shots and taping introductions. At 5 p.m. the track meet was on and the taping started. That day's taping was edited on the morning of July 21 and the first cut enplaned that night for New York. Cameras were then changed to fit coverage requirements on July 21, the second day of the meet. At 2 p.m., new camera positions were completed and cables relaid, taping was performed from 4-8:30 p.m. and editing and custom clearance to 6 a.m. on July 22.

The crew was back in New York

with all tape at 6 p.m. July 22, with editing and run throughs up to about 9:05 p.m., 25 minutes before air time.

It is estimated that the network took a \$45,000 gamble, the approximate cost of moving equipment and people to Moscow, for at the time there was no assurance of approval.

Veteran Coverage ■ ABC-TV has covered the meet for the past three years—two years before in Moscow. In the current agreement, the Russians had specified that the coverage be filmed, that shooting not be permitted outside of the stadium and that all equipment and produced be crated and packaged immediately after the meet for shipping back to the United States. The building of a control room also was part of the pact.

ABC-TV had planned its coverage from the first of this year but initial negotiations had not sealed the agreement to the point of visa granting.

Reasons for the Russian attitude that caused the tight schedule are not known through the following may have affected the situation to some degree:

Taping in Moscow is unusual, nuclear test ban talks were in progress, the Chinese Communist delegation was in Moscow, the international film festival was being held and two American circus companies were there.

The sports special was sponsored by Chesebrough-Pond's Inc., through Norman, Craig & Kummel; the Goodyear Tire & Rubber Co., through Young & Rubicam, and Whitehall Laboratories, through Ted Bates & Co. ABC-TV announced on July 25 that "by popular demand" it would telecast highlights of the meet again in prime time to both eastern and central time zones but in an edited, 60-minute version (Friday, Aug. 2, 7:30-8:30 p.m. EDT).

Suggestions sought from scientists

Social scientists throughout the country have been invited to submit proposed research projects to be considered in a government-backed study of the effect of television on children.

The study, sponsored by the Department of Health, Education and Welfare and to be financed by private contributions, has been slow getting off the ground. It was ordered over a year ago as an outgrowth of hearings by the Senate Juvenile Delinquency Subcommittee (BROADCASTING, July 9, 1962).

A Joint Committee for Research on TV and Children was formed to oversee the study and this committee last week sent letters to several thousand social scientists seeking fruitful areas for investigation. Proposals must be submitted in less than 1,500 words to the Joint Committee, Dr. Ralph Garry,

RED TAPE, VIDEO TAPE ABC-TV on a tight schedule in coverage of track meet

The United States-Russian track meet in Moscow on July 20 and 21 may have had speed and excitement but there were no less ingredients in the race with time of ABC-TV crews and producers covering the events.

In an interview with BROADCASTING last week, executive producer Boone Arledge detailed the statistical count-down from the July 17 night flight from New York to Moscow and on up to show time for the 90-minute telecast at 9:30 p.m. on July 23 five nights later.

At the time of the flight at 8:30 p.m., the network production unit had yet to receive formal Russian approval for coverage of the meet. Visas had been obtained (just hours earlier) at 4 p.m. On arrival July 18 at 8 p.m. Moscow time, the producers began a series of meetings with officials for coverage approval and movement from the airport of the some 16,000 pounds of TV tape

Great Personalities! Great TV!



KAY CALLS 9 a.m. Monday through Friday



CAP'N JIM'S POPEYE CLUB 4:30 p.m. Monday through Friday



LUNCHEON AT THE ONES 1 p.m. Monday through Friday



By WILLIAMS MICKEY MOUSE CLUB 5 p.m. Monday through Friday

The Eyes of Pittsburgh **CHANNEL 11 ^{NB} WIIC**

REPRESENTED NATIONALLY BY BLAIR TV

GREECE



News Columns

But what's so newsy about ancient Greece? What's so pressing about the Battle of Marathon, the trial of Socrates or a performance in the theatre at Epidaurus?

The answer, says NBC News, is "plenty." And who can deny that the past and present are tied together inextricably in the flow of human affairs?

That's why next season's actuality specials on NBC-TV will range all the way from an exploration of Greece's Golden Age to an up-to-the-minute study of American foreign policy.

Whether the datelines read "B.C." or "R.N." (for "right now"), this network's news specials are unique in broadcast journalism.

No better proof of that is needed, really, than the reception accorded the two most talked-about



"actualities" of the past two seasons.

Just this Spring, "The Kremlin" explored the last eight centuries of Russian history through an unprecedented look behind the walls of Moscow's storied citadel. The nation's critics hailed it as a television masterpiece.

Then, last December, it was a phenomenon of *current* history that held NBC viewers spellbound. "The Tunnel's" on-the-scene, start-to-finish cov-

erage of an underground escape into West Berlin won a flock of important prizes, among them the Emmy for "Program of the Year."

Next season's news specials will be dealing with subjects as varied as race relations, a journey on the Orient Express, and 20th-century warfare. But one aim will be shared by all: making this complex age of ours just a bit easier to understand.



Look to NBC for the best combination of news, information and entertainment.

secretary, 10 Craigie Street, Cambridge 38, Mass., by Sept. 15.

Bernard Russell, special assistant to the secretary of HEW, is chairman of the committee. Other members, all from the industry, include Melvin A. Goldberg, vice president-research director of the National Association of Broadcasters; Julius Barnathan, ABC; Frank Shakespeare, CBS, and Louis Hausman, NBC.

Accompanying last week's invitation for bids were proceedings of a February conference in New York among 25 social scientists. This conference suggested broad areas of research into the question of TV's effect on children.

After definite projects of study are selected by the committee, contracts will be awarded to various institutions in specific areas of research. Mr. Russell predicted that some of these studies will be completed in months while others will take years.

International festival planned by WNDT(TV)

Educational station, WNDT(TV) New York, announced plans last week for an international television festival, to be presented on two or more weekends in October. The station has sent out invitations to 19 countries to participate, and indicated it will wait until response is received before making specific plans for the shows.

Stations in the various countries are being asked to submit from one to three shows produced originally for domestic viewing in the fields of drama, documentary, music, dance or comedy.

Samuel B. Gould, station president

and general manager, said the program will be "one of the most ambitious projects" the station has undertaken.

Countries invited to participate were Australia, Mexico, Japan, Great Britain, Italy, Sweden, Canada, Germany, France, Czechoslovakia, Ireland, Spain, Argentina, Chile, Norway, Venezuela, Brazil, Colombia and Russia.

Sonderling stations to 'sell' democracy

The six Sonderling radio stations will try to "sell" educational material with a year-long campaign of spot announcements aimed at teaching "the full concept of American democracy," it was announced last week.

The series, titled "Declarations for Democracy," was prepared and will be voiced by Professor Robert A. Scalapino, chairman of the political science department of the University of California at Berkeley. Varying from 80 to 95 seconds, the spots are designed "to provide the answer to a question on American democratic principles or rebutt a communist or fascist anti-American thrust."

Twenty-six of the spots have already been prepared and are scheduled for broadcast over the next few weeks. An additional 95 are currently in preparation for the remainder of the year. Egmont Sonderling, president of the Sonderling stations, said he plans to make the scripts and/or tapes available to any other station which would like to present them.

Sonderling stations are WOPA-AM-FM Oak Park, Ill., KDIA Oakland, Calif., WDIA Memphis, and KFOX-AM-FM Long Beach, Calif.

Time-Life and Drew to syndicate TV shows

Ten one-hour films of a dramatic documentary nature, co-produced by Bob Drew Associates and Time-Life Broadcast, are being placed in worldwide syndication by Peter M. Robeck & Co.

Among the films to be offered are "The Chair," the story of the successful legal fight for the commutation of Paul Crump's death sentence; "Football," an examination at two high school coaches and their fiercely competitive teams; "Susan," the story of the life and death of a play featuring Jane Fonda, and "Blackie," a recounting of a veteran airline pilot's last trans-Atlantic flight before retirement. Other films also will deal with people in "times of deep emotional stress."

A Time-Life Broadcast spokesman said the series marks the company's return to the TV film syndication field after an absence of about 10 years. In the network area, co-productions of Time-Life Broadcast and Drew have appeared on ABC-TV's *Close-Up!* series; on CBS-TV sports programs and on NBC-TV's *Today* and *Tonight* series.

'Crowning Experience' debut

WBAL-TV Baltimore will on Aug. 19 present the world television premiere of *The Crowning Experience* a story of American educator Mary McLeod Bethune who, born of slave parents, eventually became a presidential advisor. A color film production of Moral Re-Armament, the stars include singer Muriel Smith. Joel McCrea introduces the film.

GOVERNMENT

Report details candidates' complaints

SENATE SUBCOMMITTEE BRIEFED ON HOW STATIONS HANDLED THEM

Should a broadcast licensee give free time to a political candidate who complains that the seating plan of a joint TV appearance gave his opponent an advantage?

What should a licensee do for a candidate who complains that newspapers failed to list his name in a time slot for which he has scheduled a paid political broadcast?

How about giving free time to a man who says he deserves it so he can announce his candidacy in the middle of a campaign?

These were some of the problems—all worked out by broadcasters without appeal to the FCC—during 1962 coverage of campaigns for the U. S. Senate. The nature of these complaints and

other details of licensee experience in all 1962 political races are contained in a special report prepared by the FCC for the Senate Watchdog Subcommittee.

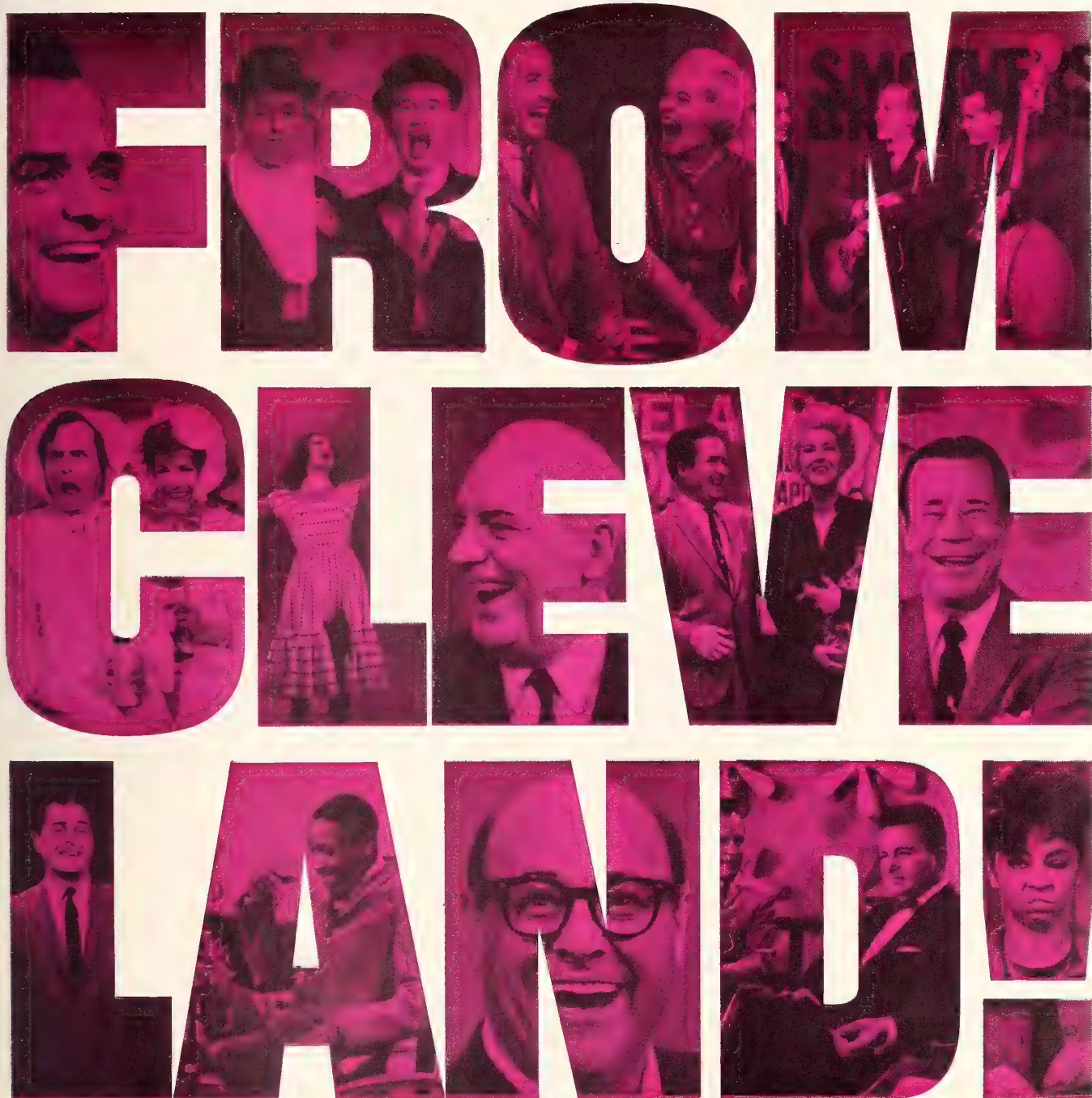
The information will become a part of the hearing record of a completed Senate Communications Subcommittee hearing on bills to suspend equal time provisions in various races next year. It was requested during the hearing by Senator Ralph Yarborough (D-Tex.), watchdog chairman (BROADCASTING, July 1).

The Senate communications unit has ended its hearing and has the bills under advisement. The new FCC report, a supplement to an earlier document which provided statistical data on the 1962 political broadcasting experi-

ence of 5,300 licensees (BROADCASTING, June 10), will be considered when the senators sit down to hammer out a bill. Proposals under consideration include one to repeal Section 315 entirely, another which would suspend the equal time section for presidential, gubernatorial and congressional races next year, and a third version limiting suspension to 1964's presidential and vice presidential races. The House already has passed a bill like the latter (BROADCASTING, June 24).

The Human Side ■ The FCC's supplemental report goes behind the myriad of figures it offered the Congress in June and breaks down some of the statistics with the names of candidates and stations—all information culled

GROUP W MEANS NEW SOURCES OF PROGRAMMING



THE MIKE DOUGLAS SHOW

Local show goes Group. "The Mike Douglas Show" is a product of a Group W—Westinghouse Broadcasting Company—station. KYW-TV Cleveland. It is scheduled to be seen on all five Group W television stations.

A big success in Cleveland, "The Mike Douglas Show" brings a fresh personality into the medium; and daily hour-and-a-half programs of variety, laughter, and big name guests. It will be a source of pleasure to audiences in Boston, Baltimore, Pittsburgh,

and San Francisco, as well as its own hometown. It is even being made available to other stations outside of Group W throughout the country.

The Group, unlike the network or the individual station, has *both* local flexibility and creative and financial resources. "The Mike Douglas Show" is a case in point. It demonstrates the ability of a single station to contribute to the vitality of the Group. It also demonstrates the ability of

Group W to use these resources and this flexibility to provide new and interesting sources of programming for the industry.



BOSTON WBZ • WBZ-TV
NEW YORK WINS
BALTIMORE WJZ-TV
PITTSBURGH KDKA • KDKA-TV
CLEVELAND KYW • KYW-TV
FORT WAYNE WOWO
CHICAGO WIND
SAN FRANCISCO KPX

WESTINGHOUSE BROADCASTING COMPANY

A contender's opinions on Section 315

New York Governor Nelson A. Rockefeller, considered a contender for the Republican presidential nomination in 1964, favors suspension of Section 315 for next year's presidential race, but does not favor moving the suspension down to the

governor level.

The governor's opinion is contained in a letter written last week to the Senate Commerce Committee, which is considering legislation to suspend Section 315 in various races (see page 60).

Governor Rockefeller said broadcasting has provided a great service "in making substantial amount of prime time available free of charge to candidates for public office." Noting his "very deep respect for the rights of minority groups to be heard on public issues," the governor said, "I believe Congress should move with caution in considering any legislation which would modify or abridge this right."

The committee heard from two other governors last week. Both supported S 252, a bill to include gubernatorial races in a 1964 suspension of Section 315. The governors: Endicott Peabody (D) of Massachusetts and Carl Sanders (D) of Georgia.

Earlier 32 governors had told the committee that they supported the bill (CLOSED CIRCUIT, July 29).



Governor Rockefeller

from the questionnaires.

The following is a sampling of the new report:

The FCC found that while 1,200 licensees gave sustaining time to political discussion last year, the amounts varied widely. Some stations gave as little as 30 minutes, but at the other extreme were these:

- In TV, four stations gave between 10 and 15 hours: KNBC and KNXT, both Los Angeles; WCBS-TV New York and WKOW Madison, Wis. WNBC-TV New York gave between 15 and 19 hours. Three stations—all Hawaiian—gave more than 20 hours each: KHJK Hilo and KHVH-TV Honolulu (both licensed to Kaiser Industries Corp.) and KMVI-TV Wailuku (Maui Publishing Co. Ltd.).

- In AM, 16 stations gave between 10 and 15 hours; nine gave from 15-20 hours and eight provided over 20.

Senator Yarborough was equally interested in stations which chose not to broadcast political programing. Of 10 initially reported to have told the FCC they had no political activity on their air (other than news), four were found to be noncommercial, one engaged in a pay-TV experiment and one was not on the air during the campaign. But four commercial TV's were rated as non-active: WATR-TV Waterbury, Conn.; WLOX-TV Biloxi, Miss.; WISE-TV Asheville, N. C.; and KCBY-TV Coos Bay, Ore.

It was noted that political activity

varies from state to state from year to year, but all states had congressional races in 1962.

Of 100 AM's reporting no activity, two-thirds are located in four southern states: Virginia (27), Mississippi (25), Louisiana and North Carolina (11 each). (In sections of some southern states, political activity is negligible due to a one-party system.)

Among independent FM's (those not connected with AM's) 89 reported no political activity. Nineteen are located in California; eight are in Illinois; seven in Ohio and six in Texas.

Where the supplemental report humanizes the political information is in the answers to a question about complaints stations received which were not referred to the FCC. For the report's purposes answers were confined to senatorial races.

The report shows that 16 TV stations and 24 AM's had complaints of this nature.

The Fulbright Complaints ■ Many of these complaints were traced to the senatorial campaign in Arkansas where Senator J. W. Fulbright (D-Ark.) faced Dr. Kenneth Jones, a Republican. James H. Pilkington, the senator's campaign manager, wired 17 AM's in Arkansas on the weekend of Nov. 3-4 that portions of spots for Dr. Jones contained statements which were "libelous, slanderous and defamatory of Senator Fulbright." The stations were

warned to consult their attorneys before continuing with the spot schedule.

Seven stations either dropped the spots or asked the GOP for new copy. One of these said it was concerned that its location in the senator's home town might have an effect on a local jury if the complaint went to court.

Six stations continued to run the spots. Two read the complaint on the air and two told Mr. Pilkington they didn't have the GOP schedule.

Elsewhere, KMED-AM-TV Medford, Ore., received a complaint from a candidate who said the station's regional representative opposed him. The station told the FCC it resolved the problem on its own.

KGW-TV Portland, Ore., heard from one of six candidates for the Republican senatorial nomination who had appeared in a joint telecast. He deserved free time, he said, because an opponent had an advantageous seating position. The station decided it had been fair and turned the man down.

WTVT(TV) Tampa-St. Petersburg, Fla., reported that a Republican candidate complained to the station that two of four newspaper listings for his paid 15-minute political appearance failed to use his name. The station said it had no control over such listings.

KKTU(TV) Colorado Springs, Colo., said it had a request for free time in the middle of the campaign from a man who wanted to announce his candidacy. The station refused him and explained that he was not a legally qualified candidate. There was no further complaint.

KOA-TV Denver offered free time to a minority candidate who had refused to participate in a joint appearance because one of the candidates scheduled was a Socialist.

WTVH(TV) Peoria, Ill., said it had complaints from two Democratic officials when it tagged a spot for the Republican candidate as paid for by the "General Democratic Party of Illinois." WTVH stopped the spot.

Socialists who requested free time from WABC-TV New York were granted the exposure after Senator Jacob K. Javits (R-N. Y.) appeared on *All America Wants to Know*.

When Chicago's Mayor Richard J. Daley complained about the substance of a WIND Chicago newscast, the station aired his statement.

The FCC last week...

- Gave Herbert M. Hoppe 30 days to explain why he shouldn't be fined \$100 for buying the construction permit of WVAL Sauk Rapids, Minn., without commission permission. Mr. Hoppe bought out his partner in the venture, Carl A. Nierengarten. The FCC's action also retroactively granted Mr.

ADDRESSES		ADDRESSES	
Aluminum Co. of America	ED4-7751	IBM	FR5-1491
Amerson Bldg	537-6171	Int. Harvester	ED4-2851
Argonne Steel	366-5136	International Paper	ED2-6068
Armour	ED4-4703	Kodak 'Reordak'	377-4885
Bethlehem Steel	ED4-5334	Monrovia Chemical	ED3-2101
Borden	FR7-6172	National Dairy Products	377-3421
Chrysler	376-3476	Phillips Petroleum	EX9-6327
Citibank	375-3147	Proctor & Gamble	332-6173
Continental Can	FR6-7449	RCA	333-3996
Douglas Aircraft	FR6-8471	Republic Steel	FR6-6531
Du Pont	375-5561	Shell Oil	379-9701
Eaton	EX9-7611	Spray Mobil	ED3-7191
Ford	EX9-8511	Sunoco Oil	EX-9-3381
General Dynamics	TA3-5521	Union Carbide	376-2911
General Electric	375-5571	Swift	333-2191
General Foods	375-2511	Texas	EX9-3371
General Motors	ED3-8415	Union Carbide	FR5-3383
Goodyear	ED3-1161	U.S. Rubber	375-3731
Gulf Oil	376-9831	Western Electric	ED4-0881
Humble Oil & Refining Co.	TA3-2211	Westinghouse	FR7-3471

The company she keeps

Forty of the fifty largest U.S. corporations have a Charlotte address.

Not because of her beauty. But because Charlotte is one of the largest commercial and distribution centers in the Southeast.

Charlotte ranks 5th in the wholesale distribution of chemicals... 8th in per family retail sales.

There are more people within a 75-mile radius of Charlotte than in a corresponding radius around Atlanta, Indianapolis, Kansas City or Minneapolis.

The largest businesses in America are in Charlotte to reach these people.

You can reach them through WBT Radio Charlotte.

For over 40 years, WBT has had the largest adult audience for the 37-county basic area; the audience that receives and spends most of the Charlotte area's \$2,612,784,000 worth of spending money.*

Join the company that Charlotte keeps—through WBT, the station of responsible programming, outstanding service, finer entertainment.

WBT RADIO CHARLOTTE Jefferson Standard Broadcasting Company

Represented nationally by John Blair & Company.

Senator Keating calls Pacifica inquiry 'useful'

A member of the Senate Internal Security Subcommittee said last week that its closed-door hearing on possible Communist infiltration of the Pacifica Foundation, licensee of three non-commercial FM stations, brought out useful information.

Senator Kenneth B. Keating (R-N. Y.) said it is not the subcommittee's function "to judge or to condemn any individual, but it is useful that certain facts were brought to light so that the directors of the Pacifica Foundation and the public can approach the problem fully informed."

Late last month the subcommittee made public testimony obtained during its secret January hearing on the foundation's stations (BROADCASTING, July 29). No subcommittee member other than Senator Keating has commented publicly on the hearing, and no report or findings accompanied publication of the transcript. But

the pattern of questioning, the responses of some witnesses and annotation of names mentioned in the hearing transcript showed that some had been members of the Communist party. Other persons not called but formerly associated with Pacifica were linked to the party by the subcommittee.

Trevor K. Thomas, Pacifica acting president and one of seven witnesses called before the subcommittee, said when the hearing transcript was released that foundation stations would not change their policies. Pacifica, whose FM stations are all listener-supported, is licensee of KPFA Berkeley and KPFK Los Angeles, both California, and WBAI New York.

Although renewal of Pacifica's licenses was still being held up by the FCC last week, it was learned that the agency has had the subcommittee transcript since January, although

it was not made public until last month.

The subcommittee expressed concern to several witnesses at Pacifica's failure for some time to identify the political backgrounds of some persons who appeared as commentators on its stations. The stations now identify all commentators, who include persons reflecting political viewpoints from Communist to ultraright, a Pacifica spokesman said.

Senator Keating commented last week that while communications media have a right to present "a broad spectrum of opinion," they have a duty "to differentiate between factual reporting and editorial comment. Similarly, radio stations [purporting] to present an unbiased view of current events should, in fairness to the listening public, identify any persons on their policy-making staff who might have an interest in slanting the news."

Hoppe's covering application for the assignment, dismissed as moot his request for more time to build the station, denied opposing petitions filed by WJON St. Cloud, Minn., and authorized WVAL to begin with program tests.

- Reserved channel 33 in Hazard, Ky., for educational use and deleted non-commercial channel 19. The Kentucky Authority for Educational Television asked for the switch because of interference from WLEX-TV (ch. 18) Lexington. The authority had also asked the addition of channel 19 to channel 78 in Ashland, but the commission decided to consider the request separately, inviting comments on the substitution of channel 19 for channel 78, although it noted that "there is nothing to prevent" comments from recommending the assignment of both channels to Ashland. Because of possible interference, Canadian authorities also will have to pass on the channel 19 proposal.

- Announced the adoption of an expanded table of television assignments in Puerto Rico and the Virgin Islands (see page 95). The commission said the additional channels will further the development of UHF in the islands.

- Modified its newly adopted FM table of assignments (BROADCASTING, July 29) by making a number of channel changes in Michigan and Indiana (see page 95).

- Denied petitions by Zenith Radio Corp. and Warick Manufacturing Corp. requesting that the commission reconsider its new rule to allow UHF stations to operate with an aural power as low as one-tenth of their visual power (BROADCASTING, April 1).

FCC orders hearing for KGLC sale

The FCC's concern over the common ownership of broadcasting stations and newspapers in the same community has been growing. It resulted last week in an order for a hearing on an application to sell the only radio station in Miami, Okla., to the city's only newspaper.

Miami Broadcasting Co., licensee of KGLC Miami, has applied to sell the station to Miami Newspapers Inc., publishers of the *Miami News Record*. The commission said it wants to determine if the sale would result in a concentration of media control.

Commission officials cannot recall another transfer case in which the agency ordered a hearing on this issue alone.

The commission's concern with concentration of media ownership has intensified as a result of the House Antitrust Subcommittee hearings on the subject last winter.

In ordering the hearing, the commission also had in mind a recent U. S. Supreme Court decision holding that the FCC should consider the possible antitrust aspects involved in the proposed sale of the only broadcast facility in an area to the publisher of the only newspaper.

The commission's interest in common ownership, particularly as it concerns the practice of combination advertising rates, has resulted in letters of inquiry being sent to renewal applicants with newspaper connections

(BROADCASTING, June 17). The letters are an aftermath of the House Antitrust Subcommittee hearing on the concentration of ownership of news media.

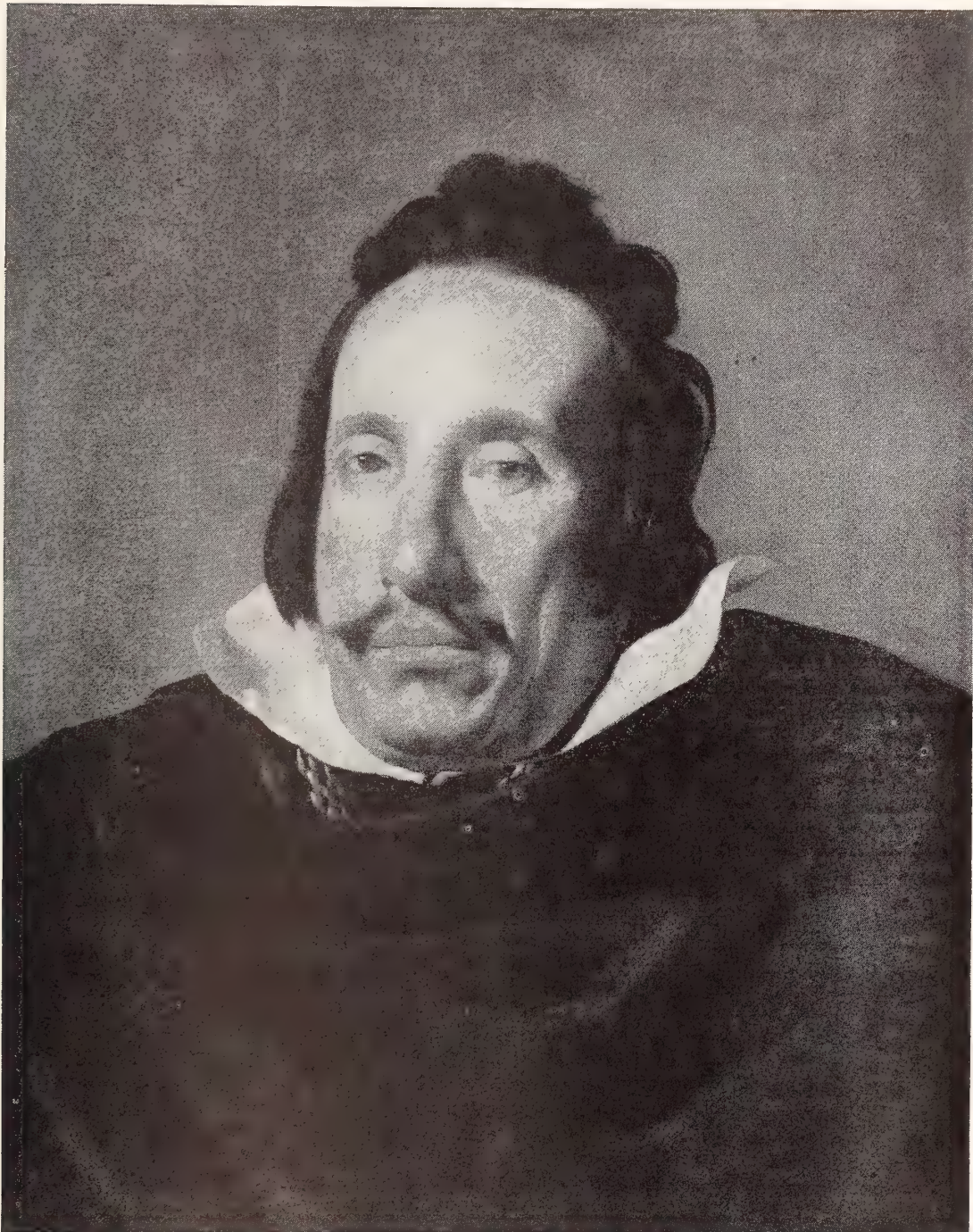
The commission has no definitive standards by which it would judge cases of combination rate practices, should the letters of inquiry turn up an instance, according to an agency staff member.

A number of businessmen of Miami have opposed approval of the KGLC sale on grounds that Miami Newspapers would create a monopoly detrimental to their businesses. C. C. Woodson, publisher of the *News Record*, allegedly proposed an immediate 50% increase in KGLC's advertising rates as soon as the sale had been arranged (BROADCASTING, March 11).

The commission dismissed requests for denial of the sale, but said that it would welcome "competent testimony" at the hearing.

Commerce Committee costs

Figures released by the clerk of the House of Representatives show that the Commerce Committee, which originates most of the legislation affecting broadcasting, had spent \$86,379.95 by June 30 of \$245,950 appropriated for 1963. This figure reflects only costs for "temporary" help, however, and does not include \$89,569.66 spent on salaries for 14 "statutory employees" during the same period. Statutory employees are committee personnel who are considered to be permanent, although some employees listed as temporary have been with the subcommittee for several years.



Courtesy of The Detroit Institute of Arts

**"PORTRAIT
OF A MAN"**

by Diego Velasquez is a famous character study of a Spanish nobleman in the court of Philip IV. Notable features are its fluid technique and soft pictorial style.

in a class by itself

Masterpiece — *exceptional skill, far-reaching values.* This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser on WWJ Radio and Television.

WWJ and WWJ-TV
THE NEWS STATIONS

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

Loevinger cites 'murky' FCC language

GIVES COLLEAGUES LESSON ON 'CONTROLLING PRECEDENT'

FCC Commissioner Lee Loevinger, who joined the commission June 11, may be its newest member, but with his background as a University of Minnesota Law School professor, associate justice of the Minnesota Supreme Court, and Justice Department antitrust chief, he hasn't hesitated to express his views to his colleagues.

Last week, for instance, he issued a concurring statement in an AM case which was, in effect, a brief lecture on the finer points of the principle of stare decisis, or controlling precedent, addressed to fellow Commissioner Kenneth A. Cox. It also commented, unfavorably, on the "murky" language of FCC opinions.

The case involved the request of KGMO Cape Girardeau, Mo., that the commission set aside its grant of a construction permit to the Missouri-Illinois Broadcasting Co., permittee of KZIM Cape Girardeau, and hold a hearing. KGMO alleged that it would suffer economic hardship as a result of the additional competition and would, therefore, have to discontinue some of its public service programming.

Petition Rejected ■ The commission rejected the petition. It said the arguments advanced were too generalized to support the conclusion that an additional AM station (the market now has two) would result in economic injury to KGMO to the extent of affecting the service it rendered the public. The commission said the station should have presented more specific facts, rather than conclusions.

This has become firm commission policy. The agency took this position two weeks ago in denying a request for a hearing on an economic injury issue involving an AM grant in Greensburg, Ind. (BROADCASTING, July 29). It used the same argument last week in denying petitions of KIVA-TV Yuma, Ariz., that the commission reconsider its CP grants to Kxo-TV Inc. and Tele-Broadcasters of California Inc., for TV stations in El Centro, Calif.

FCC Chairman E. William Henry joined Commissioner Cox in dissenting to the KGMO case. But the chairman said only that he would have given KGMO an opportunity to make a more specific argument before deciding on its request for a hearing.

Commissioner Cox said the station should have been allowed to make its argument in a hearing. He said that the commission, in six recent cases, had granted hearings on the issue of economic injury. And in none of these cases, he added, were the arguments requesting hearings any more specific

than those advanced by KGMO.

Loevinger Disagrees ■ In his statement, however, Commissioner Loevinger asserted that Commissioner Cox "misconceives both the principle of controlling precedent, or stare decisis, and the significance of the specific decision involved here."

Sprinkling legal citations through his statement like confetti before the wind, Commissioner Loevinger said the principle of controlling precedent cannot be applied unless there is a legally unifying principle tying two sets of factual situations together.

"Factual situations cannot be . . . mechanically compared without an intervening abstraction of . . . principles, and so cases cannot be controlled . . . by simple analogy. . ."

And none of the decisions cited by Commissioner Cox, he said, provides this "intervening abstraction." In each of the opinions relied on by Commissioner Cox, Commissioner Loevinger said, there is only "a recital of the facts pleaded by the objecting competitor which led the commission to order a hearing."

'Murky' Style ■ "Each of these opinions," Commissioner Loevinger added, "is written in the murky institutional style of the typical commission opinion which tends to blur the issue and mute any statement of controlling principles."

The most that can be said for the six cases, Commissioner Loevinger said, is that the facts involved in them are sufficient to raise the economic injury issue "in the circumstantial setting of each case."

"It is intimated [in the Cox dissent] that considerations or attitudes lurking behind the opinions of the commission in the prior case would, if carried forward to the instant case, compel a different result," Commissioner Loevinger said. But, he added, "this is not a legitimate argument."

Is there any general rule to be gleaned from the commission decision in the Cape Girardeau case? Commissioner Loevinger believes there is: "An objecting competitor seeking to prevent a new grant to an applicant and to raise the [economic injury] issue . . . must assert facts, as distinguished from conclusions, that are sufficient on their face to support the heavy burden of proof that rests upon any proponent of such an issue."

The commissioner's interest in stare decisis isn't a new one. Among the citations contained in his statement is "Loevinger, *An Introduction to Legal Logic* . . . (1952).

Magnuson due at desk

Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, was released from a Seattle Hospital Monday (July 29) and was expected to return to work in Washington, D. C., this week. Senator Magnuson suffered a recurrence of malaria late last month while visiting his home state.

Senator John O. Pastore (D-R. I.), acting chairman in Senator Magnuson's absence and regularly chairman of the communications subcommittee, was designated last week as one of six senators who were to fly to Moscow for the signing of a nuclear test ban treaty. Senator Pastore is also chairman of the Joint Committee on Atomic Energy.

Moss plans hearing on military news

A House subcommittee which has waged many of the Congress's own freedom of information battles during the past eight years is preparing to conduct a hearing on a problem affecting broadcast and print newsmen.

The problem: what authority do the military services have to obstruct news coverage of military accidents which happen in civilian areas?

Representative John E. Moss (D-Calif.), chairman of the House Foreign Operations and Government Information Subcommittee, says the Pentagon has failed to provide satisfactory answers to questions he has asked in correspondence with the Department of Defense and the Air Force (CLOSED CIRCUIT, April 15 and BROADCASTING, May 13, et seq.). Now, he says, he is going to conduct a hearing. No date has been set.

New operator rule held up for 60 days

The FCC last week postponed for 60 days the Aug. 19 effective date of the rule adopted July 10 which will permit certain AM and FM stations to employ first-class radiotelephone operators on a part-time contract basis.

The stay will allow the commission time, after its August recess, to make a decision on a petition for reconsideration of the rule filed by the National Association of Broadcast Employees and Technicians, AFL-CIO (BROADCASTING, July 29). The union said use of part-time engineers would result in poorer technical service.



Check here for happy results

Your listening audience is the most valuable asset you have. Keeping them happy and loyal is a combination of many things, not the least of which is the equipment you have in your station. Happy listeners mean happy advertisers. □ With Collins equipment, you broadcast the cleanest sig-

nal on the air. We've added two new pieces of equipment to our line...the 900C-1 FM Stereo Modulation Monitor and the 26U-2 Stereo Limiting Amplifier. □ When quality sound is what you're after, go Collins. Let us tell you what Collins transmitters, stereo generators, broadband exciters, the

new monitor and limiter can do for your station. Call or write today.

COLLINS RADIO COMPANY
Cedar Rapids • Dallas • Los Angeles
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'All' becomes 'other' in modified statement

FCC 'MINOR' CHANGE IS MAJOR ONE IN NAB'S EYES

The FCC doesn't expect broadcasters who air programs on controversial issues to offer opportunities for reply to "all" groups in their community.

The commission sought to make this clear last week in modifying the language of its statement reminding broadcasters they must observe the fairness doctrine when presenting controversial programs (BROADCASTING, July 29).

Commission officials describe the changes as "minor editorial corrections" that should have been made before the document was released. But representatives of the National Association of Broadcasters consider them important.

The changes meet some of the specific objections that were raised by NAB President LeRoy Collins in a letter to the commission last week protesting the statement.

The document originally said a licensee presenting programs on controversial issues of public importance, such as segregation, "must offer spokesmen for all responsible groups within the community similar opportunities for the expression of the viewpoints of their respective groups."

The modified passage says that the opportunities must be given to spokesmen for "other" (instead of "all") groups and that the viewpoints to be

expressed are those that are "contrasting."

NAB staff members were informed the changes were being made when they went to the commission offices Thursday (Aug. 1) to deliver Governor Collins's letter.

Douglas Anello, NAB general counsel, called on FCC Chairman E. William Henry; Vincent Wasilewski, NAB executive vice president, visited Commissioner Robert E. Lee and Paul Comstock, NAB vice president for governmental affairs, talked with Commissioners Kenneth A. Cox and Lee Loevinger.

The NAB officials said later they were told the changes were intended to make clear that the commission has not changed its previous policy in the application of the fairness doctrine.

In his letter, Governor Collins expressed particular concern about the passage which had already been changed. He said it didn't conform with the association's understanding of commission policy.

"Taken literally," he said, "the statement would seem to require that the licensee must present the viewpoint of every responsible group which may wish to be heard—even where the various groups may hold substantially the same viewpoint."

Governor Collins also said the com-

mission "should not attempt to define in detail, by rule or otherwise, the licensees' responsibilities under the fairness doctrine." He said the doctrine is a standard which is dependent on the individual broadcaster's judgment.

As a result, he said, a rule of fairness that would cover the "myriad of circumstances that can and do arise" cannot be prescribed in advance. He said this concept is embodied in the commission's 1949 order authorizing editorializing by broadcasters.

Pulse asks dismissal of WAME's suit

WAME Miami, which is suing separately two major broadcast research companies on complaints that they have misrepresented ratings reports, may learn today (Monday) how it is faring in court.

Dade County Circuit Court Judge George E. Schultz said Thursday (Aug. 1) that he would take under advisement until today The Pulse Inc.'s motion to dismiss. WAME is asking \$250,000 from Pulse (BROADCASTING, May 6, et seq.).

The research company argued last week that the state court has no jurisdiction in the case because Pulse has never done a survey in Florida and doesn't do business there. WAME, which claims that's the problem—that Pulse failed to perform surveys for which it has charged, asked if Pulse would stipulate that the surveys were not performed if WAME stipulated the court had no jurisdiction. Pulse then explained that surveys were performed all right, but by individuals who contracted with Pulse.

A Florida woman who testified she contracted with Pulse said under WAME questioning that the surveys were performed according to Pulse methods and controls. WAME's other suit, which asks \$250,000 from the A. C. Nielsen Co., resumes in the U. S. District Court in Miami today. The complaint was dismissed on a Nielsen motion, but the station was allowed to amend its complaint, which it will file today.

VOA increases weekly schedule by 7 hours

The Voice of America, radio arm of the U. S. Information Agency, has added seven hours to its weekly schedule of broadcasts, the USIA announced yesterday (Aug. 4).

By doubling its daily one-hour regional English-language program service to Africa, VOA has boosted its total weekly air time to 796 hours and 15 minutes in 36 languages, USIA said.

FTC rerun on purity in TV demonstrations

"Spurious or fake" television commercials were used by Libby-Owens-Ford Glass Co. and General Motors Co. in a 1957-58 safety plate glass campaign, the Federal Trade Commission ruled last week. In a decision written by Commissioner Everett MacIntyre, the FTC said that, contrary to representations made in the TV commercials:

- The safety plate glass used in the side windows of GM cars was of lower grade and quality than that used in the windshields of GM cars.

- The automobile safety sheet glass used in the side windows of non-GM cars was not of the same grade and quality as the sheet glass used in home windows.

- The TV films were not accurate demonstrations of the perceptible disparity between the optical distortion of automobile safety plate glass and safety sheet glass under ordinary conditions of use.

In denying a GM plea that the

safety campaign was primarily LOF's, the FTC held that both companies were guilty of the misrepresentations. LOF aired 22 TV commercials, using only GM cars, during 1957 college football telecasts; GM used one safety glass commercial twice during the same period.

In its opinion, the trade commission cited its famous "sandpaper" decision against Colgate-Palmolive Co.'s Rapid Shave cream and said the same principles apply (BROADCASTING, March 11).

The primary issue in the LOF-GM case, as in the earlier Colgate decision, the FTC said, "concerns the use of demonstrations on television which are fake or at least partly rigged performances but which give to the viewer the impression that an actual experiment or an actual demonstration is taking place."

Libby-Owens-Ford and General Motors have 20 days to file objections to the FTC decision.



YOU MAY NEVER DEAL 13 OF A SUIT* —

BUT... WKZO Radio Takes Every Trick in Kalamazoo and Greater Western Michigan!

All honors in Greater Western Michigan: NCS '61 tallies WKZO Radio's circulation with trumping every radio rival in the *area*—with 40.4% more than all other *Kalamazoo* stations combined!

Almost a perfect hand: The 6-county Pulse of Sept. '62 shows WKZO Radio outscoring all others in 358 of 360 quarter-hours surveyed, and grand-slamming *all* hours surveyed both in total listening and adult listening.

Not penny-a-point stuff, either: Sales Management has predicted that Kalamazoo alone will outgrow all other U.S. cities in personal income and retail sales between 1960 and 1965.

Talk contract soon with your Avery-Knodel man!

6-COUNTY PULSE REPORT

KALAMAZOO RETAIL TRADING AREA—SEPTEMBER, 1962
SHARE OF AUDIENCE—MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	19	5
12 NOON - 6 P.M.	27	18	6
6 P.M. - MIDNIGHT	40	17	X

*The odds against it are 158,753,389,900 to 1.



The Feltzer Stations

RADIO

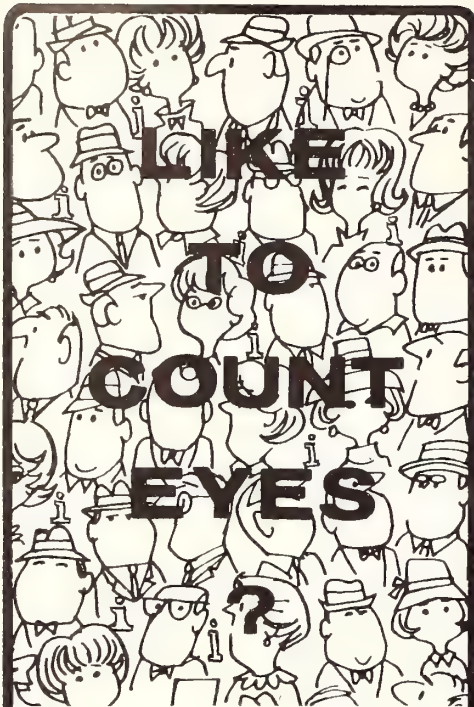
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJEF-FM GRAND RAPIDS-KALAMAZOO
WWTU-FM CADILLAC

TELEVISION

WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTU/CADILLAC-TRAVERSE CITY
JWWUP-TV SAULT STE. MARIE
KOLN-TV LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

WKZO

CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives



Tell us the number of eyes shown here . . . and you'll get a real eye opener!

GIVE THESE CLUES AN EYE!

These eyes and 1,859,814 more equal the number of orbs looking toward New Bern. For these pupils have learned their lesson well! They know that the New Bern, Greenville and Washington community will on September 1 boast Eastern North Carolina's only full time primary ABC-TV outlet!

GET RICH! Set your sights on this triple rich market . . . and get results that will really dazzle your advertisers!

GET RICH CONTEST! 5003 PRIZES!

First Prize: A Case of Imported Martini Olives Stuffed with Cocktail Almonds.

Second Prize: A Case of Deluxe Martini Olives Stuffed with Cocktail Onions.

Third Prize: A Case of Compact Martini Olives Plain.

To the first 5,000 Runners-up—A case of genuine North Carolina wood toothpicks for use with all three classes of olives.

In case of draw—duplicate olives will be awarded. Winners may substitute lemon peels or onions (unstuffed). Send your Count-The-Eyes-and-Get-Rich Entry now to:

GET RICH CONTEST

Broadcasting Magazine
1735 DeSales Street, N.W., Washington, D.C.

CHANNEL 12



Greenville—NEW BERN—Washington

LET COX VOTE, SAYS DROP-IN FACTION

ABC leads attack on plea for commissioner's abstention

Critics of the FCC decision in the drop-in case last week opposed the proposal that Commissioner Kenneth A. Cox refrain from further participation in that controversial proceeding.

The proposal was made three weeks ago by the Association of Maximum Service Telecasters—which supports the commission's position—on the ground that Commissioner Cox had been connected with the case before his appointment to the commission when he was chief of the agency's Broadcast Bureau (BROADCASTING, July 22).

Commissioner Cox, who was in the minority in the 4-3 decision which rejected the seven short-spaced VHF drop-ins, has become something of a champion to advocates of the drop-ins since filing his dissent last month (BROADCASTING, July 8).

Chief among the 10 petitioners opposing the AMST motion was ABC, which told the commission the proposal "is an afterthought and an ill-conceived attempt to control the result in these proceedings by foreclosing the vote of a commissioner with whose views" the association disagrees.

ABC has long urged approval of the drop-ins, arguing that it needs additional VHF outlets to become fully competitive with NBC and CBS. The others opposing the AMST motion are prospective applicants for the drop-ins.

With the departure of former Chairman Newton N. Minow, who voted with the majority to deny the drop-ins, the commission is now divided 3-3 on the issue. Commissioner Lee Loevinger, who succeeded Mr. Minow, represents the vote that could reverse the decision. His position, however, would be academic if Commissioner Cox withdrew from participation.

Oral Argument Set ■ The FCC, meanwhile, formally announced it will hold oral argument on its order denying the drop-ins for Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C. (CLOSED CIRCUIT, July 29). However, it moved the date back from Sept. 19 to Oct. 4 because the former falls on the Jewish holiday of Rosh ha-Shanah.

The commission also announced that it had reversed itself on the eighth case in the proceeding—that involving the move-in of KOCO-TV (ch. 5) Enid, Okla., to Oklahoma City. The commission said it would permit the move-in at short-spacing rather than at standard mileage separation as originally required (CLOSED CIRCUIT, July 29).

The principal reason given by the

commission was that it had concluded that, the station at standard spacing, could not find a transmitter site that would meet Federal Aviation Agency requirements.

Commissioner Cox was absent during the vote on the oral argument matter and was listed as not participating in the Enid case. Commissioner Robert E. Lee dissented to the latter decision.

Commissioner Lee Loevinger issued a concurring statement in the Enid case in which he said he didn't believe AMST—which opposed the short-spacing proposal—had any standing and, therefore, any right to file an "opposition." He emphasized, however, that the Enid case represented "an entirely different issue" from that involved in the drop-ins.

AMST based its motion that Commissioner Cox refrain from participation in the drop-in matter on the contention that the case is essentially adjudicatory, regardless of the rulemaking "label" attached to it. In adjudicatory cases, agency officials who serve as investigator, prosecutor or advocate are barred by law from participation in the decisions. And Commissioner Cox, the association said, performed these roles while serving as chief of the Broadcast Bureau before his appointment to the commission last March.

Sangamon Case Cited ■ AMST relied heavily on the Sangamon Valley case, which involved the transfer of a VHF channel from Springfield, Ill., to St. Louis. In remanding the case to the commission, because ex parte representations had been made to individual commissioners, the U. S. Court of Appeals held that, in deciding television allocations matters, the commission should observe standards applicable to adjudicatory proceedings.

ABC and the other opponents of the AMST motion, however, said the drop-in case is rulemaking, not an adjudicatory proceeding. They added that the court, in deciding the Sangamon case, didn't intend to recharacterize all allocations proceedings as adjudicatory. ABC said the court was concerned only with "basic fairness" and didn't hold that the Sangamon case was not a

**RADIO STATION
FORCED SALE!**

See page 79

Hamilton-Landis
& ASSOCIATES, INC.



What's the lowest-cost fully transistorized broadcast VTR*? **AMPEX VR-1100**

Now: any station can enjoy the advantages of Videotape*—with all the quality of Ampex. Reason: the new Ampex VR-1100—a transistorized broadcast Videotape Television Recorder that costs less than \$35,000. And here's what you get for the price: two speeds—7½ ips and 15 ips; recording time up to 3 hours; compatibility with all 4-head recorders; half the floor space of previous VTRs; half the weight; single camera production capability; low power



requirements; new convection cooling system; no need for blowers or special air conditioning in the station; minimal controls; low maintenance; superb reliability and performance. It's all in the Ampex tradition. For details on a complete production system, including Marconi 4½-inch image orthicon camera and accessories, call your Ampex representative or write: Ampex Corporation, Redwood City, California. Sales and service offices throughout the world.

Goodbye Conelrad, hello Emergency Broadcast System

Conelrad—the emergency broadcasting system established in 1951 for use in event of war or state of peril or disaster—officially passes into history today (Monday). In its place is the new Emergency Broadcast System.

The FCC last week noted the occasion by expressing its “gratitude” to the Conelrad stations that voluntarily “contributed their time, effort and money to the success” of that system. The commission also praised the stations outside the system that participated in the Conelrad tests over the years.

The new system was devised by a special committee of the National Industry Advisory Committee. The commission last month adopted rules providing for the new procedures after consultation with the Defense Department’s Office of Civilian Defense and the Office of Emergency Planning (BROADCASTING, July 8).

Under EBS, all stations wishing to participate and meeting NIAC requirements will ultimately be authorized to remain on the air in a national emergency. Initially, only the 1,400 AM and 200 FM stations now holding interim National Defense Emergency Authorization from

the FCC will be permitted to do so. The interim authority extends from today to Dec. 31. In the meantime, civilian defense officials, working with Commissioner Robert T. Bartley and commission engineers, will determine local and regional originating points.

Aim Of System ■ The object of the new system, the FCC says, is to fulfill national security requirements while providing for transmission of vital information to the public.

Stations remaining on the air during an emergency will not be permitted to use their call letters (to prevent broadcasters from benefiting competitively) and will be required to follow this order of broadcasting priority: presidential messages, local programs, state or regional programs, and national news and information.

Under Conelrad, only authorized stations broadcasting on 640 kc or 1240 kc were allowed to remain on the air during an emergency.

New Rules ■ Meanwhile, the FCC last week announced the adoption of new rules providing for an internal reorganization of the agency to enable it to carry out its responsibility for planning for nongovern-

ment communications in time of emergency. The commission was given this function by President Kennedy in an Executive Order last spring.

The commission took the first step in this connection in May, when it organized an Office of Emergency Communications. The new rules put the office under the supervision of Curtis B. Plummer, the commission’s executive director. He, in turn, will be subject to the general direction of FCC Defense Commissioner Bartley.

The new office is charged with preparing emergency plans covering service by broadcasters, common carriers and safety and special radio operators; assignment of radio frequencies to licensees under national emergency conditions, and protection, maintenance and restoration of communications facilities.

These plans are to be designed to develop a state of readiness in these areas “with respect to all conditions of national emergency, including an attack upon the United States.” The plans are to take into account the possibility of “exclusive government use or control of communications services or facilities, when authorized by law.”

rulemaking matter.

The petitioners also maintained that, even if the case were classified adjudicatory, Commissioner Cox needn’t be barred from participating. They said that, as chief of the Broadcast Bureau, he did not, as AMST claimed, act as investigator, prosecutor and advocate.

ABC said his function was not to “ferret out facts” or try “to win a case.” The network said staff members “are not partisan advocates; their perspective is identical with that of the commission itself, to decide in the public interest.”

The petitioners also disputed AMST’s contention that Commissioner Cox’s participation would be incompatible with “basic fairness.” They cited AMST’s assertion in its motion that it doesn’t question the commissioner’s integrity or “inherent impartiality.”

‘Caesar’s Wife’ Approach ■ ABC said the commission conducts allocations proceedings in “accordance with basic fairness” but that AMST is, in effect, requiring that the agency adopt a “‘Caesar’s wife’” approach “which would immobilize the commission in the vital allocations area.”

“To meet AMST’s proposed standard (a total ‘lack of prior connection with the merits’ of the case),” ABC said, the association “would no doubt expect Commissioner Lee, chairman of the Committee for the Full Development of All Channel Broadcasting, to disqualify himself because of his important efforts to promote UHF when, as here, the decisional basis for the commission’s action turning down the drop-ins was predicated upon a belief as to their effect on UHF growth.”

ABC also maintained that the AMST motion should be dismissed because it isn’t “timely.” The network noted the proposal was filed 47 days after the May 29 vote on the drop-ins and two weeks after Commissioner Cox issued his dissent. AMST said it waited as long as it did because it didn’t believe Commissioner Cox would participate in the decision.

But, ABC said, there were reports in the trade press preceding the vote that Commissioner Cox would participate. In addition, the network said, the commissioner’s votes in other matters on which he had worked as Broadcast Bu-

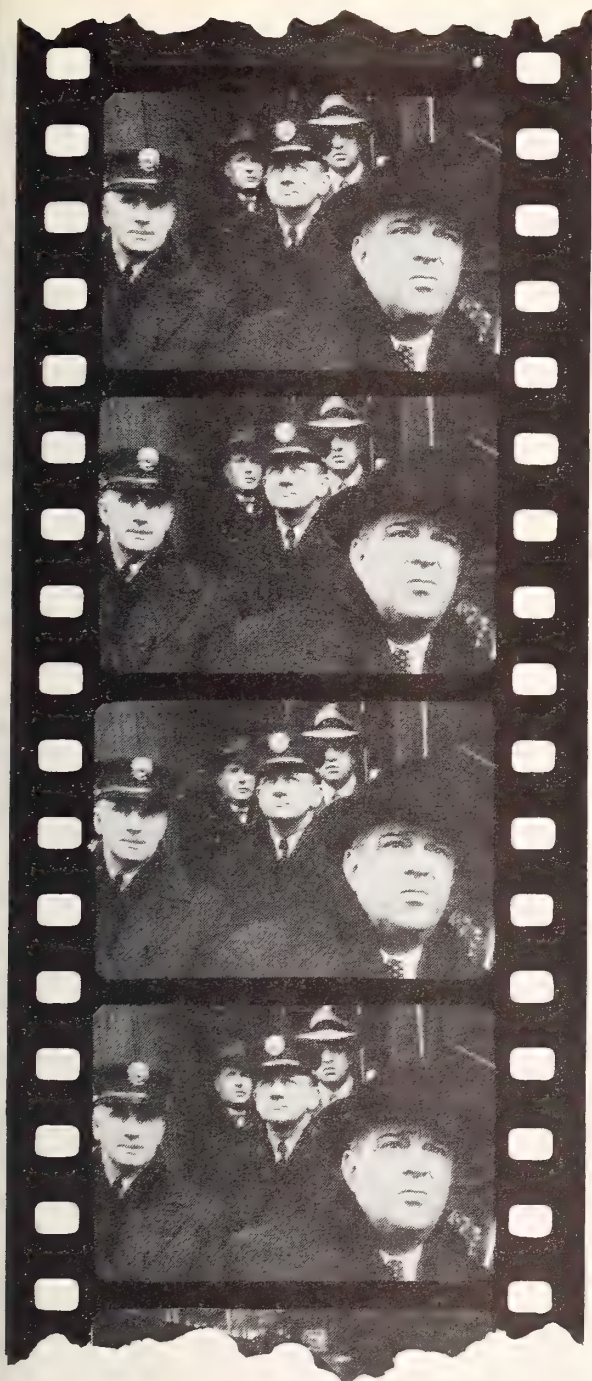
reau chief indicated he would not abstain.

ABC said it was concerned with timeliness only because the timetable of events “exposes the opportunistic and insincere quality” of AMST’s motion. If the association were concerned about the public interest, ABC said, it wouldn’t “have held its peace” so long.

Besides ABC, those filing oppositions to the AMST motion and the markets in which they hope to apply for VHF drop-ins are: Buckeye Broadcasting, Megacity TV Inc. and Gem City TV, all Dayton; Charlotte Telecasters Inc., Charlotte; Community First Corp., New Horizons Telecasting Corp. and Brennan Broadcasting Co. (WAPE), all Jacksonville; Magic City TV Corp., Birmingham, and Rivoli Realty Co., permittee of WARD-TV (ch. 56), Johnstown.

‘Thought control’ seen in FCC ad time limits

FCC rules limiting the amount of time stations could devote to commercials would be the first step toward government “thought control” over radio and TV, an executive of the Na-



BIOGRAPHY

...one of 268
syndicated
TV film series
which use*

BMI

*licensed music
and were
telecast locally
during the past year*

*out of a total of 390
syndicated TV film series

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*

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Western Electric in Omaha: behind the scenes of telephone progress

America's need for communications continues to grow.

Helping to meet this need are the communications products made at Western Electric's Omaha Works. Included are cable, wire, "crossbar" switches and wire spring relays for central offices. These and other high-quality products are manufactured at the Omaha Works and assembled into completed switching units essential to the 21 Bell telephone companies across the nation.

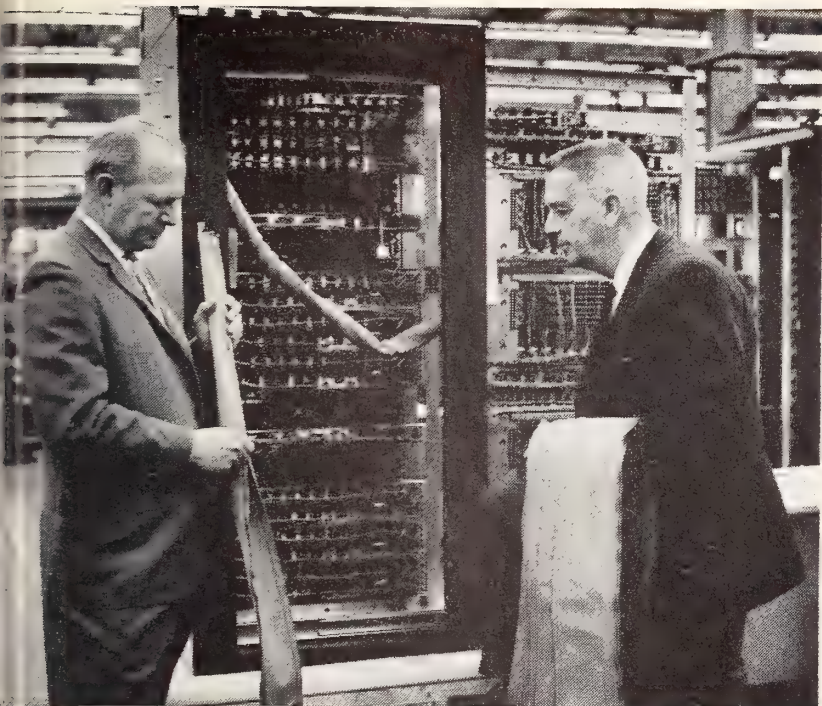
It takes more than 4,500 people from the Omaha area with a wide variety of skills to do this important work for

the Bell System. During 1962, these Omaha Works employees earned more than \$26 million in salaries. In addition, Nebraska benefited from some \$8.9 million worth of goods and services purchased by Western Electric from 435 suppliers, most of them small businesses.

The Omaha Works is just one of 13 major Western Electric manufacturing plants, all producing essential communications equipment needed by the Bell telephone companies to provide you with the finest telephone service at the lowest possible cost.



Huge Frames for central office equipment are rapidly equipped with Omaha Works-produced switches and cable with the help of wire-wrapping guns. Above, Wiremen Delmer Kyles (foreground) and Fred Dady work on one of these units. Designed by Bell Telephone Laboratories and manufactured and installed to exacting specifications by W. E., these switching units are used by Northwestern Bell and the 20 other Bell telephone companies to connect telephone calls quickly and efficiently.



Canvas Cable Covers are used to protect cabled wire from dirt or injury in "PBX" switching units. The covers are supplied to the Omaha Works by Jorgensen Awning Inc., a local company. President Leo D. Jorgensen (left) discusses his firm's product with W. E. Buyer Jim Farnsworth. This company is one of more than 40,000 located in all 50 states from which Western Electric purchased \$1.2 billion in goods and services last year.

Omaha World-Herald President and Editor W. E. Christensen says: "In the four years Western Electric has been here, the company has proved itself to be an outstandingly fine citizen. Many local businesses have benefited through the things they sell to Western Electric. And W. E. people are truly community-minded . . . they are a part of every phase of community and civic life."



Thousands of Items are shipped daily from Western Electric's recently opened Omaha Distribution Center. There is a total of 35 strategically located W. E. centers which supply the Bell telephone companies with a vast variety of communications products. In emergencies, W. E. people are ready to deliver around the clock.

Plant Tour for State Legislature attracted many prominent Nebraska citizens. Here, part of the group learns about the coil-winding machine, an important step in the production of crossbar switches. Left to right are Mrs. William H. Farley and Mr. Farley, head of Western Electric's Area Installation Office in Omaha, State Senator Richard Lysinger, Omaha Works Comptroller Wyllis E. Rheingrover and Edward Danner, State Senator from Omaha.



Western Electric MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



tional Association of Broadcasters said last week.

John Couric, NAB director of public relations, said the FCC's proposed rulemaking to adopt the industry's own voluntary time standards constitutes a federal intrusion into free broadcasting. The commission, he said, seeks to create the impression that it would be helping the broadcaster and his audience through mandatory time standards.

The end result, he told a meeting of Georgia school leaders at the University of Georgia in Athens, would be quite different. "Federal control of business practices in broadcasting would not assure improvement of the quality of commercials," he said, "nor would it encourage broadcasters to produce better programing through self-regulation. . . . [It] would destroy free enterprise in broadcasting and would cause damage to advertisers and consumers by sharply curtailing the services broadcasting offers the public."

Members of the public, lacking facts on the dispute, might favor the proposed FCC rule, Mr. Couric said. But, he said, it "would open the door to possible control of programing by the government. And government program control is only a step away from thought control."

Snail's pace in space? FCC thinks so

COMSAT'S DELAY IN OFFERING STOCK CHIEF CONCERN

The FCC and the infant Communications Satellite Corp. have become engaged in a controversy over the company's progress—or lack of it—in establishing a worldwide satellite system for transmitting television, radio, telephone and telegraph communications.

The commission says the incorporators appointed by the President are moving too slowly in making the initial stock offering and are making decisions that should be left to the directors who will operate the corporation once the stock is sold.

The commission expressed its feelings in a letter to Leo D. Welch, chairman of the corporation that was created by Congress last year. Congress placed the corporation under the regulatory authority of the FCC.

Mr. Welch said the facts provide "no basis" for concern by the commission. He said the initial stock offering will be made at "as early a date as the directors determine to be compatible with the public interest and the carrying out of the purposes of the act."

He said it is essential that the corporation make a number of "determinations with respect to the program to be

followed" in order to provide prospective investors with "adequate information in conformity with federal and state securities laws."

He also said the corporation is preparing a summary of its position, "as previously outlined to the commission," for transmittal to the agency.

The commission noted that the corporation in February indicated that the initial stock offering would be made this year. But, the letter added, the FCC is now "disturbed by current indications that the corporation no longer has definite plans for an early issue of stock."

The agency said the corporation is apparently delaying the issue until more development work is done and decisions are reached concerning "the character and scope" of investment by foreign interests.

The FCC said that Congress intended many of these decisions to be left to the "balanced representative body" that will ultimately run the corporation—six directors elected by public investors, six elected by stock-owning communications common carriers and three appointed by the President and confirmed by the Senate.

The controversy came to light in connection with the corporation's request for authority to borrow \$600,000, in addition to a \$500,000 loan authorized in February. The FCC approved the request, but said it probably wouldn't authorize more credit until definite plans for a stock issue were made.

More ETV applications

The Department of Health Education and Welfare has accepted two additional applications for federal funds appropriated by Congress to be used by educational TV stations. The latest applications raise to 14 the number pending with the department, seeking a total of \$2.6 million.

San Mateo, Calif., Junior College has asked for \$122,991 from the government to build a new channel 14 station in San Mateo. The University of Georgia applied for \$136,110 to expand the facilities of WGTU-TV (ch. 8) Athens, Ga. Copies of all 14 pending applications are open to the public in the HEW offices of the director for educational TV, Washington.

Stations DO Have Personality



LES BIEDERMAN, PRESIDENT

STATISTIC -- The Northern Michigan Grade B Area of WPBN-TV and WTOM-TV lists annual drug sales of \$20,825,000.

ENTHUSIASM -- That's the keynote of OUR Les Biederman, up to his neck in an eager, very vocal push for civic improvements and growth of Northern Michigan.

Les starts campaigning and the public (most of it) joyfully joins in.

The enthusiasm boiling out of this man reflects in his stations. It is an enthusiasm that sells YOUR product.

The PAUL BUNYAN STATIONS

WPBN-TV WTOM-TV WTCM WMBN WATT WATC WATZ

Soren H. Munkhof, Gen. Mgr.

Paul Bunyan Bldg., Traverse City

Nat. Rep. - Venard, Torbet and McConnell -- Network Rep. - Elisabeth Beckjorden

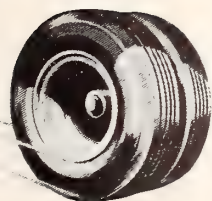
RADIO STATION FORCED SALE!

See page 79

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Day and night, coast to coast, over the greatest network of highways in the world, trucks—more than 12,000,000 of them—keep America in high gear as they stock its production lines, haul away its finished products, keep its people fed, clothed, and supplied with the necessities and luxuries of life.



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QXR to abandon FM relay system

SOUND QUALITY TROUBLES FORCE SWITCH TO TAPE

Difficulties in maintaining high sound qualities on its direct broadcasts to 16 inter-connected affiliates last week forced the QXR Network to plan abandonment of its present live-broadcast system.

Following a meeting of New York state affiliates in Syracuse, July 30, James Sondheim, network president, announced that QXR will adopt a uniform tape distribution for all of its programs starting Sept. 1. He attributed the changeover to the growing importance of stereo broadcasting and the need to improve transmission quality in the New York-New England area.

Currently 16 of the network's affiliates—located in the New York-New England area, are interconnected by air relays to exchange on-the-air broadcasts. Transmission difficulties caused by interference in the New England area and heavy construction work in New York City have caused network officials to become concerned over sound quality, especially with the increased use of stereo broadcasts.

The rest of the network's affiliates,

some 45 located in QXR's western division, already receive their programming via tape.

Also discussed at the Syracuse meeting were plans for the origination of QXR type on-the-air programming from a point in upstate New York for the use of New York State affiliates, with further possibility that an organization for New England points might be established in Southern New England.

A network official said there were other alternatives being discussed also, and that the network expected to reach a decision within a week.

Hurleigh describes news as aid, not competitor

Increasing numbers of radio station managers are coming to understand network news services as "aids" rather than "competitors."

Robert F. Hurleigh, president of Mutual, takes this position in the August newsletter distributed by that network. He says station licensees now realize that quick distribution of global

information is not only necessary in maintaining adequate service but a requisite for "survival."

Mr. Hurleigh states that the speed required today in disseminating world news requires "such a complex of manpower and facilities that no one station and no single group-owned combine can adequately manage it alone." He suggests that a network news service such as Mutual's is no more disruptive to a station's unique personality "than a piece of AP copy on page one" of a newspaper.

He foresees a day when networks will supply not only national and international news under the "exclusivity formulas" they now use but also will syndicate different correspondents to multiple stations within a single market. He sees closer network-station ties developing with the introduction of such new contractual arrangements.

Changing hands

ANNOUNCED ■ *The following sale of station interests was reported last week subject to FCC approval:*

■ **WINF-AM-FM** Manchester, Conn.: Sold by John Deme, who recently bought KAVE-AM-TV Carlsbad, N.M. (BROADCASTING, June 24), to Profit Research Inc., New York, for \$285,000. President of Profit Research, business publishing firm, is Sidney Walton. WINF is a CBS-affiliated fulltime station on 1230 kc with 1 kw daytime and 250 w at night. The FM outlet is on 107.9 mc with power of 7.6 kw. Broker: Blackburn & Co.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 95).*

■ **KKTv(TV)** and **KFMH(FM)** Colorado Springs and **KGHF** Pueblo, Colo.: Sold by James D. Russell, Betty Z. Russell, Robert D. Ellis and Clifford Phillips to Communications Systems Inc. for \$885,000 and a five-year agreement not to compete. Willard W. Garvey, president of Communications Systems, and his family have minority interests in several stations. KKTv (ch. 11) is affiliated with CBS-TV. KFMH is on 96.5 kc with power of 23 kw and KGHF, affiliated with ABC and Intermountain Network, is on 1350 kc, 5 kw day and 1 kw night.

■ **WBSM-AM-FM** New Bedford, Mass.: Sold by the estate of Joseph P. Duchaine to George Gray and Murray Carpenter for \$395,000. Mr. Gray is past general manager of WORL Boston and Mr. Carpenter founded WABI-TV and WPOR, both Portland, Me. The AM is on 1420 kc with a power of 5 kw day and 1 kw night, and the FM

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We currently have a limited number of radio stations for sale in California, Arizona, Nevada, Oregon, Washington, Utah, Montana, Hawaii and Alaska . . . large, medium and small markets . . . solid growth areas.

Contact Mr. Colin M. Selph or Mr. Bennett Larson in Beverly Hills or any Blackburn office.

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outlet is on 97.3 mc. 2.5 kw. Broker: Blackburn & Co.

■ **WHRV** Ann Arbor, Mich.: Sold by Zanesville Publishing Co. to Radio Ann Arbor Inc., whose principal owner is Frank H. Babcock, for \$295,000. Zanesville Publishing, which publishes the *Zanesville* (Ohio) *Times-Recorder* and *Signal*, controls WHIZ-AM-TV Zanesville and WTAP-AM-TV Parkersburg, W. Va. WHRV is a fulltimer on 1600 kc with power of 1 kw. Broker: Hamilton-Landis & Associates.

■ **WGTC-AM-FM** Greenville, N. C.: Sold by A. W. Lewin to Roy H. Park for \$116,885. Mr. Park owns WNCT(TV) Greenville and one-third of WEST(TV) Wilmington, N. C. WGTC, a CBS station, is on 1590 kc, 5 kw day and 1 kw night. WGTC-FM is on 107.7 mc with 20 kw.

■ **KOKE** Austin, Tex.: Sold by Giles E. Miller to David R. Worley for \$110,000. Mr. Miller is also selling his interest in KPCH Grand Prairie and KBUY Amarillo, both Texas (see page 96). Mr. Worley owns KLEA Lovington, N. M., and 50% of KWBA Baytown, Tex. KOKE is a 1 kw daytimer on 1370 kc. Broker: Hamilton-Landis & Associates.

Liston-Patterson fight had 55 million listeners

The championship heavyweight fight between Sonny Liston and Floyd Patterson July 22, carried by ABC Radio attracted a listening audience in excess of 55.5 million.

According to a special report issued by Sindlinger & Co., 36,608,000 males and 19,066,000 females tuned in to the one-round match. Pre-fight estimates by the network put the potential audience at more than 50 million.

Sponsors of the broadcast were Pontiac Motor Division of General Motors Corp., Wynn Friction Proofing, General Cigar Co. and the Mennen Co.

Hoffa files new libel suit

Teamsters Union President James R. Hoffa filed a new \$10 million libel suit against NBC last Tuesday (July 30) in Detroit. The suit cites two appearances by Attorney General Robert Kennedy on the *Jack Paar Show* July 22, 1959, and *Meet the Press* on July 26, 1959 as two dates on which the labor leader was allegedly libeled.

Mr. Hoffa's right to sue NBC in Michigan was upheld in the U. S. District Court in March (BROADCASTING, March 11). His original suit for \$2.5 million was also based on the Kennedy appearances.

BROADCASTING, August 5, 1963



Toast to the tower

WTRF-TV Wheeling, W. Va. has celebrated the installation of its new television tower by feting more than 400 advertising and agency personnel at two Tower Topper parties in New York. Included in the presentation was a 30-minute film to acquaint the viewers with new coverage area afforded by the tower. The tower has been increased from 590 feet to 962 feet above average terrain.

Robert Ferguson, WTRF-TV executive vice president (l), and Henry Cleff, Ogilvy, Benson and Mather, New York, use Tower Toasters at the channel 7 celebration.

Media notes . . .

Down on the farm ■ Jay Gould, wowo Fort Wayne, Ind. farm service director, has written a booklet, available from the station, which outlines the relationship between farms and broadcasting. Called "Evaluation of Modern Farm Broadcasting," the booklet gives Mr. Gould's views on farm radio listening.

Target date ■ Oct. 1 has been set as the target date for the opening of WGHP-TV High Point, N. C. The station will be a primary affiliate of ABC-TV.

Rock around the clock ■ WJLD Home-wood, Ala., is extending its broadcast day to 24 hours with the addition of an all-night music, news and weather show.

CATV's role in aiding ETV

The National Community Antenna TV Association is planning a survey on the extent to which community antenna television systems are furthering the signals of educational TV stations, NCTA President William Dalton said last week.

In a letter to FCC Chairman E. William Henry, Mr. Dalton pointed out that of 70 ETV stations in areas

FORCED SALE!

We represent a radio station owner, who, due to regulations of the Federal Communications Commission, will have to divest himself of his seventh station in order to acquire a larger market facility which he has arranged to purchase through Hamilton-Landis & Associates, Inc.

The station being sold is located in the east and in one of the top 65 markets of America. It has a cash flow of between \$65,000.00 and \$70,000.00 for each of the past two years.

It carries a firm price of \$400,000.00 on the basis of 29% down and the balance out over five years bearing six per cent interest. Details will be furnished immediately to all qualified buyers.

Contact—Ray V. Hamilton in our Washington, D. C. office, or the Hamilton-Landis & Associates office nearest you.

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John F. Hardesty, President

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Collins likes British commercials

LeRoy Collins, president of the National Association of Broadcasters, returned to Washington last week from a month in England with praise for the placement and quality of commercials on English television.

"I think our broadcasters could learn considerably from British commercial TV in that respect," Governor Collins said. He said the Independent TV Authority, the commercial network in England, does a "remarkably good job" with its commercials.

There is much to recommend the British system of confining commercials to blocks at "natural" breaks in programing, he said. This minimizes the number of interruptions which cause agitation in the U. S., Governor Collins said.

He explained, however, that he was not advocating divorce of American television advertisers from direct program sponsorship. An advertiser who wants to buy an entire program, and gain identification with

that show, should be permitted to do so as long as the broadcaster retains control of the content, he said.

The quality of English-produced TV programs is very good, Governor Collins said, but "I was amazed at the lack of quantity." He pointed out the British producers are freed to use words and subjects that are taboo in this country. If British producers are to achieve their desires to export more TV programs to the U. S., they would have to change some of their productions before they would be acceptable here, he said.

English TV is not as basic a part of the British way of life as television is in America, he said. Broadcasters in England "just don't pretend to give the overall benefits to the public that we do," he said. Governor Collins attributed this to the fact British radio-TV were developed originally under the government-chartered BBC while America's is a free enterprise system.

served by CATV systems, 56 are duplicated by the CATV. "The CATV industry has made significant contributions to the nation's schools in bringing the signals of ETV stations to communities which would otherwise be without educational television," Mr. Dalton said.

Broadcasters' meeting on GOP arrangements

Representatives of broadcasters planning to cover the 1964 Republican National Convention are meeting today (Monday) and tomorrow in San Francisco, site of next year's GOP gathering.

The Republican arrangements committee will guide newsmen through the Cow Palace, which is the convention

hall, and hear their requests for floor space, housing accommodations and parking. The committee will consider media requests in an executive session on Wednesday.

Robert L. Pierce, GOP national committeeman from Wisconsin (Menominee), is vice chairman of the arrangements committee, and Robert R. Snodgrass, national committeeman from Georgia (Atlanta), is chairman of the subcommittee on radio and television.

The man expected to handle similar media arrangements for the Democratic Convention in Atlantic City is also from Atlanta. J. Leonard Reinsch, executive director of the Cox stations, was Democratic convention manager in 1960 and already has worked with the site com-

mittee in preparation for 1964.

The Democrats will meet officially with representatives of the news media at their convention site in late September or early October. However, because the networks and wire services usually require the major share of work space, they'll meet informally with Democratic arrangements people in Atlantic City Aug. 21 and 22.

Bill Henry, veteran Washington newsmen, is chairman of the 1964 convention arrangements committee for radio and television, and will be responsible for much of the detail work involved in setting up facilities for broadcasters.

WBT expanding studios for new production firm

A \$500,000 expansion of the studios of WBT-AM-FM and WBT(TV) Charlotte, N. C., has been announced by Jefferson Standard Broadcasting Co. The expanded facilities will accommodate Jefferson Productions, which will specialize in commercial production and program syndication for both radio and television.

Charles H. Crutchfield, Jefferson Standard Broadcasting president, announced that Jefferson Productions will serve networks, agencies, advertisers and other broadcast stations. It will also handle the company's own syndicated efforts, such as *Radio Moscow* and the *Arthur Smith Show*. The Smith program, a half-hour show, is now syndicated in 13 markets.

John P. Dillon, formerly promotion manager for WBT, has been named sales manager of Jefferson Productions, and James R. Rogers, WBT's commercial coordinator, will be production coordinator.

Wallace Jorgenson, vice-president and managing director of WBT, and Paul B. Marion, WBT assistant vice president and managing director, will supervise the operation of Jefferson Productions.

FINANCIAL REPORTS

Stockholder protests heard at Seven Arts

Minority stockholders of Seven Arts Productions Ltd., attacked the company's management at the annual meeting last week for buying a 20% interest in Grand Bahama Development Co. on Grand Bahama Island.

The complaining stockholders charged that Seven Arts' management failed to make "full disclosure" about the \$5-million purchase.

A conflict of interest was alleged because Louis Chesler, Seven Arts chairman, also owns an interest in the land development company. Mr. Chesler

conceded he had urged the Seven Arts board to make the Grand Bahamas investment because he thought it would be a good thing for Seven Arts. It was announced he had offered to sell his \$2 million investment in Grand Bahama Development, but that the Seven Arts board had turned down the offer.

The full management slate of directors was elected, but a group of dissident stockholders polled over 25% of the shares.

Seven Arts Productions Ltd. produces motion pictures, and through a subsidiary company, Seven Arts Associated Corp., distributes motion pictures to TV. The meeting was in Toronto.

3M second quarter hits high on sales, earnings

Record second quarter sales and earnings were reported last week by the Minnesota Mining & Manufacturing Co., and the company predicted third-quarter figures also would show increases. 3M Co. owns MBS and makes Scotch brand broadcast tapes among many other products.

Three months ended June 30:

	1963	1962
Earned per share	\$ 0.43	\$ 0.38
Net sales	190,177,942.00	172,826,699.00
Total income	191,688,827.00	174,003,649.00
Total costs, expenses		
including taxes	169,235,764.00	154,228,041.00
Net income	22,453,063.00	19,775,608.00



Multiply by 5½ billion, and what do you get?

You get a rough idea of how many of your tax dollars have already gone into electric power systems owned and run by the federal government. And that's quite an eyeful of silver dollars.

Some people want our federal government to get even deeper into the power business. They want it to spend billions more of your tax dollars for

federally owned electric systems, even though they are not needed.

The fact is investor-owned electric power companies are already planning and building to supply all the additional electricity you—and all America—will need to keep the future bright. They are companies *you* built, because you have supported them as customers—

perhaps as a shareholder, too. For these are local companies owned by millions of investors, by millions of people like you.

When you think of all this, do you see any reason for the federal government to spend your taxes on more federally owned power systems—a job it doesn't have to do?

Investor-Owned Electric Light and Power Companies . . . owned by more than 4,000,000 shareholders across the nation

Sponsors' name on request through *EE* magazine

'International Hour'—a project in goodwill

Ironing out the problems of an international television program exchange among 12 countries is no mean task. Now in their third summer as participants in such an exchange, the CBS-owned TV stations are still having this lesson brought home to them, but evidently they feel the rewards of presenting their sustaining *International Hour* outweigh the expenses involved.

The stations are presenting 12 such hours this summer and have also made the programs available to WETA-TV, Washington educational outlet.

Although no definite statement has been made, future participation in the exchange by CBS seems assured. Last week Merle Jones, president of the CBS Television Stations Division, told *BROADCASTING The International Hour* would continue to be developed to its "fullest potential."

In the summer of 1961 seven countries contributed programs to the CBS stations in return for a series of 13 musical programs, *The American Musical Theater*, produced at WCBS-TV New York.

Growth Story ■ Last summer the exchange developed, from a two-way exchange between the CBS stations and the six other participants, to an exchange among all countries taking part, each contributing one program to the international pool.

This summer 11 foreign broadcasters have joined the program: RAI, Italy; Telesistema Mexicano, Mexico; CBC, Canada; NTS, Netherlands; Telefis Eireann, Ireland; TBS, Japan; Swiss Television Service, Switzerland; NDR, West Germany; Yugoslav Radio-Television,



Argentinita Velez performs in "The History of the Tango," the contribution of Proartel to the international program exchange carried on between the CBS-owned TV stations and broadcasting companies in 11 foreign countries. The "International Hour" program is the last one scheduled in the three years of the international exchange. It will be seen on the CBS-owned stations Aug. 10 and 11 and WETA-TV Washington, Aug. 30.

Yugoslavia; ABC, Australia; and Proartel, Argentina.

Under terms of the project each broadcaster pays only tape shipping costs for the programs. Presentations must be strictly noncommercial; no advertising is allowed within the body of the programs. The sustaining nature of the programs has dictated their placement in weekend afternoon time slots on the CBS-owned stations.

A spokesman for the stations points out that despite the noncommercial flavor of the exchange, foreign broadcasters as well as the CBS stations understand the commercial possibilities suggested by the plan.

Although the language problems presented have been essentially overcome by turning to musical and dance presentation, technical difficulties in the exchange are rife.

Flutter And Sync ■ Most foreign broadcasters operate on more flexible time periods than American stations and some programs received by CBS in the exchange have been as much as 20 minutes over the 58 minutes allocated to the programs by the CBS stations. Splicing problems are compounded by the fact that some of the tapes do not have sync pulses (electronic signals which serve as guides for editing). Another problem is "flutter" which may develop in converting tapes from the European 625-line system for presentation on the American 525-line system. Variations in picture and sound level add further difficulties.

In spite of these headache items *International Hour* has established its niche in the CBS-owned stations regular summer plans.

MORE TIME FOR BEER AND WINE?

Proposed BBG rule would allow 30-second product mention

New regulations to permit more commercials for beer and wine on radio and television programs in Canadian provinces where such advertising is permitted are to be discussed at a public hearing of the Board of Broadcast Governors in Ottawa Aug. 27. BBG has announced proposed new regulations which will permit up to 30-second commercials on the beer or wine product, instead of the present 60-second commercial which permitted only 12 seconds of product identification.

Programs to be sponsored must be at least 10 minutes long and two 30-second commercials will be permitted,

with 10-second billboards. The same number of commercials applies for a 15-minute TV program.

For half-hour Canadian TV programs advertisers may have four 30-second commercials; on non-Canadian programs only three such commercials. On 45-minute Canadian programs five commercials are permitted, four on non-Canadian programs. In the case of 60-and-90-minute Canadian programs commercials are seven and 10 respectively; with non-Canadian programs six and nine, respectively.

On radio, billboard announcements may be 15 seconds and other commer-

cials 30 seconds. One commercial announcement is permitted for a 5-minute program, two for a 10-or-15-minute program, four for a half-hour show, five for a 45-minute show, eight for one-hour program, and 10 for a 90-minute show. Flash and spot announcements are prohibited on both radio and television programs sponsored by breweries or wineries.

Mexican agency reopened

Guastella de Mexico, S. A. advertising agency, has reopened its offices in Mexico City with full services including public relations, sales promotion, research and marketing departments. During his eight-year absence from Mexico City, agency President Mariano Guastella operated agencies in

Spain and Cuba. Among the accounts are Mexican operations of Lady Arrow, Kelvinator, Leonard, Motorola, Super Winchester de Mexico, Lanvin and Supphose. The agency address is Calle de Napoles 49, Mexico City.

Ad revenue deficit halved by CBC

Advertising revenue of the Canadian Broadcasting Corp. for the fiscal year ending March 31, 1963, totaled \$30,-846,627, against \$32,910,118 the previous year. The deficit was half that of fiscal 1961.

In the last fiscal year CBC spent \$108,365,882 on programing, selling and administration, up from the previous year's \$107,611,154. CBC's income from commercial programs, interest on investments and grants from Parliament amounted to \$104,057,330, compared with \$103,572,113 the previous year. Depreciation was \$4,308,-552 last year and \$4,039,041 in fiscal 1962.

CBC received in addition to its operating grant of \$73,244,000 from Parliament, \$6.6 million for capital expenses.

Cost of programing for fiscal 1963 was broken down as \$63,586,267 for noncommercial programs and \$28,801,-732 for sponsored programs. Selling expenses for the commercial division are given as \$7,268,751, up from the previous year's \$6,967,639.

Britain would get color sooner with U. S. system

If the American system is adopted, color television could begin in Britain early in 1965. But a decision in favor of the French or German systems would mean a delay of a year or more. This view has been expressed by F. C. McLean, BBC director of engineering, in reviewing the results of demonstrations in London for European Broadcasting Union delegates.

Opinions of 60 delegates from 20 countries are being collated as part of the process of reaching agreement on a unified European color TV system.

Immediate adoption by Britain and the rest of Europe of the American system has been requested by F. N. Sutherland, deputy chairman and managing director of the Marconi Co. and a new member of the postmaster general's television advisory committee. Speaking to delegates of the EBU in

Russia's ham problem

Self expression in the Soviet Union may have found a new medium—ham radio. A Russian newspaper, *Lenin's Generation*, published in the Kazakh Soviet Republic has reported increasing problems with ham operators illegally broadcasting "religious programs, vulgar melodies, vacuous conversations and uncensored attacks."

Mentioned specifically were broadcasts by Jehovah's Witnesses from Dzhezkazgan and by Russian Orthodox believers from Alma-Ata.

The newspaper report said the illicit broadcasts were interfering with the government communications system and that in the future stiffer penalties would be meted out to apprehended offenders.

The Kazakh hams, according to the article, make detection difficult by constantly shifting transmitter sites.

London, who have been studying the three rival systems, he said: "As the world's largest exporter of television

transmission equipment I would like to make a plea for worldwide standardization. This can only be effected on the international system which is already in daily use in North and South America and Japan and is also being used for experimental purposes in Russia."

CBC, CTV set schedule for football coverage

Both Canadian Broadcasting Corp. and CTV Television Network Ltd. will carry Canadian Football League games this fall. CBC will broadcast Saturday games and CTV all other games.

CTV started its broadcasts at Calgary, Alberta, on July 31, and CBC will do its first broadcast at Hamilton, Ont., on Aug. 10. CTV has exclusive rights to the western Canadian semi-final games, and the first game of the eastern Canadian finals. The agreement to broadcast the games runs to Jan. 2, 1968.

CBC has as participating sponsors of the Saturday national network broadcasts John Labtt Ltd., London, Ont., (brewers) on the mid-East and Atlantic region stations, and British American Oil Co. Ltd., Toronto, on the full network. The same sponsors and Nabob Foods Ltd., Vancouver, B. C., will advertise on the CTV broadcasts.

BRIGHTEN
YOUR DIAL!
PROGRAM

"The jerry
smith show"

CUSTOM CUT FOR
YOUR MARKET

"Country Gentlemen" Jerry Smith sings folk music, country music and "pops" the way your listeners like it. Five, 15 minute or half hour shows produced for your market. FOR COMPLETE DETAILS? WRITE:

KEN WELDON

AND ASSOCIATES HOLLYWOOD
1724 W. BUCHANAN PRODUCTIONS
WINTERSET, IOWA

RADIO STATION
FORCED SALE!

See page 79

Hamilton-Landis
& ASSOCIATES, INC.

DATELINE: Japan by David Takahara

Television accounts for 22.3% of total ad billings

The four great mass communications media of Japan are newspapers, magazines, radio and television. As a highly literate nation, the Japanese people are avid readers of newspapers and magazines—the printed media for commercial advertisements. Therefore, advertising through the printed media has always been popular.

But in 1961 the percentage of the printed media's share in the total advertising billings of Japan became less than 50% for the first time, while the share of the tele-communications media (radio and television) reached 33.9%, of which TV is 22.3%. The increase of TV billings is very striking: a 38.9% increase over the previous year.

This is even more impressive when one realizes that this year marks only the 10th anniversary of Japanese television. In February 1953, the first television station in Japan was opened in Tokyo. Today Japan's TV industry is flourishing. There are 325 stations and approximately 13 million TV equipped households.

The Japanese viewer spends a great deal of time watching television with Sunday the biggest viewing day. On Sunday the average TV household spends over eight hours at the TV set, almost two hours more than peak periods in the U. S. In the summer months, television viewing does not decrease as much as it does in America.

Because people spend so much time viewing television, a popular Japanese expression which roughly translates "Turn the whole country into a nation of idiots," has achieved notoriety similar to that of the expression "vast wasteland" in America.

Two Systems ■ Unlike the U. S., Japan has both commercial and public television broadcasting. The majority of TV companies in Japan are commercial although NHK (Japan Broadcasting Corp.), supported by fees paid by both radio listening and television

viewing households, is the oldest and largest. There are 212 stations operating under NHK and 114 stations run by 53 commercial companies.

The commercial television industry in Japan has a remarkable record of development. Probably the most important reason for television's rapid progress is the quick recovery of Japanese industry in general, but in addition to the general economic climate of the country, there are several specific reasons for the rapid progress in television—all unique to the Japanese situation.

First was the idea of installing television sets in the streets to demonstrate television to the public and television's potential to the advertiser. This idea was conceived and put into practice by Nippon Television Network Co. (NTV), the first commercial television station in Japan. NTV's first problem was to get advertisers who would sponsor television programs.

In the early days of the medium, however, Japanese advertisers were reluctant to budget large sums of money for television advertising. To overcome this, the station installed large TV screens on the streets of Tokyo. The enormous crowds in the streets eagerly viewing television programs convinced many prospective advertisers that television could be an effective advertising medium.

Another reason for the quick development of television in Japan is the national interest in baseball and Sumo wrestling matches, which provide enormously popular television attractions.

Sales Booster ■ The unprecedented marriage of the Japanese crown prince with a commoner's daughter was one of the events of the century. The anticipated telecasting of the wedding ceremony and parade brought about a phenomenal increase in Japanese television ownership. It is reported that the number of television homes was doubled by

the occasion—from 1 million to 2 million sets.

And last, but quite important, the complex nature of the written Japanese language makes advertisements explaining a new product more difficult to comprehend when written than when heard. For this particular reason both radio and television are more effective than magazines and newspapers from the standpoint of commercial messages, especially in the case of new product introduction.

In the area of research, the industry realizes that comprehensive TV audience research is essential for further development of TV in Japan, because the Japanese public is getting more and more selective about TV programs while companies are adopting more and more rationalized budgeting for TV advertising. As a result of this concern, the Nielsen Television Index Service, established in Japan, has been well received.

No doubt the Japanese TV industry has copied or is still copying a great deal from the TV industry in the United States. One interesting fact is that Japanese TV viewers have been enjoying Japanese dubbed versions of many American programs. For instance, *Laramie*, *Walt Disney Hour*, *Rawhide*, *Bronco*, *Cheyenne*, *The Untouchables*, *Surfside 6*, *Rifleman*, *Ben Casey*, *Lassie*, *Popeye*, *The Jetsons*, *Wyatt Earp*, *M-Squad*, *Combat* and *International Show Time*, to name several, all attract substantial Japanese audiences. If we compare the programs which have been telecast in both countries at present, we can see an interesting picture:

A comparison of ratings for the programs among the U. S. top fifteen which are now showing in Japan:

	U.S.	Japan
<i>Beverly Hillbillies</i>	38.3%	11.8%
<i>Bonanza</i>	31.0	14.0
<i>Gunsmoke</i>	29.6	10.5
<i>Ben Casey</i>	27.9	36.2
<i>Dr. Kildare</i>	27.9	8.5

(Dec. 31-Jan. 13 2-wk. avg. Nielsen Television Index-U.S.) (Dec. 31-Jan. 13 2-wk. avg. Nielsen Television Index-Kanto [Tokyo])

Color TV ■ Another interesting feature of television development in this country is the enthusiasm for color TV which was started in December 1957 by NHK and NTV. At the present time, the United States and Japan are the only two countries that have color television. Only a limited number of Japanese households own color TV sets on account of the high price of

David Y. Takahara, legal representative and client relations manager for A. C. Nielsen Co. in Japan, with headquarters in Tokyo, joined the ratings firm in May 1960. He is a graduate of Hokkaido University in Japan and received a B. S. degree in 1930 from Ohio State University and an M. A. degree from Oberlin College in 1934. Prior to joining Nielsen, Mr. Takahara was liaison advisor for the Japan Steel & Tube Corp.



French island gets shows from Paris

Tapes and records flown in from Paris, two hours daily of local legislative coverage and weather reports; that's the radio diet of the 5,000 residents on St. Pierre. The tiny island-town and its even smaller companion island-town, Miquelon (population 600), are situated off the coast of Newfoundland and are the last French possessions in North America.

Residents get about seven hours of broadcasts daily, with two hours in midafternoon being broadcast from the secretariat of the legislative

council in St. Pierre's main square.

All broadcasting is noncommercial and Governor Jacques Henry told BROADCASTING's Canadian correspondent that there are no plans for commercial shows or developing local live programs. The colony has no regular newspaper and television reception is intermittent. There are only a few TV sets on the islands and, under favorable conditions, a signal is picked up from CJCB-TV Sydney, N. S., or CJON-TV St. John's, Nfld., both of which are almost 200 miles distant.

a color television set at present. But in hotel lobbies, railroad station waiting rooms and other public places and plazas, color TV sets are attracting crowds of admirers. In the not too distant future, a color TV set will become a "must" in an average household, because picturesque Japanese scenery, colorful kimonos, etc., are far more effective in color television than black and white.

In 1964, Japanese television is going to play a very important role as a mass medium for the forthcoming Tokyo Olympics. A powerful relaying system is being planned and a new building for this particular purpose is to be completed by April 1964. If Telstar allows transmission between the United States and Japan for the 1964 Olympic Games, TV in Japan will surely play even a greater role through global televising of this international festival. At the same time, there is no doubt that another spectacular increase of television homes in Japan will follow.

Bevins again defends Lord Hill in Parliament

Britain's postmaster-general, Reginald Bevins, has told the House of Commons that as Lord Hill, formerly Conservative member of Parliament Dr. Charles Hill and minister in charge of government information services, had retired from politics, there could be no objection to his chairmanship of the Independent Television Authority (BROADCASTING, July 15).

Labor MP Donald Chapman had asked if the postmaster-general appreciated the problems created by putting a very active party politician in charge of a public medium of expression of

opinion.

"In times of national crisis, when there may be demands for government statements and opposition counterstatements on matters of the moment, what real assurance can we have that a very active party politician will be utterly impartial in providing the right use of the air?"

Mr. Bevins said he accepted Lord Hill's word that he had retired from politics and said it was quite inconceivable that any ITA chairman would ever attempt to influence either news programs or the TV companies.

Abroad in brief...

Rep appointment ■ CFRA Ottawa, Ont., has appointed Scharf Broadcast Sales Ltd., Vancouver, B. C., as representative in British Columbia and Alberta.

Biggest TV buy ■ Colgate-Palmolive Ltd., Toronto, Ont., has completed the largest single television advertising purchase in Canada by a soap company, with underwriting sponsorship of Canadian Broadcasting Corp. network programs for the coming season on every evening except Thursday. Arrangements were made through Spitzer, Mills and Bates Ltd., Toronto. Colgate-Palmolive will sponsor *Don Messer's Jubilee* (Canadian), *Ben Casey*, *Red River Jamboree* (Canadian), *The Defenders*, *The Saint*, and *Hazel*.

Agency appointment ■ Kotobukiya Ltd., Kyoto, Japan, has named Kenyon & Eckhardt-Novas de Mexico as advertising agency for its wines, whiskeys and liqueurs exported to Mexico.

CHEK-TV sold ■ Sale of CHEK-TV Victoria, B.C., through sale or transfer of shares held by William Rae Jr., David Armstrong and others, to Vantel Broadcasting Co. Ltd., licensee of CHAN-TV Vancouver, B.C., has been approved by the Board of Broadcast Governors, and awaits approval of Transport Minister G. J. McIlraith. Shares of Vantel Broadcasting are being transferred to Saturnia Properties Ltd., Vancouver.

NOTHING LIKE IT IN BROADCASTING—
*anywhere • anytime
anyhow!*

"50-50 CLUB"

in color
on WLW TV
and WLW Radio
12 NOON-1:30 MON. thru FRI.



*the show with the
Lyons share of talent!*

Ruth Lyons—the modern American Radio-TV phenomenon—has led her smash "50-50 Club" program through its merry paces every weekday at noon for 17 years on WLW Radio and 15 years on WLW Television, the last 6 in color. The show also includes a talented cast, all stars in their own right. Brainy newscaster-lawyer, Peter Grant; vocalists and recording artists—Bob Braun, Ruby Wright, Marian Spelman, Bonnie Lou, with Cliff Lash and his orchestra. Such an array of talent on a local show is certainly unique in broadcasting!

*Another
Crosley Broadcasting Bulls-eye!*

CROSLEY COLOR TV NETWORK

WLW-T Television Cincinnati	WLW-D Television Dayton	WLW-C Television Columbus	WLW-I Television Indianapolis
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WLW Radio—Nation's Highest Fidelity Radio Station

CROSLEY BROADCASTING CORPORATION
a subsidiary of **Arco**

**RADIO STATION
FORCED SALE!**

See page 79

Hamilton-Landis
& ASSOCIATES, INC.

Contest to end contests: turtle watching

BUT THERE HAS TO BE A FULL MOON FOR WWIL EVENT

If the late, late shows are any indication, the full moon brings forth nothing more than an assortment of vampires, werewolves, mummies and ghosts. However, in Fort Lauderdale, Fla., under the sponsorship of WWIL, the full moon brings forth thousands of residents and tourists for a "Turtle Watch."

More than 4,000 persons appeared on the Fort Lauderdale beach on the first night of the full moon in July in hopes of seeing a giant sea turtle emerge from the surf, dig a hole in the sand, lay 100-300 eggs, cover them up with sand and return to the sea. The turtles, though, didn't follow the timetable, which calls for them to make an appearance during the full moon in May, June, July and August.

So WWIL got set for another Turtle Watch. The full moon was to appear shortly after 4 this morning (Aug. 5), and the 250-pound to 2,000-pound mama sea turtles were due on beach shortly thereafter.

The station has offered prizes for participants and also words of caution. Among them: Do not walk on the beach with sparklers or flashlights and don't make any quick movement or loud noise or the turtles will return to the ocean. A further admonition cautioned watchers against putting their hands in front of the turtle's mouth, "as she will bite it off."

The contest is being run in cooperation with the Florida Fish and Game Commission, which is guardian of the eggs once they are laid.

Drumbeats . . .

First award ■ A certificate of commendation has been presented by the California attorney general to KRON-TV San Francisco, in recognition of *Junkie*, a two-part documentary on drug addiction. The attorney general said the award, the first made by his

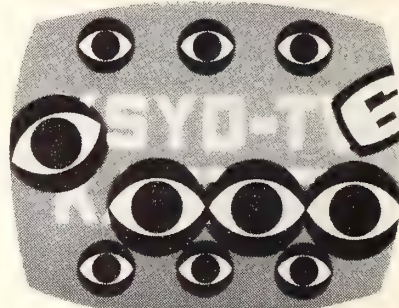
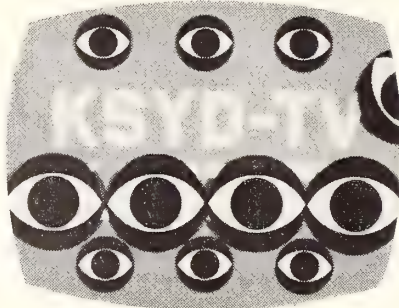
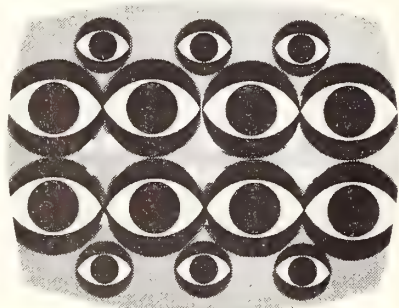
office to any media, will be presented in the future for outstanding coverage of significant events and subjects.

Sugar 'n' spice ■ An illustrated cookbook, designed for 6 to 12-year-old girls, is being offered by the Imperial Sugar Co. on 30 Texas television stations this summer. The spots, offering "My First Cookbook," feature demonstrations by little girls.

Herculean task ■ It took 24 days and 903 station breaks, but WHPB Belton, S. C., has saluted every radio station in the United States, Puerto Rico and the Virgin Islands. Using the BROADCASTING YEARBOOK as its source, the station sent salutes to 3,609 stations as a reminder to its listeners that "wherever you go, there's radio."

Network guide ■ Avery-Knodel Inc., radio and TV station representatives, has prepared and distributed a 1963-64 TV network guide chart to 1,400 agency and advertiser personnel. The guide contains program information, starting date, sponsors and whether the shows are new, old ones in new time slots or shows continuing in last season's spot.

Bouncing eye introduces new call letters



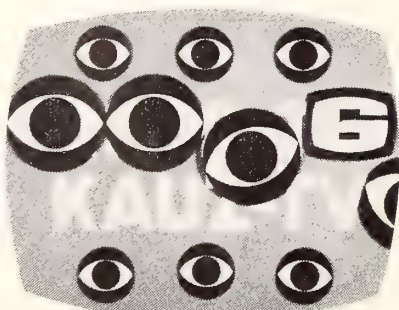
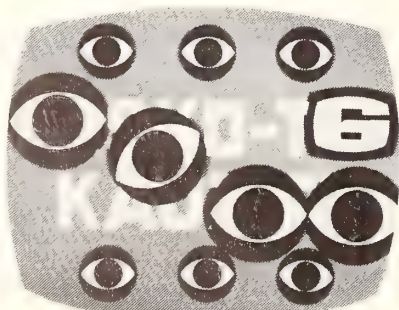
KSYP-TV Wichita Falls, Tex., has changed its call letters to KAUZ-TV. To promote the change an extensive animated on-air promotion was produced and ran for three days before the changeover became effective. The animation included both sets of call letters with the CBS Eye

bouncing around.

The channel 6 CBS affiliate took new call letters as part of the change in ownership from Sidney A. Grayson and Associates to Paul Harron and group (BROADCASTING, March 18).

More than 3,000 entries from

agency and advertiser personnel were received in the KSYP-TV contest to get new call letters. H. Wendell Eastling, media director, Knox-Reeves Advertising, Minneapolis, won first prize of an MG sports car and a trip for two to Wichita Falls for selecting KAUZ-TV.



A revised guide will be published in January.

Folksy baseball ■ KDKA Pittsburgh and the Pittsburgh Pirates have concluded a series of three "Teen-age Nights" at Forbes Field. On the special nights, teen-agers were admitted for 50 cents and saw a hootenanny in addition to a baseball game.

Big push ■ A 12-month statewide radio-television tourist promotion is being undertaken by the 165 members of the Georgia Association of Broadcasters. The agreement between the GAB and the state's Department of Industry and Trade calls for 20,000 announcements, programs and special events promoting tourism in Georgia.

Pay the bills ■ WEJL Scranton, Pa., and its parent company, the *Scranton Times*, are sponsoring the entertainment at the local United Fund drive kickoff. Featured will be Vincent Lopez and his orchestra.

Publicists play ball ■ NBC publicity men gave the "scoop" away to ABC press information boys losing a "tightly" played softball game to their ABC counterparts, 5-2. ABC reported they never received a serious challenge that both NBC runs resulted from errors. NBC reported that all ABC runs were unearned. Another game is scheduled between the two teams Aug. 26.

Boston hoot ■ A hootenanny, held for the "Jimmy Fund" Children's Hospital for Cancer Research by WBZ Boston, drew more than 30,000. Held on the banks of the Charles River, the show was recorded and broadcast the following day by the Westinghouse station.

'Instant Weather' ■ KABC Los Angeles is using billboards, a two-month saturation newspaper campaign and TV spot announcements to publicize its new "Instant Weather" telephone service. The station has installed its own weather information equipment and put in 40 telephone lines and two telephone recorders to accommodate callers.

Prizes for pride ■ WJZ-TV Baltimore is offering 101 prizes worth more than \$10,000 for letters from Baltimoreans expressing pride in their city. Winning letters will be displayed at the Maryland exhibit in the 1964 New York World's Fair.

Voice of year ■ George Walsh, announcer at KNX Los Angeles, named the "1963 Voice of California," is overall winner of a statewide competition held each year by the California State Fair and Exposition. Mr. Walsh will announce the opening of the 1963 state fair in Sacramento on Aug. 28.

July 4th special ■ WBRC-TV Birmingham, Ala., televised four special pro-



Ah-h-h-h, now that wasn't so hard

Peter M. Affe, station manager, WNBC-TV New York, really doesn't cut out paper dolls. But he does look at them. Mr. Affe is inspecting one of more than 12,000 entries submitted by children from 3 to 7 years old in the station's "Happy,

Happy Birthday" card drawing contest. It was held over a four-week period by WNBC-TV's *Birthday House* children's show (Mon.-Fri., 9-9:30 a.m.). The cards will be displayed in the Chase-Manhattan Bank in midtown New York.

grams July 2-4, as part of the station's 10th annual "Flag Raising Ceremony." The event, which has won a Freedoms Foundation award for the past three years, honored the Air Force this year.

Wither thou goest ■ Wsb Atlanta is offering a weekend holiday to listeners, but the vacation location won't be announced until the contest ends Aug. 15.

Hot and cold ■ With the July temperature in the 90's, WEBB Baltimore conducted its second annual snowball jam-boree for more than 3,000 children.

Two tons of snow "imported" from an ice company was used and 120 children received prizes for being the best snow-ball throwers.

Promotion plans ■ WOR-TV New York is planning to promote the *Funny Company* with a nearly \$1 million all-media campaign. The syndicated program, which will be telecast for 90 minutes Monday-Friday beginning this fall, will be backed by a campaign using radio-TV, magazines, newspapers, theater promotion and transit ads.

Good guess ■ A 100-year-old Mexican century plant bloomed in St. Paul and was worth \$100 to the listener who correctly guessed the number of blooms, 732. The contest was run by WCCO-TV Minneapolis.

Quite a news staff

The *Esso Reporter* newscast which has begun on KTAL-TV Shreveport, La., has given the station an opportunity to acquire hundreds of extra reporters for its news staff.

In a campaign "to make the Esso people feel they are a part of the station," KTAL-TV gave cards to each Esso station attendant, making him an "Honorary Esso Reporter." A sticker was placed by the telephone at all Esso service stations giving the telephone number of the KTAL-TV newsroom. The

Good guess and gesture

KNEZ Lompoc, Calif., asked listeners to guess the number of flowers painted on the KNEZ flower car in the Lompoc Flower Festival and offered the car as the prize. The winner was Dale Owens, program director of KKOK Lompoc, KNEZ's new rival, who entered a guess of 1410 flowers (KKOK's frequency is 1410 kc) on behalf of the station. When it was announced that KKOK had won, the station relinquished the prize to the next closest guess to the actual number of painted flowers—1,409.

station is paying stringer fees for stories called in by the "honorary" reporters.

Broadcasters support Detroit Olympic drive

Michigan radio and TV stations have blanketed the state with public service announcements in a drive to obtain the 1968 Olympic Games for Detroit.

The campaign was intended to raise \$400,000 in public contributions to finance Detroit's bid for the Olympics. The Michigan Association of Broadcasters sponsored the drive on 120 radio and 16 TV stations. Spot announcements, with a background of a fife and drum corps, carried the theme "The

Spirit of '68."

Harry Lipson, vice president-general manager of WJBK-AM-FM Detroit, served as chairman of the broadcast drive. Competing with Detroit for the Olympics are Lyon, France; Mexico City, and Buenos Aires. The presentations will be made before the International Olympic Committee, meeting in Nairobi, Kenya, in October.

Subteen market courted with Delta's stamp plan

There are postage stamps, tax stamps, savings stamps and trading stamps. Now Delta Airlines, Atlanta, has plans to offer travel stamps in its radio-TV commercials.

Delta hopes the stamps, which cost

\$1 each, will be an inducement for the subteen market—aged 10 to 12—to save a book of 150 stamps and trade the book in for a package tour of the New York World's Fair, which opens next April. The stamp-filled books can be exchanged for regular Delta tickets also.

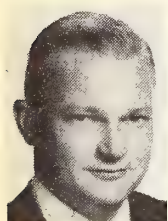
With an all-media promotion campaign targeted initially for Atlanta, New Orleans and Houston, Delta's ad manager, George E. Bounds, said the airline is "breaking new ground . . . preselling air travel to an oncoming generation of potential customers."

The stamps are now sold through Delta offices and will be available at banks and travel agents.

Delta's agency is Burke Dowling Adams, Atlanta.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Upson

Stuart B. Upson, account supervisor at Dancer - Fitzgerald - Sample, New York, elected senior vice president. Mr. Upson joined DFS 17 years ago and was elected VP in 1954.

Richard B. Kreuzer, assistant VP of Albert Frank-Guenther Law, San Francisco, elected vice president. Mr. Kreuzer has been with agency for past 12 years.

Warren Bryan, TV production supervisor at Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

George C. Whipple Jr., director of public relations for Benton & Bowles, New York, named to additional post of general manager of General Public Relations, a B&B division.

Richard Bull named national advertising manager of Nationwide Insurance Cos., Columbus, Ohio, effective Sept. 1. Mr. Bull joined company in 1951 and has served as assistant to Nationwide President Murray Lincoln since 1957.

James Norton, member of Los Angeles office of McCann-Erickson, joins Television Bureau of Advertising, that city, effective today (Aug. 5).

William L. Lemons, account executive in Los Angeles office of Grant Adv., joins Grey Adv., that city, in similar capacity.

Jane T. Darden named media director of Hal Stebbins Inc., Los Angeles advertising and PR firm. Miss Darden joined Stebbins in 1961.

William E. Jasinski, associate media director since 1961 at Kircher, Helton

& Collett, Dayton and Cincinnati advertising agency, named media director.

Richard E. Carls, formerly of Procter & Gamble, joins Street & Finney Inc., New York, as assistant account executive on Colgate-Palmolive account.

Ace Diamond, producer of *Story-Line* on KNX-AM-FM Los Angeles and CBS Radio network's *In Hollywood* show, joins Hal Phillips and Associates, Los Angeles, as account executive.

James Alexander, assistant media director at Lennen & Newell, New York, joins Fletcher Richards, Calkins & Holden, that city, as media group supervisor with primary responsibilities on Eastern Airlines account.

William Caro, former production manager at Dancer-Fitzgerald-Sample, San Francisco, joins Fuller & Smith & Ross, Los Angeles, as media buyer.

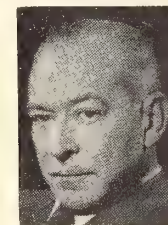


Mr. Harris

Donald S. Harris, director of media for Philip Morris Inc., New York, promoted to media and programming director. **Clifford R. Wilmot Jr.** appointed assistant Marlboro brand manager, and **Vincent J. Weiner** to production supervisor. Mr. Harris joined Philip Morris in 1961 in his present capacity. From 1960 to 1961 he was VP-director of media for Fitzgerald Adv. in New Orleans, moving there from Benton and Bowles where he was VP and media director.

Nancy Fritz, market research assistant at MacManus, John & Adams, elected president of Los Angeles Junior Advertising Club for 1963-64. Other officers are **Al Shonk**, Keith Evans & Associates, first VP; **Kent Valandra**, Bank of America, second VP; **Mary**

Ann Nordstrom, *Herald Examiner*, recording secretary; **Penny Page**, Bullock's, corresponding secretary; **Robin Jarecki**, Munger & Marshall, treasurer.



Mr. Fagan

Frank Fagan, executive VP of Young & Rubicam, New York, retired last week after 29 years with agency. Mr. Fagan joined Y&R in 1934 in merchandising department. He was appointed to agency's contact department in 1938, elected VP in 1943, appointed to executive committee and plans board in 1946, and elected senior VP in 1953 and executive VP in 1958. Several years ago Mr. Fagan, in preparation for his retirement, purchased small marine supply business at Greenport, L. I., N. Y.

Robert E. Gips, radio-TV production director at Doyle Dane Bernbach, Los Angeles, joins Guild, Bascom & Bonfigli, that city, as TV producer. Previously, Mr. Gips was VP in charge of production for Mel Gold Productions and supervisor and director of film commercials for National Screen Service Corp., both New York.

Mary Meahan, senior media buyer at Fuller & Smith & Ross, joins Kudner Agency, New York, as media buyer.

Merl Bloom, formerly with Reach, McClintock & Co., joins Lawrence C. Gumbinner Adv. as radio-TV producer.

Earl J. Obermeyer, former account executive at Rich Adv., Buffalo, N. Y., joins The Rumrill Co., advertising, PR and marketing agency, Rochester, N. Y., as marketing executive.

Lionel C. Barrow Jr., formerly with Bureau of Advertising of American Newspaper Publishers Association, joins

Kenyon & Eckhardt, New York, as research project supervisor. **Paul Roth** appointed assistant research director for media and economic research of Kenyon & Eckhardt. Mr. Roth had been media group head at agency.

Albert C. Book resigns as copy chief in charge of commercial content for *DuPont Show of the Week* at BBDO, New York, to accept associate professorship post at University of Nebraska School of Journalism, effective Aug. 15. Mr. Book joined BBDO in his present capacity in 1955. Prior to his assignment to *DuPont Show*, he worked on content of *General Electric Theater*.

Mary Quirk, William R. Stratton and **Thomas J. Shutter**, TV copywriters at Leo Burnett Co., Chicago, promoted to copy supervisors. Miss Quirk has been with agency 10 years; Mr. Stratton joined in 1958, and Mr. Shutter, formerly with WBKB(TV) Chicago, joined Burnett in 1961.

William J. Jacobs, formerly with WGR and WKBW, both Buffalo, N. Y., and MacManus, John & Adams, joins D. P. Brother & Co., Detroit, as radio-TV writer. **Richard P. Shesgreen**, formerly head of his own advertising agency in Detroit, joins Brother as copywriter on Oldsmobile account.

Edward F. Murphy elected assistant controller of Kenyon & Eckhardt Inc., New York. Mr. Murphy has been with agency since 1956.

Eugene R. Hatton, account executive at Gardner Adv., St. Louis, joins Earle Ludgin Co., Chicago, in same capacity.

Eileen Brennan, former product manager at Coty Inc., joins Cunningham & Walsh, New York, as account executive. **Arthur Hofman**, account executive at Lennen & Newell, and **Richard Tousey**, account executive at Dancer-Fitzgerald-Sample, join C&W in similar capacities.

Benjamin Colarossi joins Ted Bates & Co. as production supervisor. Mr. Colarossi was formerly TV producer and art director at Kenyon & Eckhardt.

Robin Page joins Tatham-Laird, Chicago, as account executive. Mr. Page formerly was with J. Walter Thompson Co. and head of his own advertising agency in New Jersey.

James O. Bridges and **Russell D. Bowman**, both formerly of BBDO, New York, join Ketchum, MacLeod & Grove, that city, as account executive

and assistant account executive, respectively. **Michel Will**, *Redbook* magazine art editor, joins KMG as art director.

King W. Bridges Jr., manager of Waco, Tex., office of Southwest Adv. Agency, joins Rives, Dyke & Co., Houston, as account executive.

Frank T. Nolan, research analyst at Kudner Agency, New York, named to newly created post of group research supervisor, directing work of research analysts and statisticians on special projects. **Kenneth Dudwick** and **Irwin Sarason** join Kudner as art directors. Mr. Dudwick was formerly with Campbell-Ewald and Grey Adv. Mr. Sarason was with CBS-TV, New York.

W. B. Hackenberg, general promotion manager of Campbell Soup Co., named chairman of sales promotion committee of Association of National Advertisers. Mr. Hackenberg succeeds **Daniel C. Brown**, vice president in charge of advertising and sales promotion for Baumritter Corp.

Paul T. Hughes, in sales and promotion at Western Airlines, joins Sudler Adv., Los Angeles, as account executive.

THE MEDIA



Mr. Lipton



Mr. Raymon

Paul Raymon, local sales manager of WAGA-TV Atlanta, promoted to general sales manager, effective Aug. 15, replacing **Buzz Hassett**, who resigns to become assistant general manager of WGHP-TV Greensboro-High Point, N. C. **Charles J. Lipton**, WAGA-TV account executive, will become local sales manager. Mr. Raymon, former announcer-sportscaster for CBS Radio network

and sports director with Storer organization, was appointed to his present post in 1960. Mr. Lipton joined WAGA-TV staff in December 1962 from post of vice president and local sales manager for WTOG-TV Savannah, Ga.

Dan E. Bellus, director of advertising and promotion for Transcontinent Television Corp., New York, appointed station manager of WDOK-AM-FM Cleveland. Previously he served as director of sales development and promotion for KFMB-AM-FM-TV San Diego and as general sales manager of KFMB radio. Before joining Transcontinent, Mr. Bellus was sales manager of KFEQ-TV St. Joseph, Mo., sales manager and assistant station manager of KRVN Lexington, Ky., and general manager of KNEX McPherson, Kan. Transcontinent Stations are WGR-AM-FM-TV Buffalo, N. Y.; KFMB-AM-FM-TV San Diego; KERO-TV Bakersfield, Calif.; WNEP-TV Scranton-Wilkes-Barre; WDAF-AM-FM-TV Kansas City; and WDOK-AM-FM Cleveland.



Mr. Bellus

J. Alvin Jeweler appointed general manager of WHFS-FM Bethesda, Md. High-Fidelity Broadcasters Inc., operators of WHFS-FM (102.3 mc), has been purchased by Dixon Industries Inc., Gaithersburg, Md.

Fred G. Goddard, VP and general manager of KXRO Aberdeen, Wash., announced his retirement, effective Sept. 1. Mr. Goddard began his broadcast career in 1929 at KVOS Bellingham, Wash. He moved to KXRO in 1931.

Don L. Pierce appointed manager of WNBE-TV New Bern, N. C. Station has scheduled target date of Sept. 1.

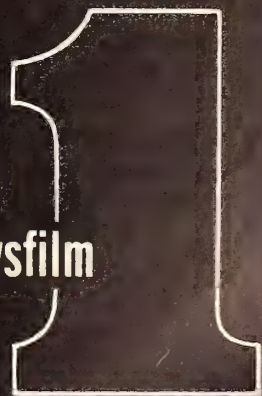
William Dutcher, production manager of WMT-TV Cedar Rapids, Iowa, appointed station manager of WMT-FM, effective today (Aug. 5). Mr. Dutcher succeeds **Daniel Katz**, who leaves post in September to join The Katz Agency

**RADIO STATION
FORCED SALE!**

See page 79

Hamilton-Landis
& ASSOCIATES, INC.

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings



in New York. **Frank Miller** appointed WMT-TV production manager.

Ken Berryhill resigns as manager of WNAG Grenada, Miss., to become director of public relations for Southwestern College in Memphis, Tenn.

George E. Dail, VP in charge of sales for WCMs Norfolk, Va., appointed general manager of WTID Newport News-Norfolk and elected president of Twelve-Seventy Inc., licensee of station.



Mr. Shireman

R. E. (Dick) Shireman elected vice president of Star Stations (KOIL Omaha, KISN Portland, Ore., and WISH Indianapolis, sale of WISH subject to FCC approval). He will continue in his capacity as director of sales. Mr. Shireman has been associated with Star Stations for past four years, including service as manager of KISN Portland. Prior to that time he was associated with Hearst organization in Milwaukee.

Eve Rubenstein named sales manager of KQTV(TV) Fort Dodge, Iowa.

Robert Howard named manager of national sales for WNBC-TV New York. Mr. Howard, who joined NBC 15 years ago, held posts in research and sales development for NBC-TV and was sales representative for NBC Radio and TV Spot Sales. He replaces **Jay J. Heitin**, who resigned to join teaching staff of Santa Barbara College.

Robert J. Warner, assistant sales research manager for KNXT(TV) Los Angeles, promoted to account executive.

Dennis Holt, with RKO General sales in San Francisco, transfers to RKO General-owned KHJ-TV Los Angeles as account executive.

Donald W. Cuthrell Jr. named account executive at WTAZ-AM-FM Norfolk-Newport News, Va.

Monte Lang, former account executive at McGavren-Guild Co., joins Blair Radio, New York, in similar capacity. **John Leroy Welford**, formerly with National Shawmut Bank of Boston, joins Blair's Boston office.

Bill Trotter appointed sales manager of KALO Little Rock, Ark.

Dorothy Allen, formerly of KTLA(TV) Los Angeles, joins KHJ-TV, that city, as research director.

Lawrence E. Brown and **Dewey J. Parr Jr.** join TV and radio sales staffs respectively of WSAZ-AM-TV Huntington, W. Va. Mr. Brown is former district sales manager for Time-Life Inc. Mr. Parr is former salesman for Mutual and United of Omaha.

Joseph O'Connor joins sales depart-

ment of WLBW-TV Miami.

David L. Reeves, sales representative for *Philadelphia Inquirer*, joins sales department of WIP-AM-FM Philadelphia as account executive.

Morrie Taylor and **Al Kenyon** join sales department of KMEQ and KQAL-FM, both Omaha, Neb.

John Katz, member of radio sales staff of The Katz Agency in Dallas, transfers to station representative's radio sales staff in St. Louis.

William W. Greer of Petersburg, Va., appointed executive secretary of Virginia Association of Broadcasters, succeeding **E. J. (Hugh) DeSampier** of Williamsburg. Mr. DeSampier resigned last month because of increased responsibilities involved in his promotion to post of director of press bureau of Colonial Williamsburg. According to VAB President Horace Fitzpatrick, WSLS-AM-FM-TV Roanoke, association headquarters is being shifted to Petersburg.

Herb James joins staff of WMT Cedar Rapids, Iowa, as account executive.



Mr. Krauss

Mitchell Krauss, director of news and programming for WRUL (Scituate, Mass.) New York, international commercial shortwave station operated by Radio New York Worldwide, elected vice president for operations. Before joining Worldwide Mr. Krauss was director of news at WIP-AM-FM Philadelphia, and has also been associated with WQXR-AM-FM New York, WFLN-AM-FM Philadelphia and former WGYN New York.

Paul Sonkin named director of research for ABC-TV network. **Seymour Amlen**, manager of program analysis and marketing, becomes associate director of research. **John Tiedemann**, supervisor of audience measurements, succeeds Mr. Sonkin as manager of audience measurements, and **Sheldon Jacobs**, senior research analyst, succeeds Mr. Tiedemann. Research department will continue to report to Fred Pierce, director of planning and sales development, ABC-TV network.

William Diehl, director of news and special events for WTKO Ithaca, N. Y., assumes duties as operations director of WTKO and Northeast Radio Network.

Rick Blakely, former manager of KWAY Forest Grove, Ore., joins KFHA Tacoma, Wash., as program director.

Larry M. Harding, formerly of WBT-AM-FM Charlotte, N. C., named promotion manager of WBT(TV), that city. **Joseph Young**, assistant to director of public affairs, promoted to WBT promo-

tion manager. **Joseph H. Dawson**, on-the-air writer for WBTV, named sales presentation writer for WBTV and WBTW(TV) Florence, S. C. Stations are owned by Jefferson Standard Broadcasting Co.

Martin Gray, program director and air personality at WIBW Topeka, Kan., joins staff of WDAF Kansas City, Mo.

Patrick C. Arnoux, former program director at WSPA-TV Spartanburg, S. C., appointed general program manager of WNEB New Bern, N. C.



Mr. Meagle

Howard W. Meagle, recently appointed assistant general manager of WWVA-AM-FM Wheeling, W. Va. (BROADCASTING, July 22), promoted to general manager, effective Aug. 16, replacing **Paul J. Miller**, who announced his resignation last week (BROADCASTING, July 29). Mr. Meagle formerly served as WWVA's general sales manager.

Scott Runge, producer at Video Tape Enterprises, Los Angeles, joins KNX-AM-FM, that city, as producer on *Story Line* program.

Les Crane, formerly of KGO-TV San Francisco, joins WABC-TV New York, effective Sept. 15, as host of *Night Line with Les Crane*. Both stations are owned by ABC.

Robert Irwin, formerly of WCUY-FM Cleveland, joins programming department of WJW-TV, that city.

Alvin Perlmutter, former program manager of WNBC-TV New York, joins National Educational Television as executive producer of half-hour weekly news background series which will begin on 72-station network Oct. 7. Mr. Perlmutter also continues as vice president of Spectrum Associates Inc., a television packaging firm.



Mr. Baudino

Joseph E. Baudino, VP of Westinghouse Broadcasting Co., Washington, appointed chairman of National Association of Broadcasters' 1963-64 by-laws committee. Other committee members are **John R. Henzel**, WHDL Olean, N. Y.; **Ray Johnson**, KMED Medford, Ore.; **Robert T. Mason**, WMRN Marion, Ohio; and **James D. Russell**, KKT(TV) Colorado Springs, Colo.

Joseph C. Monroe and **Barnard B. Wilson** join local radio and television sales staffs, respectively, of WFAA-AM-FM-TV Dallas-Ft. Worth. Mr. Monroe is former part owner and manager of

KJOE and KBCL, both Shreveport, La. Mr. Wilson formerly served on local sales staff of KONO-TV San Antonio. **Terrence S. Ford**, former assistant promotion manager of WJW-TV Cleveland, appointed to WFAA's radio promotion department. Item was incorrectly reported in July 22 issue of BROADCASTING. **George Utley** remains manager of WFAA-AM-FM.

David Allan, formerly host of *Club 27* show at WKBN-TV Youngstown, Ohio, joins WNAC-TV Boston as host of *David Allan Show*, beginning Sept. 9 (9:30-9:55 a.m.).

Joe Constantino, promotion manager of KTVU(TV) Oakland-San Francisco, elected president of San Francisco chapter of Sales Promotion Executives Association. Other officers elected are **Jack Shelton**, direct mail consultant, first VP; **Dick Robertson**, KRON-TV San Francisco, secretary; and **Evelyn Clark**, Pacific Programs & Promotions, treasurer.

Wally Olson, station manager of WLOI La Porte, Ind., for past two years, promoted to general manager.

Jim King joins WQAD-TV Moline, Ill., as sports director. Station was scheduled to begin operating Aug. 1. Mr. King was previously in sports department at KETV(TV) Omaha, Neb.

John Hokom, national sales representative for KNX-AM-FM Los Angeles, appointed director of information services for KNX radio and CBS Radio Pacific Network. Mr. Hokom succeeds **Arthur Wittum**, who resigned.

William A. Brendle, with ABC-TV network press department since 1953, in charge of sports publicity, joins CBS-TV network press information department as sports manager.

Sheldon Shemer, producer-director at WJZ-TV Baltimore, appointed director of sports programming.

Gene Walsh appointed manager of business and trade publicity for NBC press department, succeeding **Alan Baker**, recently named program publicity director. Mr. Walsh, who has been assistant trade news editor since January 1962, joined NBC press department in January of previous year. **Richard J. Connelly**, staff writer with

news unit of NBC press, succeeds Mr. Walsh as assistant trade news editor. Mr. Connelly joined NBC in July 1961.

J. Richard Turner, former station manager of WINF Hartford, Conn., joins RKO General's Yankee division as assistant manager for merchandising and sales coordination.

Jack Sameth named executive producer for ABC-TV programming department, succeeding **John B. Green**, who resigned to become producer of *100 Grand*, new quiz show to debut on ABC-TV this fall. Mr. Sameth had been an ABC-TV director since 1955.

Michael Hardgrove, assistant director at WTOP-TV Washington, promoted to director, replacing **Hall Jones**, who resigned. **Laird C. Simons Jr.** named assistant TV director.

Billie McNeilly, radio homemaker, returns to KMA Shenandoah, Iowa, with her daily half-hour program, *It's A Woman's World* (Monday-Saturday, 10:30 a.m.).

Cal Hackett, former air personality at WOOK Washington, and **Marion Harper**, of publicity departments of WJZ-TV Baltimore and Baltimore Colts football team, join WWDC-AM-FM Washington, respectively, as music librarian and producer of *Steve Allison Show*.

Philip G. Rebert, previously with Al Paul Lefton Co., Philadelphia advertising agency, appointed film director of WHYY-TV Wilmington, Del.

Loring D'Usseau, producer-director of Facilities Rental division of Paramount Television Productions, Los Angeles, named executive producer at KTLA(TV), that city, and Paramount TV Productions. In new capacity Mr. D'Usseau will serve as administrative assistant to S. L. Adler, station's general manager, and Robert Quinlan, assistant general manager and program director.

Pete Berry, air personality at WABY Albany, N. Y., assumes added duties as music director. **Lee Gray** named WABY's promotion-production director.

Raymond J. Cheney, sales manager of WNBK Binghamton, N. Y., promoted to newly created post of station manager for AM outlet. Item published in July 29 issue of BROADCASTING erroneously stated that Mr. Cheney had been sales manager of both AM and FM facilities and that he was promoted to

station manager of both AM and FM operations. WNBK-FM is a separate operation with Warren Koerbel as station manager and William Wahl as sales manager.

Harvey Firestone, formerly of Ralph Bing Adv., joins promotion department of WJW-TV Cleveland.

Paul W. Morency, president of Travelers Broadcasting Service Corp. (WTIC-AM-FM-TV Hartford), appointed by Governor John N. Dempsey to Connecticut Commission on Arts.

John Smith, former newsman with WADO New York, appointed staff announcer of WWRL, that city. Mr. Smith is on staff of U. S. Information Service.

PROGRAMMING

John Freese, former Young & Rubicam vice president in charge of commercial productions, joins VPI of California. Mr. Freese will make his headquarters in San Francisco and be in charge of all phases of production for TV commercial production company.

Les Brown, bandleader, elected president of Los Angeles chapter of National Academy of Recording Arts and Sciences. Other officers for 1963-64 are first VP, **John Scott Trotter**; second VP, **Jo Stafford**; secretary, **Hugh**



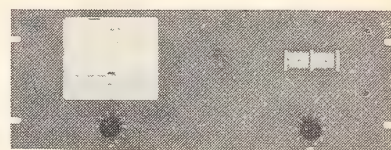
Mr. Olson



Mr. Sameth



Mr. D'Usseau



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Davies; treasurer, **Al Schmitt**.

Ed Montagne, producer of *McHale's Navy* (Thursdays, 9:30-10 p.m., ABC-TV) for Revue Studios, Universal City, Calif., elected VP.

Bert Granet, executive producer of *Twilight Zone* TV series, named producer of CBS-TV's forthcoming series, *The Great Adventure*, replacing **John Houseman**, who has resigned post (BROADCASTING, July 29). Mr. Houseman will, however, complete first six segments of *Adventure* before leaving.

Del Porter, formerly of Anderson-McConnell Adv., Los Angeles, joins Ad Staff Inc., Hollywood, as principal of the commercial production company. Ad Staff has moved to new offices at 1680 North Vine Street.

Howard Grafman, former general manager of WXFM(FM) Elmwood Park, Ill., appointed central division sales manager of Allied Artists Television Corp., with headquarters in Chicago.

Albert McCleery, former producer with CBS-TV in New York, joins Selmur Productions Inc., ABC-TV wholly owned production subsidiary in Hollywood, as producer-director for both live and film shows. First assignment is to produce one-hour pilot of *Alexander the Great*, color costume drama, for 1964-65 season, now being written by Robert Pirosh.

Art Greenfield appointed national sales manager of M&A Alexander, Hollywood syndicator of films for TV.

Stanley Niss, producer of *Arrest and Trial* series for Revue Studios and formerly with Warner Brothers and CBS, joins MGM-TV to produce initial segment, "Seven Rich Years . . . And Seven Lean," of new full-hour dramatic series, *Great Stories from The Bible*, scheduled for 1964-65 season on ABC-TV network.

Hsin Ch'en, film editor, joins Sarra Inc., New York television commercial producer.

Howard Browne appointed producer of new hour-long ABC-TV outdoor adventure series, *Destry*, to be produced by Revue Studios. Series, scheduled to get underway in mid-August, will be based partly on classical Universal motion picture, "Destry Rides Again," starring James Stewart and Marlene Dietrich. **John Gavin** has been set for title role.

Ken Kragen and **Tom Carroll**, concert producers associated with Limeritters and other groups, form Kragen-Carroll Inc. to operate in personal management, concert production and public relations. New firm is located at 451 North Canon Drive, Beverly Hills, Calif. Telephone: 273-5011. Before entering concert production, Mr. Car-

AWRT elects trustees

Twelve new trustees have been elected to board of American Women in Radio and Television Educational Foundation.

New trustees are **Dorothy Buhr**, J. Walter Thompson, San Francisco; **Dora Cosse**, Dora-Clayton Station Representatives, Atlanta; **Florence Cyhel**, Potts-Woodbury Adv., Kansas City, Mo.; **Mary E. Harris**, M-E Productions, McCann-Erickson, New York; **Mimi Hoffmeir**, NBC, New York; **Leontine Keane**, WTVS(TV) and WDET Detroit.

Clair McCollough, Steinman Stations, Lancaster, Pa.; **Angela McDermott**, Heath de Rochemont, Boston; **Leonard Reinsch**, WSB-AM-TV Atlanta; **Mary Roebing**, Trenton Trust Co., Trenton, N. J.; **Irene Runnels**, KBOX Dallas; **Theodora Zavin**, Broad-Music Inc., New York.

roll had been music director and assistant program director of WBZ Boston. **Ted Pettit**, formerly in charge of press information for KNX Los Angeles, is handling PR and publicity aspects of Kragen-Carroll operation.

Winston O'Keefe appointed producer of *Grindl*, new NBC-TV series starting Sunday, Sept. 15. Mr. O'Keefe has served as producer for Screen Gems and producer in charge of talent for former *NBC Matinee Theater*.

John F. Gault, for past seven years with Teleprompter Corp., joins Television Communications Corp. (formerly Televents Corp.), Denver, as New England regional manager.

Dan Fitzgerald, formerly of Calvin Productions, Kansas City, joins Animation Inc., Hollywood producer of animated films.

Herbert Sargent and **Bob Fletcher** signed as chief writer and scenic-costume designer, respectively, for seven special color broadcasts of *Perry Como's Kraft Music Hall* to be presented various Thursdays (10-11 p.m. EDT) on NBC-TV next season.

Nelson Riddle signed by Screen Gems to write musical arrangements and background for company's new *Redigo* TV series.

Diana B. Wenman named office administrator for Sandy Howard Productions, Hollywood TV production firm.

Irving Gertz, composer-musical producer who formerly worked with 20th Century-Fox, signed by Jack Douglas to compose and score theme music for new, nonfiction TV series, *America*,

now in production. Mr. Gertz, who composed musical scores for *Adventures In Paradise* TV series, also scored two other Douglas TV series, *Across the Seven Seas* and *The Golden Voyage*.

Allan House Jr., former producer with Sutherland Associates, joins Sarra Inc., New York commercial production firm, as sales production executive.

Jules Seidman named to newly created post of editorial and mixing supervisor for MGM Telestudios, New York. Mr. Seidman has served as director and associate director of such TV musical programs as *Astaire Time*, *The Andy Williams Show*, *The Victor Borge Show*, and *The George Burns Show*.

Arthur Barron, with accounting firm of Lybrand, Ross Brothers & Montgomery, Los Angeles, named assistant controller at Desilu Productions.

David Butler re-elected chairman of Directors Guild of America educational and benevolent foundation. Also re-elected for one year terms were **Willis Goldbeck**, first VP; **Leo McCarey**, second VP; **John Rich**, secretary; and **Leslie Selander**, treasurer.

Egbert W. Swackhamer signed to multiple directing contract on Desilu's new *Glynis* series which begins this fall on CBS-TV. Series is produced by Ed Feldman and stars Glynis Johns, Keith Andes and George Mathews.

Paul Mason, who recently completed several teleplays for *The Greatest Show On Earth* TV series, signed by Revue Studios, Universal City, Calif., as script consultant on *Arrest and Trial*, new 90-minute ABC-TV dramatic entry.

Ron Roth, former assistant to Dick Berg, producer, elevated to associate producer by Revue, for current filming of NBC-TV *Bob Hope Chrysler Theatre* series, to premiere Oct. 4.

NEWS



Mr. Majeski



Mr. McCarty

Charles J. McCarty appointed assistant general manager of United Press International Newspictures, New York, succeeding **Harry Varian**, who recently took charge of UPI's television news operations. **Edward T. Majeski** named to new position of Newspictures managing editor. He will supervise both spot and feature picture coverage under Harold Blumenfeld, executive editor of photo service. Mr. McCarty joined Acme Newspictures, predecessor of UPI Newspictures, in 1947 in San

Francisco. He was southwest division Newspictures manager at Dallas until moving to New York last year as picture news editor. Mr. Majeski joined Acme in New York in 1941. He has served as New York picture bureau manager, telephoto editor and picture news editor.

Mike Chamberlain, news editor of WSJV(TV) South Bend-Elkhart, Ind., and WTRC-AM-FM Elkhart, promoted to assistant news director.

Paul Taylor, formerly of WRCV-TV Philadelphia, joins WHYI-TV Wilmington, Del., to handle news assignments.

Al Benedict joins news department of WTRF-TV Wheeling, W. Va., as reporter, writer and newscaster.

Ben Chandler, formerly of KMPC Los Angeles, and **Ted Meadows**, of KEWB San Francisco, join news staff of KLAC-AM-FM Los Angeles.

Robert Chandler, for past two years director of TV publicity for MGM-Television, joins CBS News, New York, effective Aug. 12, as director of information and special services. Before joining MGM-TV, Mr. Chandler was with *Variety* for nine years, covering TV and radio in publication's Chicago, New York and Hollywood offices. In new post he will assist Richard S. Salant, CBS News president, and Blair Clark, CBS News VP and general manager, in formulation of division policies and have responsibility of maintaining liaison with CBS press information departments.

Arthur Curley, former newscaster and air personality at WDEL Wilmington, Del., joins announcing staff of WBAL-AM-FM-TV Baltimore.

William A. Earman, operations manager of WPDQ Jacksonville, elected president of Florida AP Broadcasters Association, succeeding **Vernon Lundquist**, WINK Ft. Myers.

INTERNATIONAL

Dick Sheppard named FM sales supervisor for Stephens & Towndrow Ltd., Toronto station representative.

F. Cameron James and **William F. Burden**, both account supervisors at MacLaren Adv. Co. Ltd., Toronto, elected VP's. Mr. James joined agency

in PR department in 1950 and was promoted to account supervisor in 1959. Mr. Burden originally joined MacLaren in 1935. He was named account executive in 1952, and supervisor in 1961.

Tom Tonner, general manager of CHSJ Saint John, N. B., appointed station manager of CFMB Montreal.

J. Bruce Swigert, former VP of Foreign Adv. and Service Bureau in New York, appointed U. S. manager of international division of Gardner Adv. Mr. Swigert, who will be based in agency's St. Louis office, will report to John H. Leach, VP and director of Gardner's international division, and be responsible for coordinating advertising activities for agency's clients in Latin America and Pacific area. His previous experience includes posts with McAdams International and with McCann-Erickson in South America and Caribbean.

Edward Mutimer, CBWT(TV) Winnipeg, Man.; and **Frank Ord** and **Arthur Warwick**, both of CBOT(TV) Ottawa, Ont., have been loaned for 12-18 months to government of Malaya to assist in establishing television in that newly independent British Common-



Mr. Swigert

wealth country. **G. F. Brickenden**, formerly Canadian Broadcasting Corp. regional director for Atlantic Coast provinces, has been TV advisor to Malayan government since last January.

Bob McPherson, formerly of Canadian Broadcasting Corp. press and information department, named promotion manager of CTV Television Network Ltd., Toronto. He replaces **Ed Hausmann**, who is off on world trip with assignments for radio-TV coverage for various Canadian stations.

Royce Frith, Toronto moderator of CTV Television Network show *Telepoll*, appointed one of ten members of Canadian Royal Commission on Bilingualism and Biculturalism by Prime Minister Lester Pearson.

GOVERNMENT

Martin I. Levy, assistant chief of broadcast facilities division of FCC's Broadcast Bureau, named chief, succeeding **Wallace E. Johnson**, now assistant chief of Broadcast Bureau. Mr. Levy joined FCC in 1948 and served as chief of Broadcast Bureau's TV applications branch from 1957 to 1960. His post with broadcast facilities division has been filled by **Harold L. Kassens**, previously chief of Broadcast Bureau's aural facilities branch.

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EQUIPMENT & ENGINEERING

Frank B. Parrish, sales promotion manager of Gates Radio Co., Quincy, Ill., named advertising manager. Mr. Parrish joined Harris-Intertype Corp., parent company, in 1961.

Thomas Shea, eastern regional sales manager for Blonder-Tongue Laboratories, Newark, N. J., appointed to newly created post of closed circuit TV product manager. Mr. Shea joined Blonder-Tongue in 1954 as quality control technician.



Mr. Shea

John H. Bolendz joins Magne-Tronics as vice president and program director. Mr. Bolendz was formerly assistant program director at Muzak.

Josef C. Dine, director of information for CBS News, appointed director of information for CBS Laboratories, Stamford, Conn. Both are divisions of CBS Inc. Mr. Dine is former director of NBC press department. **Edward Foster**, former VP in charge of engineering for S.E.D. Memories, Bethel, Conn., joins CBS Labs as head of magnetic transducers section.

Robert Berkovitz, product manager for Dynaco Inc., Philadelphia, joins Jensen Manufacturing Co. (loudspeakers), Chicago, as product manager. Mr. Berkovitz formerly managed development and marketing of Knight high-fidelity equipment line for Allied Radio Corp., Chicago.

Dr. Jules S. Needle, manager of research and advanced development on O-type microwave tubes for Sylvania Electric Products, Mountain View, Calif., appointed to newly created position of chief engineer for power grid tube division of Eitel-McCullough Inc., San Carlos, Calif. Mr. Needle joined Sylvania in 1958.

Robert R. Owen, director of marketing for Jamieson Industries, Los Angeles, named south-central regional manager for Ampex Corp., with headquarters in Dallas, Tex.

William P. Howard, eastern sales manager of Comprehensive Service Corp., distributors of motion picture accessories and equipment, named sales manager of Movielab Inc., New York.

Joseph A. Gill, supervisor of personnel for lighting products plant of Sylvania Electric Products, named manager of industrial relations for home and commercial electronics division.

ALLIED FIELDS

Richard K. Lyon and **Seymour M. Chase**, Washington, D. C., communications attorneys, have established their own law firm, Lyon & Chase, at 700 Farragut Building, Washington 6. Telephone: 296-5066.

DEATHS



Mr. Cresap

Mark W. Cresap Jr., 53, who resigned three weeks ago as VP and chief executive officer of Westinghouse Electric Corp., Pittsburgh, for reasons of health (BROADCASTING, July 22), died July 28 at Presbyterian University Hospital in Pittsburgh. He underwent surgery previous day for gastric hemorrhage. Born in Chicago, Mr. Cresap joined Westinghouse in 1951 from Cresap, McCormick and Paget, a New York and Chicago management consultant firm he jointly founded with two former Navy officers. After four years as VP and assistant to Gwilyn A. Price, then Westinghouse Electric president, Mr. Cresap was elected executive VP, deputy chief executive officer and member of board of directors. He was elected president in 1958 and designed

chief executive officer following year.

Marion Vilmure, 44, media buyer at Hal Stebbins Inc., Los Angeles advertising and PR firm, and past president of Advertising Women's Club of Los Angeles, died July 25 in St. Joseph's Hospital, Burbank, after brief illness.



Mr. Grabhorn

Murray B. Grabhorn, 62, former network and spot sales executive, died July 26 at his home in Bloomfield, N. J. Mr. Grabhorn was former ABC VP in charge of administration for owned and operated radio and television stations, and also had served as managing director of Station Representatives Association. Most recently he was assistant director of Multiple Sclerosis Society. Mr. Grabhorn was also associated with Hearst Broadcasting Stations, John Blair & Co., Edward Petry & Co., Paul H. Raymer Co. and Trans-American Broadcasting & Television Corp.

Herbert A. Rikles, 46, Northern California regional manager of *TV Guide* and former radio-TV writer, died July 24 at St. Francis Hospital in San Francisco after lengthy illness. Before joining magazine in 1948 as New York editor, Mr. Rikles wrote for Lanny Ross, Robert Q. Lewis and *Saturday Night Review* programs on radio, and Paul Winchell TV show.

Charter Heslep, 59, assistant to director of public information of Atomic Energy Commission and former newsmen with NBC and MBS, died July 29 in Berkeley, Calif., hospital following heart attack. He was stricken while on business trip to AEC's offices in Albuquerque, N. M., and San Francisco. Mr. Heslep, a native of Richmond, Va., moved to Washington in 1929 as reporter for *Daily News* and rose to managing editor before leaving in 1941 for position with NBC as night news editor. During World War II he was chief radio news censor in office of censorship and in 1944 became Washington manager of Mutual Broadcasting System. Before joining AEC in 1949, Mr. Heslep served for year as executive editor of *Congressional News Quarterly*.



Mr. Heslep

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 25 through July 31 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw.—kilowatts. w.—watts. mc.—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc.—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing TV stations

ACTIONS BY FCC

WGAL-TV Lancaster, Pa.—Granted renewal of license. Action July 30.
KMID-TV Midland, Tex.—Waived Sec. 3.652(a) of rules to permit identification as Midland-Odessa. Comr. Bartley dissented. Action July 24.

New AM stations

ACTIONS BY FCC

Colorado Springs—William S. Cook. Granted CP for new AM on 1530 kc, 1 kw-D. P. O. address 4402 Marble Hall Rd., Baltimore 18, Md. Estimated construction cost \$23,325, first year operating cost \$12,000, revenue \$15,000. Applicant is electronic engineer, former 50% owner of WFDS-FM Baltimore, Md. June 6 initial decision looked toward grant. Action July 26.

Chattahoochee, Fla.—Chattahoochee Broadcasting Co. Granted CP for new AM on 1580 kc, 1 kw-D; remote control permitted. P. O. address c/o Emory L. Pope, P. O. Box 582, Moultrie, Ga. Estimated construction cost \$24,118; first year operating cost \$30,000; revenue \$36,000. Principals: Emory L. and Grady E. Pope and Ralph D. Waits Jr. (each 30%), W. F. Johnson and E. W. Scarborough (each 5%). E. L. Pope is 50% owner of WMES Ashburn, Ga.; Mr. Waits is newspaper employee; G. E. Pope owns insurance agency; Mr. Johnson is Chattahoochee postmaster and businessman; Mr. Scarborough is businessman.

Hastings, Minn.—Hastings Broadcasting Co. Granted CP for new AM on 1460 kc, 1 kw-D. P. O. address 839 West 5th St. Estimated construction cost \$20,400, first year operating cost \$52,000, revenue \$65,000. Principals: John G. McKane (51%) and John E. Hyde Jr. (49%). Mr. McKane is special project coordinator, Bureau of Information, Minnesota Department of Conservation. Mr. Hyde is half owner of KDHL Faribault, Minn., and has controlling interest in KSUM Fairmont, Minn. June 6 initial decision looked toward grant. Action July 26.

Prentiss, Miss.—Jeff Davis Broadcasting Service. Granted CP for new AM on 1510 kc, 1 kw-D, 250 w-CH. P. O. address 1018 Pope Street, Memphis 12, Tenn. Estimated construction cost \$12,360; first year operating cost \$34,500; revenue \$40,963. Jesse R. Williams is sole owner. Also see Ripley, Miss., grant below. Comr. Bartley abstained from voting. Action July 25.

Ripley, Miss.—Ripley Radio Service. Granted CP for new AM on 1260 kc, 500 w-D. P. O. address 1018 Pope Street, Memphis 12, Tenn. Estimated construction cost \$11,425; first year operating cost \$25,500; revenue \$33,875. Jesse R. Williams, sole owner, is civil service employee and garage owner. Also see Prentiss, Miss., grant above. Comr. Bartley abstained from voting. Action July 25.

Brownsville, Tenn.—Brownsville Broadcasting Co. Granted CP for new AM on 1520 kc, 250 w-D. P. O. address Rt. 2, Box 503-A, Chattanooga, Tenn. Estimated construction cost \$14,011, first year operating cost \$30,000, revenue \$40,000. Roy Davis, sole owner, is farmer. June 3 initial decision looked toward grant. Action July 26.

Sutton, W. Va.—Braxton Broadcasting Company. Granted CP for new AM on 1490 kc, 250 w. P. O. address c/o Charles M. Erhard Jr., Box 38, Punxsutawney, Pa. Estimated construction cost \$11,350; first year operating cost \$35,600; revenue \$40,250. Principals: Sheridan W. Pruett and Charles M. Erhard Jr. (each 50%). Messrs. Pruett and Erhard own 51% and 2% respectively of WPME Punxsutawney, Pa. Comr. Cox dissented. Action June 24.

CALL LETTERS ASSIGNED

■ **WART Moulton, Ala.**—Lawrence County Broadcasting Co.
■ **KGOL Palm Desert, Calif.**—Palm Desert Broadcasting Co.
■ **KASC Santa Clara, Calif.**—George B. Bairey.
■ **WGKR Perry, Fla.**—Eugene Ketrig.
■ **KOLL Honolulu**—Lawrence T. Kagawa.
■ **WKZI Casey, Ill.**—Paul Dean Ford.
■ **WINV Highland, Ill.**—Progressive Broadcasting Corp.
■ **WPMB Vandalia, Ill.**—Peter-Mark Broadcasting Co.
■ **WHON Centerville, Ind.**—Richmond Broadcasting Co.
■ **WGRB Greensburg, Ind.**—Tree Broadcasting Co.
■ **WPHN Liberty, Ky.**—Patrick Henry Broadcasting Co.
■ **WGHB Maplewood, Minn.**—Ramsey Broadcasting Co.
■ **KFAV Rochester, Minn.**—WBIZ Inc.
■ **KZIM Cape Girardeau, Mo.**—Missouri-Illinois Broadcasting Co.
■ **KNBE Lincoln, Neb.**—Lancaster County Broadcasting.
■ **WDSL Mocksville, N. C.**—Wilkes Broadcasting Co.
■ **WNIO Niles, Ohio**—Niles Broadcasting Co.
■ **WBTC Uhrichsville, Ohio**—Tuscarawas Broadcasting Co.
■ **WWBR Windber, Pa.**—Windber Community Broadcasting System.
■ **WPHC Waverly, Tenn.**—Humphreys County Broadcasting Co.
■ **KDHN Dimmitt, Tex.**—High Plains Broadcasting Co.
■ **KABH Midland, Tex.**—Mid-Texas Broadcasting Co.
■ **WIKI Chester, Va.**—Virginia Regional Broadcasters.
■ **WLCH Lynchburg, Va.**—Griffith Broadcasting Corp.

Existing AM stations

ACTIONS BY FCC

KYOS Merced, Calif.—Granted renewal of license. Action July 30.
KDHL Faribault, Minn.—Granted increased power on 920 kc, DA-2, unl., from 1 kw to 5 kw; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. Comr. Ford dissented. Action July 24.

WRUL New York—Granted waiver of rules and authorized operating schedule of international broadcasting station on specified frequencies from Sept. 1 to Nov. 3, 1963. Action July 24.

WDAS Philadelphia—Granted renewal of license. Chmn. Henry abstained from voting. Action July 24.

WIP Philadelphia—Granted renewal of license without prejudice to whatever action, if any, may be taken by commission as result of disposition in *WORZ Inc. v. FCC* (Court of Appeals of District of Columbia), case No. 13,996. Action July 24.

WHPL Winchester, Va.—Granted increased operating hours from day to unl. time, with DA-2, continued operation on 610 kc, 500 w; engineering conditions. Action July 30.

New FM stations

APPLICATIONS

***Rolla, Mo.—Curators of University of Missouri.** 88.5 mc, channel 203, 9.6 w. Ant. height above average terrain 66.5 feet. P. O. address c/o Dale O. Bowling, business manager, University of Missouri, Columbia, Mo. Estimated construction cost \$5,005; first year operating cost \$1,000. Principals are curators. Ann. July 30.

***Easton, Pa.—Lafayette College.** 90.5 mc, channel 213, 10 w. Ant. height above average terrain 73 feet. P. O. address c/o David M. Lockett, director of student activities, Easton. Estimated construction cost \$6,500; first year operating cost \$3,440. Principals: board of trustees. Ann. July 30.

***Platteville, Wis.—Wisconsin State College & Institute of Technology.** 89.5 mc, channel 208, 250 w. Ant. height above average terrain 117 feet. P. O. address c/o Bjarne R. Ullsvick, 709 West Main Street, Platteville. Estimated construction cost \$2,550; first year operating cost \$1,550. Principals: board of regents. Ann. July 26.

Existing FM station

APPLICATION

KBFM-FM Pampa, Tex.—CP to change studio location from 1421 North Hobart, Pampa, to 603 East Kenneth, Spearman, Tex.; change ant.-trans. location from 2.5 miles east of Pampa to same as studio, Spearman; and change station location from Pampa to Spearman. Ann. July 25.

Ownership changes

ACTIONS BY FCC

KNOG Nogales, Ariz.—Granted assignment of license from Madelon Harper Cowling (100%) to Richard H. Ward (100%). Consideration \$65,000. Mr. Ward is employee of WRGB-TV Schenectady, N. Y. Action July 30.

KNOT Prescott, Ariz.—Granted assignment of license and CP from Roy L. Albertson Jr. and Harold L. Sanner Jr. (each 50%), d/b as Thunderbird Broadcasting Co., to William H. Ellison (60%) and Myrl E. Parker (40%), tr/as Parkell Broadcasting Inc. Consideration \$35,000. Mr. Ellison has interest in KAMP El Centro, Calif.; Mr. Parker owns pharmacy. Action July 25.

KLIX Twin Falls, Idaho—Granted assignment of license from Paramor Corp. and Alhambra Corp. (each 50%), d/b as KLIX

EDWIN TORNBURG & COMPANY, INC.

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

E T



Corp., to William R. Vogel (70.7%), William H. Farnham (14%), Jack R. Caldwell (8.1%), W. O. Corrick (4.3%), Dean Harden (2.8%) and Darrell Chambers (1%), tr/as Regional Broadcasting Corp. Consideration \$126,000. Applicant owns KWRV McCook, Neb., and WGNS Murfreesboro, Tenn. Action July 25.

WBSM-AM-FM New Bedford, Mass.—Granted transfer of control of licensee corporation, Bay State Broadcasting, from Maurice C. and Paul A. Duchaine, executors of estate of Joseph P. Duchaine (79.5%) and M. C. Duchaine (3.5% individually) to Murray Carpenter and George Gray (each 50%); 17% of stock now owned by Otto F. A. Arnold will be sold to Messrs. Duchaine for \$85,000 and they will sell 100%. Consideration \$395,000. Messrs. Carpenter (35%) and Gray (45%) and Chauncey L. Landon (20%) have application before commission now to buy WTCX St. Petersburg, Fla., and they propose to transfer WBSM-AM-FM to that corporation after FCC approval (see grant below). Action July 25.

WTYM East Longmeadow, Mass.—Granted transfer of control (and renewal of license) of licensee corporation, Executive Broadcasting Corp., from Stanley Ulanoff (30% plus) and others to Ralph C. Guild (59.65%), Peter D. Matthews (19.08%), Donald L. Wilks (11.82%) and Carleton F. Loucks (9.45%), tr/as New England Radio Corp. Consideration \$44,500. Mr. Guild is part owner of Daren F. McGavren Co., radio-TV rep firm; Mr. Matthews is businessman; Mr. Wilks works for McGavren company; Mr. Loucks is sales manager of WELI New Haven, Conn. Action July 29.

WBSM-AM-FM New Bedford, Mass.—Granted assignment of license from Bay State Broadcasting Corp. to Murray Carpenter and George Gray (each 50%), d/b as Southern Massachusetts Broadcasters Inc. (see grant above). Action July 25.

WHRV Ann Arbor, Mich.—Granted assignment of license from Clay, Arthur S. (each 47.5%) and William O. Littick (5%), d/b as Zanesville Publishing Co., to Frank H. Babcock Jr. (50%), J. William & Dorothy O'Connor (each 23%), and Edward Ballantine & Thomas A. O'Connor (each 2%), tr/as Radio Ann Arbor Inc. Consideration \$295,000. Assignees have interest in WBOW Terre Haute and WHUT Anderson, both Indiana, WCVS Springfield, WPEO Peoria and WGSB Geneva, all Illinois, and KASK-AM-FM Ontario, Calif. Comr. Bartley dissented. Action July 24.

WGTC-AM-FM Greenville, N. C.—Granted transfer of control of licensee corporation, WGTC Broadcasting Co., from A. W. Lewin (100%) to Roy H. Park (100%), tr/as Roy H. Park Radio Inc., wholly owned subsidiary of Roy H. Park Broadcasting Inc. Consideration \$116,885. Mr. Park owns WNCT(TV) Greenville and 30% of WECT (TV) Wilmington, N. C., and KREB Shreveport, La. Action July 25.

WPXY Greenville, N. C.—Granted assignment of CP from John S. Townsend and others, d/b as H & R Electronics Inc., to Stanley H. Fox (35%), Seymour L. Dworsky (25%), Irvin L. & S. H. Fox (each 15%) and Milton A. Hight (10%), tr/as Bell Broadcasting Corp. Consideration \$34,071. Principals are owners of WRMT Rocky Mount and WIZS Henderson, both North Carolina. Action July 25.

WCOY Columbia, Pa.—Granted assignment of license from Donald W. and Joan G. Huff (100% as joint tenants), d/b as Radio Columbia Inc., to Jimmie Lee Putbrey (45%), Harold H. Hersch & Harold J. Sells (each 13%), W. T. Merchant Jr. and Samuel J. Cole (each 12%) and Charles E. Putbrey (5%), tr/as Tri-Cities Broadcasting Corp. Consideration \$66,500. Messrs. Hersch, Cole and Merchant are part owners of WPRW-AM-FM Manassas, Va., and WQVA Quantico, Va. Action July 25.

KOKE Austin, Tex.—Granted assignment of license from Giles E. Miller (100%), d/b as Radio KOKE Inc., to David R. Worley (100%). Consideration \$110,000. Mr. Worley owns KLEA Lovington, N. M. and 50% of KWBA Baytown, Tex. Action July 26.

WPVA Colonial Heights-Petersburg, Va.—Granted assignment of license from Harry A. Epperson Jr. (100%) to James C. Davis, John T. Minges, Belia S. Bowers, Norman J. Suttles and Derwood H. Godwin (each 20%), tr/as Smiles of Virginia Inc. Con-

sideration \$148,000. Assignees have interest in WISP Kinston, WFBS Spring Lake and WNOH Raleigh, all North Carolina. Action July 26.

APPLICATIONS

KFIF Tucson, Ariz.—Seeks assignment of license from R. E. Pruitt Jr. (70%) and John F. Badger (30%), d/b as Southwest Broadcasting Co., to Mr. Pruitt (100%), tr/as KFIF Broadcasting Corp. Consideration \$5,000 and assumption of debt. Ann. July 29.

WJDX-AM-FM Jackson, Miss.—Seeks assignment of licenses and SCA from John S. (18.2%), C. W. (7.48%) and C. W. Murchison Jr. (12.73%) and others, d/b as Lamar Life Insurance Co., to Peter K. Lutken Sr. (40%) and W. Calvin Wells III, Maurice Thompson and Fred L. Beard (each 20%), tr/as Lamar Life Broadcasting Co. Consideration \$25,000. Assignee is licensee of WLB(TV) Jackson. Lamar Life Insurance retains ownership of physical plant of WJDX-AM-FM. Mr. Lutkin is chairman of board of Lamar Life Insurance. Ann. July 26.

KPBM Carlsbad, N. M.—Seeks transfer of control of licensee corporation, Coronado Broadcasting Inc., from Hazel H. McEvoy and family (66 2/3%) to Radio Carlsbad Inc., which is owned by Darrell A. Swayze (99.92%), present 33 1/3 owner of Coronado, Blanche A. Swayze and T. E. Lusk (each .04%). Consideration \$70,000. Mrs. Swayze is housewife; Mr. Lusk is attorney. Also see application below. Ann. July 26.

KPBM Carlsbad, N. M.—Seeks assignment of license from Coronado Broadcasting Inc. to Radio Carlsbad Inc. For other information see application above. Ann. July 26.

WALK Patchogue, N. Y.—Seeks assignment of license from W. K. Macy family (100%), d/b as Suffolk Broadcasting Corp., to William W. Mulvey, Jerome Feniger, Chester R. Huntley and Edward W. Wood Jr. (each 25%), tr/as Island Broadcasting System (WALK-AM) Inc. Consideration \$127,200. Mr. Wood is national sales manager of Screen Gems Industrial Productions, division of Screen Gems Inc.; Mr. Feniger is employed by Cowles Magazines and Broadcasting Inc.; Mr. Huntley is NBC news commentator; Mr. Mulvey is senior vice president of McCann-Erickson advertising agency. Assignee has also applied to buy WALK-FM and WRIV Riverhead, N. Y. (see those applications). Ann. July 26.

WALK-FM Patchogue, N. Y.—Seeks assignment of license and SCA from Suffolk Broadcasting Corp. to Island Broadcasting System (WALK-FM) Inc. Consideration \$39,200. For other information see WALK application above. Ann. July 26.

WRIV Riverhead, N. Y.—Seeks assignment of license from Suffolk Broadcasting Corp. to Island Broadcasting System (WRIV) Inc. Consideration \$51,100. For other information see WALK Patchogue, N. Y., application above. Ann. July 26.

WOHO Toledo, Ohio.—Seeks transfer of control of licensee corporation, Midwestern Broadcasting Co., from Sebastian N. Sloan (37.48%) to Samuel W. Sloan (22.48% individually and 37.48% as executor of estate of S. N. Sloan). No financial consideration involved. Ann. July 30.

WXCN(FM) Providence, R. I.—Seeks assignment of license from William C. Hillman and Calvert C. Groton, receivers, to Howard M. Johnson (80%) and Karl S. Kritz (20%), tr/as Mallard Broadcasting Corp. Consideration \$35,000. Mr. Johnson owns sign and outdoor advertising companies; Mr. Kritz is WXCN general manager. Ann. July 31.

KBUY Amarillo, Tex.—Seeks transfer of control of licensee corporation, Radio KBUY Inc., from G. E. Miller & Co. to stockholders of Miller & Co. No financial consideration involved. Also see KPCN Grand Prairie, Tex., application below. Ann. July 29.

KTXN(TV) Austin, Tex.—Seeks assignment of CP from John R. Powley (50%), Robert D. Ballard (25%), Charles F. Schneider (12.5%) and Charles W. Pittman and Perry L. Blankenship (each 6.25%), d/b as Texas Longhorn Broadcasting Corp., to John R. Kingsbery, R. E. Jones Jr., Bryant M. Collins, Victor L. Brooks, and Texas Longhorn Broadcasting (each 10%) and E. G. Kingsbery (17.5%), John W. Stayton (15%), Allen B. Heard and

Roderick E. Kennedy (each 6.25%) and Marion B. Findlay (5%), tr/as Southwest Republic Corp. Consideration assumption of debt and issuance of 10% of stock to Longhorn. New principals are local business and professional men. Ann. July 31.

KPCN Grand Prairie, Tex.—Seeks transfer of control of licensee corporation, Radio KPCN Inc., from G. E. Miller & Co. to stockholders of Miller & Co. No financial consideration involved. Also see KBUY Amarillo, Tex., application above. Ann. July 29.

KARO(FM) Houston—Seeks assignment of license and SCA from E. F. Weerts (51%) and A. L. Herzog (49%), d/b as Multi-Casting Inc., to J. T. Trotter (65%), Ronald G. Schmidt (20%) and Joseph L. Brown Jr. (15%), tr/as Apollo Broadcasting Co. Consideration \$40,000. Mr. Trotter is attorney and businessman; Mr. Schmidt is past program director of KODA(FM) Houston; Mr. Brown is part owner of record shop. Ann. July 25.

WVVW Grafton, W. Va.—Seeks acquisition of positive control of licensee corporation, WVVW Inc., from J. P. Beacom (50% before transfer, 30% after) by Patrick W. and Jean S. Larkin (each 25% before, each 35% after). Consideration \$13,200. Ann. July 26.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Helix Broadcasting Co. for new AM on 1520 kc, 500 w-N, 1 kw-LS, DA-2, at La Mesa, Calif.; condition. Action July 25.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of KPLT Inc. to increase daytime power of KPLT Paris, Tex., on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action July 25.

DESIGNATED FOR HEARING

WTAQ La Grange, Ill.—Designated for hearing application to increase daytime power on 1300 kc, DA-2, from 1 kw to 5 kw, continued nighttime operation with 500 w; made WMIL Milwaukee, WOOD Grand Rapids, Mich., WHLT Huntington, Ind., WKAN Kankakee, Ill., and WMRO Aurora, Ill., parties to proceeding. Action July 24.

WETC Wendell-Zebulon, N. C.—Designated for hearing application to increase power on 540 kc, D, from 250 w to 5 kw, with DA; made WYNN Florence, S. C., party to proceeding. Action July 24.

Coastal Cities Broadcasting Inc. Moss Point, Miss.—Designated for hearing application for new daytime AM on 1460 kc, 1 kw, DA; made WNPS New Orleans, which filed opposing petition, and WAIL Baton Rouge, La., parties to proceeding. Comr. Bartley dissented. Action July 24.

■ By memorandum opinion and order, commission designated for hearing application by Raul Santiago Roman for new daytime AM on 1460 kc, 500 w, DA, at Vega Baja, P. R.; made WMNT Manati, which filed opposing petition, and WMDD Fajardo parties to proceeding; issues include determination (a) as to whether application for transfer of control of WMNT filed by Paul Santiago Roman and Zaida Santos Rivera, transferors, contained omissions of material facts, and (b) character qualifications of Roman. Action July 24.

■ By order, commission, on remand by court of appeals, designated for hearing applications of WEAT-TV Inc. and Scripps-Howard Radio Inc. to change trans. locations of WEAT-TV (ch. 12) and WPTV(TV) (ch. 5), respectively, both West Palm Beach, Fla.; made Wometco Enterprises Inc. (WTVJ(TV) ch. 4), Miami, which appealed commission's Feb. 14 and 21, 1962, grants of applications, party to proceeding. By separate memorandum opinion and order, commission denied Wometco's "petition for implementation" of court of appeals decision and (2) authorized WEAT-TV and WPTV(TV) to continue present operations, without prejudice to such action as commission may deem necessary after decision in hearing proceeding. Action July 24.

OTHER ACTIONS

■ By supplement to third report and order in Doc. 14185, commission modified action of July 25 in adopting table of FM

broadcast channel assignments to change following four community assignments—Battle Creek, Mich., to channel 277; Cadillac, Mich., to channels 225 and 278; Sturgis, Mich., to channel 257A and Columbia City, Ind., to channel 292A. Necessitates modifying licenses of two existing stations at request: WELL-FM, now channel 243, Battle Creek, to shift to channel 277, and WSTR (FM), now channel 276, Sturgis, Mich., to go to channel 257A. Action is in response to late filing by WELL-FM and is based upon consideration of interference to WILX-TV and WMSB-TV (sharing time on channel 10) in Onondaga, if WELL-FM operated on FM channel 243. Comr. Cox dissented. Action July 30.

■ By order, commission scheduled oral argument for Sept. 19 on various petitions for reconsideration of May 29 report and order which denied short-spaced VHF channels for Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N.C. Action July 30.

■ By memorandum opinion and order, commission (1) denied petitions by Valley Broadcasting Co. (KIVA, ch. 11), Yuma, Ariz., directed against commission's April 10 grants without hearing of applications for new TV stations of Tele-Broadcasters of California Inc. on channel 9 and KXO-TV Inc. on channel 7, both in El Centro, Calif., and (2) dismissed as moot requests for stay of grants. Commission feels facts upon which petitioner relies are too inconclusive and generally stated to show prima facie that grant of applications in inconsistent with prior made findings that they would serve public interest, convenience and necessity. Comr. Cox dissented. Action July 30.

■ By memorandum opinion and order, commission (1) waived Sect. 4.371(c) of rules and granted applications of Frontier Broadcasting Co. (licensee of KSTF-TV), ch. 10, Scottsbluff, Neb., and KFBC-TV, ch. 5, Cheyenne, Wyo.) for four new UHF TV translator stations on channels 70 and 72 at Borie, Wyo., and channels 81 and 83 at Albin, Wyo., and two new VHF TV translator stations on channels 2 and 6 at Scottsbluff; subject to non-duplication condition, and (2) denied opposing petition by Collier Electric Co. Action July 30.

■ By memorandum opinion and order, commission waived Sects. 3.610 and 3.685 of rules to permit Cimarron Television Corp. to operate KOCO-TV, ch. 5, at Oklahoma City ant. farm at short spacing with KFSA-TV on same channel at Fort Smith, Ark. Cimarron petitioned for change in commission's action of May 29 which reassigned channel 5 from Enid to Oklahoma City and required KOCO-TV to move from Enid to Oklahoma City accordingly. Action is based upon special facts in particular case—namely, inability to find site meeting air space requirements so as to serve both Oklahoma City and Enid, small mileage difference (about 14 miles), absence of significant impact on UHF development, and need for expeditious action to improve KOCO-TV's public service. Grant is subject to conditions specified in paragraph 17 of May 29 order, and construction at Oklahoma City is not to commence until specifically authorized by commission. Comr. Lee dissented; Comr. Loevinger issued concurring statement. Action July 25.

■ By memorandum opinion and order, commission denied petitions by Warwick Manufacturing Corp. and Zenith Radio Corp. requesting reconsideration of part of commission's second report and order of March 27 on fostering expanded use of UHF TV channels which related to ratio of vis. to aur. power for TV stations operating on channels 14-83. Action July 25.

■ Commission announced action adopting memorandum opinion and order denying petition by KGMO Radio-Television Inc. (KGMO), Cape Girardeau, Mo., for reconsideration of March 13 action which granted application of Missouri-Illinois Broadcasting

Co. for new daytime AM on 1220 kc, 250 w, in Cape Girardeau, and which dismissed as moot KGMO request for stay of March 13 grant. Chrm. Henry and Comr. Cox dissented with statements. Action July 25.

■ Commission returned as unacceptable for filing application by Capitol Television Inc. for three-year trial of MELCO pay-TV system over KVUE-TV (ch. 40) Sacramento, Calif., which has been off air since March 19, 1960. Action July 25.

■ By order in proceeding on applications of Spanish International Television Inc., Progress Broadcasting Corp., Bartell Broadcasters Inc. and Trans-Tel Corp. for new TV stations on channel 37 in Paterson, N.J., commission (1) granted petition by Progress to defer proceedings until completion of rulemaking affecting channel 37 in Doc. 15022; and (2) stayed hearing proceeding and ordered action upon all pending motions and other matters filed by parties, including those pending before hearing examiner and Review Board, shall be held in abeyance pending further order of commission. Comrs. Lee and Cox dissented; Comr. Ford not participating. Action July 24.

■ By memorandum opinion and order, commission denied application by Magic City Broadcasting Corp. for reconsideration and grant without hearing of application for additional time to construct WHBM Birmingham, Ala.; also denied Magic City's application for review of April 16 action by Review Board upholding examiner's denial of continuance of hearing. Comr. Cox not participating. Action July 24.

■ By order in KOB-WABC "770 kc" proceeding commission granted petition by American Broadcasting-Paramount Theatres Inc. to extent of staying 30-day period specified in July 8 decision for filing of DA proposal by WABC. Stay is until final court order concluding judicial review. Comrs. Cox and Loevinger not participating. Action July 24.

■ Commission scheduled oral argument for Sept. 9 on petition by KWK Radio Inc. for reconsideration of May 29 decision revoking license of KWK St. Louis. Comrs. Bartley, Cox and Loevinger not participating. Action July 24.

■ By order, commission granted request for waiver of Sect. 1.354(j) (2) of rules and accepted for filing amendments substituting Esther Morris, executrix of estate of Carleton W. Morris (in lieu of Mr. Morris), as applicant for new AM stations in Safford (1480 kc, 1 kw, unl.) and Winslow (1010 kc, 500 w-N, 1 kw-LS, DA-2), both Arizona. Comr. Bartley dissented. Action July 24.

■ By memorandum opinion and order, commission (1) granted application by Music Productions Inc. for extension of time to Oct. 31 to complete construction of WBVA Waynesboro, Va., and (2) denied petition of WAYB Waynesboro to deny extension application and also then pending application for assignment of WBVA construction permit to W. Courtney Evans (since dismissed). Comr. Bartley dissented. Action July 24.

■ Commission waived Sect. 3.610 of co-channel mileage separation rule and granted applications of (1) Meyer Broadcasting Co. to change trans. location of KFYZ-TV (ch. 5) Bismarck, N. D., from about 12 miles east of city to about 12 miles south thereof, in direction of Glendive, increase ant. height from 500 feet to 1,430 feet, and decrease vis. ERP from 100 kw to 51.8 kw, with aur. ERP 31 kw, and (2) Glendive Broadcasting Corp. to change trans. location of KXGN-TV (ch. 5) Glendive, Mont., from site in city to point 4 miles southeast thereof, in direction of Bismarck, increase ant. height from 90 feet to 500 feet, and increase vis. ERP from 5 kw to 14.8 kw, with aur. ERP 7.4 kw. By letter, denied objections by Association of Maximum Service Telecasters Inc. Chrm. Henry abstained from voting; Comr. Lee dissented. Action July 24.

■ By memorandum opinion and order, commission denied petition by Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn., to designate for hearing application of Greater Minnesota Broadcasting Co. for new AM on 1340 kc, 250 w, unl., in Brainerd and to consolidate it with proceeding on KLIZ application for change on 1380 kc from 1 kw-D, to 5 kw, DA-N, unl., in Doc. 14958. Action July 24.

■ By memorandum opinion and order, commission denied petitions by WAEB Broadcasters Inc. (WAEB), Allentown, Pa.,

Berkshire Broadcasting Corp. (WLAD), Danbury, Conn., New Broadcasting Inc. (WLIB), New York and Middlesex Broadcasting Co. (WCNX), Middletown, Conn., for reconsideration of Feb. 5, 1962, further supplement to report and order in Doc. 6741 which amended Sect. 1.351 of rules by adopting criterion to govern acceptance and processing of applications for new or changed AM facilities on channels adjacent to clear channels. Commission feels, since each proposal must be considered on own merits and number of such cases is small, it appears preferable to grant waivers where appropriate rather than make general change in rules at this time. By separate letters, commission granted waivers of Sect. 1.351(b) (2) (i) of rules and placed following applications in line for processing in normal course: WLAD, on 800 kc, D, from 250 w to 1 kw; WLIB, on 1190 kc, limited, from 1 kw to 10 kw, DA, and WCNX, on 1150 kc, D, from 500 w to 1 kw. Request by WAEB for waiver of section will be considered in connection with hearing in Doc. 14165. Action July 24.

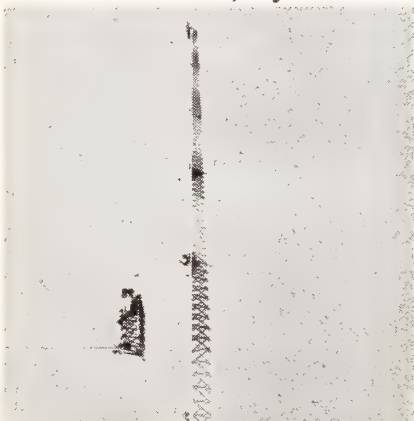
■ By letter, commission, on own motion, waived Sect. 1.354 of AM "freeze" rules and accepted for filing application of Radio Tennessee Inc. for mod. of license to change identification of WGYW Fountain City, Tenn. (1430 kc, 1 kw-D), to Knoxville. Fountain City has become annexed to Knoxville. Action July 24.

■ By letter, commission, on own motion, waived Sect. 1.354 of AM "freeze" rules and accepted for filing application of WROL Inc. to increase daytime power of WROL Fountain City, Tenn., on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and change designation of station location to Knoxville. Action July 24.

■ By order, commission (1) accepted for filing application of C. Edwin Goad for new FM on 99.1 mc; ERP 5.95 kw; ant. height 155.1 feet, in Riverside, Calif. (facilities now assigned KPLI(FM), and which has pending application for renewal of license); and (2) waived Sect. 1.356 of FM "freeze" rules to extent necessary to permit acceptance for filing other applications specifying sub-

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stantially same facilities as proposed in Goad's application, provided applications are complete and tendered for filing on or before 5:00 p.m., Aug. 26. Action July 24.

■ By memorandum opinion and order, commission denied petition by WPRY Radio Broadcasters Inc. (WPRY), Perry, Fla., for stay of May 7 action which granted application of Eugene Ketring for new daytime AM (WGKR) on 1310 kc, 1 kw, in Perry. Action July 24.

■ By letter, commission withheld action for period of 30 days on application of Lake Huron Broadcasting Corp. for new AM on 1070 kc, 10 kw, DA-1, unl., in Houston, to permit filing of amendment which will clearly demonstrate compliance with North American Regional Broadcasting Agreement, since present proposed operation would not afford adequate protection to CMAB Pinar del Rio, Cuba, and therefore is in contravention of NARBA. Commr. Cox abstained from voting. Action July 24.

■ Commission granted applications of Midwest Program on Airborne Television Instruction Inc. for two new UHF TV translator stations on channels 81 and 83 to serve Cleveland by rebroadcasting programs of airborne experimental educational stations KS2XGA and KS2XGD at Montpelier, Ind. Translator stations will enable Cleveland area viewers to receive satisfactory pictures of airborne transmissions. Channel 81 grant is conditioned to cessation of translator operation upon commencement of regular operation of TV station on channel 67 at Warren, Ohio, or at other location involving short-spaced separations. Action July 24.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in consolidated proceeding on applications of WIDU Broadcasting Inc. and Al-Or Broadcasting Co. for new AM stations in Asheville and Mebane, respectively, both North Carolina, in Docs. 14581-2, (1) held in abeyance applicants joint petition and supplement for approval of agreement whereby WIDU would be reimbursed \$12,000 for expenses incurred in connection with application in return for withdrawal, and (2) afforded parties opportunity to Sept. 1 to supplement showing as to unsubstantiated expenses. Board Member Berkemeyer dissented and issued statement. Action July 30.

■ By memorandum opinion and order in proceeding on application of Dixie Radio Inc. for new AM in Brunswick, Ga., in Doc. 13338, (1) denied petition by Broadcast Bureau to reopen record and enlarge issues; and (2) amended designation order to include condition that, in event of grant of Dixie application, CP shall contain condition that program tests will not be authorized until permittee has shown Denver T. Brannen (99.4% stockholder in Dixie), has divested all interest in, and severed all connections with, WPAP Fernandina Beach, Fla. Action July 29.

■ Granted petition by Leader Broadcasting Co., Edwardsville, Ill., to extend time to Aug. 30 to file exceptions to initial decision in proceeding on AM application and that of Salem Broadcasting Co. (WJBD), Salem, Ill. Action July 29.

■ By memorandum opinion and order, denied late filed petition by Broadcast Bureau to enlarge hearing issues in proceeding on AM application of Golden Triangle Broadcasting Inc. (WEEP), Mt. Oliver, Pa., in Doc. 14951. Action July 26.

■ Granted petition by Mitchell Broadcasting Co. to extend time to Aug. 5 to file exceptions to initial decision in proceeding on application for new AM in Estherville, Iowa. Action July 26.

■ By memorandum opinion and order in proceeding on application of Rhinelander Television Cable Corp. for new daytime AM on 1300 kc, 5 kw, at Rhinelander, Wis., denied Rhinelander's petition to extent that requests deletion of hearing issue 1 and dismissed petition to extent that requests license for respondent Oneida Broadcasting Co. (WOBT), Rhinelander, be called up for early renewal and character issue concerning WOBT be included in proceeding. Action July 25.

■ Granted petition by Broadcast Bureau to extent of extending to Aug. 16 time to file exceptions to initial decision in proceeding on AM application of People's

Broadcasting Co. (WPBC), Minneapolis. Action July 24.

■ Scheduled oral argument for Sept. 6 in proceeding on applications of Five Cities Broadcasting Co. and Douglas County Broadcasting Co. for new AM stations in Austell and Douglasville, respectively, both Georgia, in Docs. 14736-7. Action July 24.

ACTIONS ON MOTIONS

■ Commission, by office of opinions and review, granted petition by Tenth District Broadcasting Co. to extend time from July 26 to July 29 to file exceptions to initial decision in proceeding on application and that of Seven Locks Broadcasting Co. for new AM stations in McLean, Va., and Potomac-Cabin John, Md. Action July 29.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Forest L. McClenning to preside at hearing in matter of revocation of licenses of Quality Broadcasting Corp. (WKYN), San Juan, Supreme Broadcasting Inc. (WFQM(FM)), San Juan, and Radio Americas Corp. (WORA-FM), Mayaguez, all Puerto Rico; scheduled prehearing conference for Sept. 16, in Washington, and hearing for Nov. 4, in San Juan. Action July 30.

■ Designated Examiner Arthur A. Gladstone to preside at hearing in proceeding on AM application of Wendell-Zebulon Radio Co. (WETC), Wendell-Zebulon, N. C.; scheduled prehearing conference for Sept. 12 and hearing for Oct. 1. Action July 29.

■ Designated Examiner Herbert Sharfman to preside at hearing in proceeding on AM application of Coastal Cities Broadcasting Inc., Moss Point, Miss.; scheduled prehearing conference for Sept. 12 and hearing for Oct. 1. Action July 29.

■ Granted petition by Broadcast Bureau to extent of extending time from July 29 to Aug. 9 to file proposed findings and ordering parties to adhere to Aug. 16 date heretofore specified to file reply findings in proceeding on application of Beamon Advertising Inc. for new AM in Daingerfield, Tex. Action July 29.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on competing applications of Automated Electronics Inc., Arlington, Va., and Capital Broadcasting Co., Washington, for new TV stations on channel 20, granted petition by Capital to continue July 30 prehearing conference to Sept. 20. Action July 26.

By Hearing Examiner Charles J. Frederick

■ Granted motion by Central Wisconsin Television Inc. for extension of time from July 26 to Aug. 2 to file reply findings in proceeding on application for additional time to construct WCWT(TV) (ch. 9) Wausau, Wis., and for assignment of license to Midcontinent Broadcasting Co. Action July 26.

By Hearing Examiner Arthur A. Gladstone

■ Pursuant to agreements reached at July 24 further prehearing conference in Paterson, N. J., TV channel 37 proceeding, in Docs. 15089, et al., (1) ordered procedures to be followed in further conduct of proceeding shall be as set forth in stipulations and rulings entered upon transcript of further prehearing conference, and (2) postponed, without date, subject to further order, Sept. 9 hearing. Action July 24.

By Hearing Examiner Walther W. Guenther

■ Approved procedural ground rules established at July 26 prehearing conference in proceeding on AM application of Northland Radio Corp. (KWEB), Rochester, Minn., and continued Sept. 16 hearing to Oct. 29. Action July 26.

■ Granted motion by Bay Shore Broadcasting Co. to continue certain procedural dates and to continue July 29 hearing to Sept. 16 in proceeding on application for new AM in Hayward, Calif. Action July 26.

■ Granted petition by Broadcast Bureau for extension of time from Aug. 2 to Aug. 15 to file proposed findings and from Aug. 16 to Sept. 3 for replies in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. Action July 25.

■ Upon request by Finley Broadcasting Co. (KSRO), Santa Rosa, Calif., scheduled further hearing conference for July 25 in

proceeding on AM application of Bay Shore Broadcasting Co., Hayward, Calif. Action July 24.

By Hearing Examiner Annie Neal Hunting

■ In proceeding on applications of Newton Broadcasting Co., Newton, and Transcript Press Inc., Dedham, both Massachusetts, in Docs. 13067-8, granted joint petition to extend time from July 29 to Sept. 10 to file proposed findings and from Aug. 30 to Sept. 24 for replies. Action July 29.

■ In consolidated AM proceeding on applications of Newton Broadcasting Co., Newton, and Transcript Press Inc., Dedham, both Massachusetts, in Docs. 13067-8, reopened record and scheduled further hearing for July 29 for purpose of considering joint petition by Newton Broadcasting Co. and Broadcast Bureau for extension of time to file proposed findings and replies. Action July 26.

By Hearing Examiner H. Gifford Irion

■ Issued statement and order governing hearing in consolidated AM proceeding on applications of Holston Broadcasting Corp., Elizabethton, and C. M. Taylor, Blountville, both Tennessee, in Docs. 15111-2, and scheduled certain procedural dates and continued Sept. 13 hearing to Oct. 2. Action July 26.

■ By order in Miami TV channel 10 proceeding, in Docs. 14775 et al., granted motion by Miami Television Corp. to extend time to Aug. 6 to file reply findings in Step 2 and to Aug. 26 to file such findings in Step 3. Action July 26.

By Hearing Examiner Jay A. Kyle

■ Granted request by Northern California Educational Television Association Inc. to continue July 30 hearing to Sept. 11 in proceeding on application for new non-commercial TV on channel 9 in Redding, Calif. Action July 30.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted petition by Lakewood Broadcasting Service Inc. (KLAK), Lakewood, Colo., for extension of time to Aug. 27 to reply to petition by Denver Area Broadcasters (KDAB), Arvada, Colo., for leave to amend AM application. Action July 29.

■ Upon request by Broadcast Bureau, extended to Aug. 6 and Aug. 16, respectively, dates to file proposed findings and replies in proceeding on AM application of Golden Triangle Broadcasting Inc. (WEEP), Mt. Oliver, Pa. Action July 25.

■ Granted request by Denver Area Broadcasters (KDAB), Arvada, Colo., to extend July 24 date for exchange of exhibits to 14 days after release date of hearing examiner's order disposing of prospective petition for leave to amend AM application. Action July 24.

BROADCAST ACTIONS by Broadcast Bureau

Actions of July 29

■ Granted renewal of licenses for following stations for normal license term: WAYZ-FM Waynesboro; WARD-FM Johnstown; WCED-FM Dubois; WBVP-FM Beaver Falls; WDJR(FM) Oil City, all Pennsylvania; WDEL-FM Wilmington, Del.; WEEX-FM Easton; WEST-FM Easton; WHP-FM Harrisburg; WITT(FM) Pittsburgh; WIBG-FM Philadelphia; WGAL-FM Lancaster; WKOK-FM Sunbury; WLOA-FM Braddock; WLAN-FM Lancaster; WMGW-FM Meadville; WLBR-FM Lebanon; WPEN-FM Philadelphia; WLYC-FM Williamsport; WQAL(FM) Philadelphia; WPPA-FM Pottsville; WWSW-FM Pittsburgh; WRAK-FM Williamsport, all Pennsylvania; WGR-AM-FM Buffalo, N. Y.; WRRN(FM) Warren; WNOW-FM York; WVAM-FM Altoona, all Pennsylvania.

■ WIP-FM Philadelphia—Granted renewal of license for normal license term; without prejudice to whatever action, if any, may be taken by commission as result of disposition in *WORZ Inc. v. FCC* (Court of Appeals of District of Columbia), case No. 13,996.

■ WCAU-FM Philadelphia—Granted renewal of license, including auxiliary, for normal license term; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; (3) with re-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 31

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,810	50	153	341
FM	1,091	29	88	190
TV	522 ¹	53	85	115

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, July 31

	VHF	UHF	TOTAL TV
Commercial	484	91	578
Non-commercial	47	21	68 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC June 30

	AM	FM	TV
Licensed (all on air)	3,809	1,090	519
CP's on air (new stations)	51	30	56
CP's not on air (new stations)	137	87	85
Total authorized stations	3,997	1,207	660 ¹
Applications for new stations (not in hearing)	210	178	67
Applications for new stations (in hearing)	146	13	53
Total applications for new stations	356	191	120
Applications for major changes (not in hearing)	254	90	47
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	308	93	55
Licenses deleted	0	2	0
CP's deleted	1	2	0

¹Does not include six licensed stations off air

²Includes three stations operating on unreserved channels

spect to pending antitrust matters relating to Columbia Broadcasting System Inc.; and (4) with respect to application of Sect. 3.658(a) and (e) of commission's rules to certain amendments to affiliation contracts proposed by CBS.

WJAS-FM Pittsburgh—Granted renewal of license for normal license term; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; and (3) with respect to pending antitrust matters relating to National Broadcasting Co. and Radio Corp. of America.

K09AD Newcastle, Wyo.—Granted license covering changes for VHF TV translator station.

Actions of July 26

KWKC Abilene, Tex.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KVRH Salida, Colo.—Granted increased daytime power on 1340 kc, SH, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KTRF Thief River Falls, Minn.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KAKE Wichita, Kan.—Granted licenses covering increase in daytime power (main); and use of old main trans. as aux.-nighttime trans. at main trans. site.

K73AW Quitaque and Turkey, both Texas—Granted license for UHF TV translator station.

K07EX Bodenbug Butte Area and USBR Government Camp, both Alaska—Granted CP to replace expired permit for new VHF TV translator station and specify type trans.

K13BC Circle, Mont.—Granted CP to make changes in ant. system for VHF TV translator station.

K13AB Kadoka, S. D.—Granted CP to change type trans. and make changes in ant. system for VHF TV translator station.

K07FV Darby and Conner, both Montana—Granted CP to change frequency to channel 7 and make changes in ant. system for VHF TV translator station.

K75BD Weed Heights, Nev.—Granted CP to change frequency to channel 75, and primary station to KCRL(TV) (ch. 4) Reno for UHF TV translator station.

WNBE-TV New Bern, N. C.—Granted mod. of CP to change studio location to present trans. location and correct geographic coordinates; ant. height 730 feet.

K13DU Whitewater-Loring, Mont.—Granted mod. of CP to change type trans., make changes in ant. system and include Wynot and Lovejoy, both Montana in principal community for VHF TV translator station.

K11GA Valier, Mont.—Granted mod. of CP to change frequency to channel 11, type trans., trans. location and primary TV station to KRTV(TV) (ch. 3) Great Falls, Mont., make changes ant. system, and correct geographic coordinates for VHF TV translator station.

■ Granted licenses for following VHF TV translator stations: K02BR, K05BI, Escalante TV Association, Escalante, Utah, and change primary station call to KUTV(TV) for K05BI; W11AH, WMRC Inc., Tryon, N. C.; W02AD, Skyway Broadcasting Co., Waynesville and Hazelwood, both North Carolina; W08AF, WIIC Inc., Greensburg, Pa.; K13FL, Edward E. Schultz, Estes Park, Colo.

Actions of July 25

KOMC(TV) McCook, Neb.—Granted license for TV station; ERP 100 kw vis. and 50 kw aur.

KVLF-TV Alpine, Tex.—Granted license for TV station and redescribe trans. and studio locations.

WTOM-TV Cheboygan, Mich.—Granted license covering increase in ERP and change of type trans.

KWWL-TV Waterloo, Iowa—Granted license covering decrease in aur. ERP.

KVOO-TV Tulsa, Okla.—Granted license covering installation of aux. ant. at main trans. site.

***WEDH(TV) Hartford, Conn.**—Granted CP to change ERP to 131 kw vis. and 63 kw aur. and modify ant. to provide electrical beam tilt.

WPRO-TV Providence, R. I.—Granted CP to change ERP to 275 kw vis. and 138 kw aur., type ant. and make changes in ant. system (main trans. and ant.).

K11AD Loma, Mont.—Granted CP to change type trans. for VHF TV translator station.

■ Granted licenses covering changes for following TV stations: KREX-TV Western Slope Broadcasting Inc., Grand Junction, Colo.; KCTV(TV) Westex Television Co., San Angelo, Tex.

■ Granted CP's to replace expired permits for following new VHF TV translator stations: K07ES, Kanab Lions TV, Fredonia, Ariz.; K09EL, Ten Sleep Free TV Club, Ten Sleep, Wyo.; K04CK, Kanab Lions TV, Kanab, Utah.

Actions of July 24

WHOS-FM Decatur, Ala.—Granted SCA on subcarrier frequencies of 41 and 67 kc. **KOWL Bijou, Calif.**—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

■ Granted renewal of licenses for following VHF TV translator stations for normal license term: K10AA, K12AB, Baker TV Booster Inc., Baker, Mont.; K02AO, Channel 4 TV Inc., Rexford-Gateway area, Mont.; K10AT, Circle TV Booster Club Inc., Circle, Mont.; K07AL, K13AC, Fort Benton TV Club, Fort Benton, Mont.; K11AN, K13AR, Glacier County TV Club Inc., Cut Bank, Mont.; K10AJ, Howard TV Club, Howard Mont. (rural community); K05BL, K13DF, Lame Deer Community TV Club, Lame Deer, Mont.; K10DB, North Country TV Club, Opheim and Glentana, Mont.; K09DQ, K11EM, Pinkham Mountain T.V. Club, Glen Lake Area, Mont.; K10AB, Richland TV Club, Sidney, Mont.; K10BP, Shields River Free T.V. Association, Clyde Park, Wilsall and Upper Shields River, all Montana; K11AQ, K07AV, Stanford TV Association, Stanford, Mont.; K11DV, Upper Rosebud TV Club, Upper Rosebud, Mont.; K07AB, K11AC, Bert B. Williamson, Belt, Mont.; K06AV, Wolf Point TV Club, Wolf Point, Mont.

■ Granted renewal of licenses for following UHF TV translator stations for normal license term: K80AX, Blacktail T.V. Association, Big Fork, Mont.; K73AC, K82AB, Hill County T-V Club, Havre, Mont.; K77AN, Tea Kettle T.V. Association Inc., Columbia Falls, Mont.

WIVE Ashland, Va.—Granted license covering installation of new trans.

WRNL Richmond, Va.—Remote control permitted while using non-DA (alternate main trans.).

WRNL-FM Richmond, Va.—Remote control permitted (main and aux. trans.).

WDEA Ellsworth, Me.—Granted CP to replace expired permit to install old main trans. as aux. trans.

Revocations

■ Commission ordered Quality Broadcasting Corp., Supreme Broadcasting Inc., of Puerto Rico, and Radio Americas Corp. to show cause why licenses of commonly owned Puerto Rico stations WKYN San Juan, WFQM(FM) San Juan and WORA-FM Mayaguez should not be revoked, and to appear at hearing to be held in San Juan at time to be set later, for which they each face apparent liability up to \$10,000 if commission should impose forfeitures in lieu of license revocations. Quality and Supreme are controlled by Radio Americas, which latter corporation is, in turn, controlled by Alfredo R. de Arellano, Jr., who is president of all three corporations. Action July 25.

Rulemakings

FINALIZED

■ By separate report and orders, commission finalized rulemaking to give Atlanta and Ogden, Utah, second noncommercial educational TV channels. Channel 57 was deleted from Marietta, Ga., where it was

unused, and assigned Atlanta for educational use and noncommercial reservation was shifted from channel 24 to channel 9 at Ogden. Action July 30.

PROPOSED

■ Pursuant to proposed rulemaking of April 24, commission adopted expanded table of TV channel assignments for Puerto Rico and Virgin Islands to further development of UHF service in islands. New table follows: Puerto Rico: Aguadilla, *32, 44; Arecibo-Aguadilla, 12-; Arecibo, 54, 80; Bayamon, 36; Caguas, 11-, *58; Carolina, 52; Cayey, 76; Fajardo, 13+, *40; Guayama, 46; Humacao, 68; Mayaguez, *3+, 5-, 16, 22; Ponce, 7+, 9-, 14, 20, *26, 48; San Juan, 2+, 4-, *6-, 18, 24, 30, *74; San Sebastian, 38; Utuado, *70; Vega Baja, 64; Yauco, 42; Virgin Islands: Charlotte Amalie, 10-, 17, *23, 43; Christiansted, 8+, 15, *21, 27. Action July 30.

■ In notice of proposed rulemaking concerning certain requests for additional educational UHF TV channels, commission announced intention to issue further proposals in Doc. 14229 inviting comments on specific additions, deletions and changes in assignment of UHF TV channels 14 to 83 inclusive (none for VHF channels). Accordingly, but subject to changes which may be necessitated by UHF channel revisions, commission invited comments on following proposals, based upon petitions, for additional UHF educational reservations: Bay Area Educational Television Association, for channel 38 at San Francisco-Oakland, Calif.; Central California Educational Television, channel 46 or channel 19 at Sacramento, Calif.; Cabrillo College, channel 22, Watsonville, Calif.; John M. Sink, channel 20, Santa Barbara, Calif.; National Educational and Radio Center, channel 47 at Athens, Tenn., and channel 14 at Chattanooga, Tenn.; New Jersey Educational Television Corp., channel 52, Atlantic City; University of New Hampshire, channels 45 and 24 at Keene and Littleton, both New Hampshire, respectively; Georgia State Board of Education to make commercial channel 8 at Waycross, Ga., on which it operates WXGA-TV, noncommercial educational channel. Action July 30.

■ By notice of proposed rulemaking, commission invited comments to proposal by Charlottesville Broadcasting Corp. (licensee of WINA-AM-FM Charlottesville, Va.) to assign channel 11 plus to Staunton-Waynesboro, Va., on hyphenated basis. It would necessitate change of offset carrier of WTVB (TV) at Durham, N. C., from channel 11 plus to channel 11 even. Comr. Cox dissented; Comr. Loevinger abstained from voting. Action July 25.

PETITION FOR RULEMAKING FILED

■ WCRT-AM-FM Birmingham, Ala.—Requests amendment of rules to remove educational reservation from channel 48 and make channel available for commercial TV operation. Filed July 22.

Processing line

■ Notice is hereby given, pursuant to Sect. 1.354(c) of commission rules, that on Sept. 4, 1963, standard broadcast applications listed in appendix will be considered as ready and available for processing. Pursuant to Sect. 1.106(b) (1) and Sect. 1.361(c) of commission's rules, application, in order to be considered with any application appearing on attached list or with other application of file by close of business on Sept. 3, 1963, which involves conflict necessitating hearing with application on list, must comply with interim criteria governing acceptance of standard broadcast applications set forth in note to Sect. 1.354 of commission rules and be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on Sept. 3, 1963, or (b) earlier effective cut-off date which listed application or other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Applications from top of processing line:

■ KFMB San Diego—Transcontinent Television Corp. From 540 kc, 5 kw, DA-N, unl., to 760 kc, 5 kw, DA-N, unl. (BP-9905).

■ WENC Whiteville, N. C.—Whiteville Broadcasting Co. From 1220 kc, 1 kw-D to 1220 kc, 5 kw-D (BP-13390).

■ WLIB New York—New Broadcasting Inc. From 1190 kc, 1 kw, L-WOVO to 1190 kc, 10 kw, DA-1, L-WOVO (BP-13978).

■ KPUG Bellingham, Wash.—KPUG Inc. From 1170 kc, 1 kw, DA-1, unl. to 1170 kc, 10 kw, DA-1, unl. (BP-14162).

■ KZEY Tyler, Tex.—Tyler Broadcasting Co. From 690 kc, 250 w-D, DA to 690 kc, 1 kw-D, DA (BP-14702).

■ WCHA Chambersburg, Pa.—Chambersburg Broadcasting Co. From 800 kc, 1 kw-D to 800 kc, 5 kw-D (BP-14743).

■ KIBE Palo Alto, Calif.—Sundial Broadcasting Corp. From 1220 kc, 1 kw-D to 1220 kc, 5 kw-D.

■ WKDN Camden, N. J.—South Jersey Broadcasting Co. From 800 kc, 1 kw-D to 800 kc, 5 kw-D, DA (BP-14986).

■ WIZE Springfield, Ohio—Radio Voice of Springfield Inc. From 1340 kc, 250 w, unl. to 1340 kc, 250 w, 1 kw-LS, unl. (BMP-10563).

■ WFOR Hattiesburg, Miss.—Newforte Inc. From 1400 kc, 250 w, unl. to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15722).

■ WHIT New Bern, N. C.—Ray D. Williams. From 1450 kc, 250 w, unl. to 1450, 250 w, 1 kw-LS, unl. (BP-15731).

■ KBST Big Spring, Tex.—Snider Corp. From 1490 kc, 250 w, unl. to 1490 kc, 250 w, 1 kw-LS, unl. (BP-15732).

■ WIRA Fort Pierce, Fla.—Indian River Broadcasting Co. From 1400 kc, 250 w, unl. to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15740).

■ KDRL Devils Lake, N. D.—KDRL Inc. From 1240 kc, 250 w, unl. to 1240 kc, 250 w, 1 kw-LS, unl. (BP-15742).

■ KEXO Grand Junction, Colo.—Voice of Western Colorado Inc. From 1230 kc, 250 w, unl. to 1230 kc, 250 w, 1 kw-LS, unl. (BP-15743).

■ WSNT Sandersville, Ga.—Radio Station WSNT Inc. From 1490 kc, 250 w, 500 w-LS, unl. to 1490 kc, 250 w, 1 kw-LS, unl. (BP-15744).

■ WINK Fort Myers, Fla.—Fort Myers Broadcasting Co. From 1240 kc, 250 w, unl. to 1240 kc, 250 w, 1 kw-LS, unl. (BP-15745).

■ WFPR Hammond, La.—Airweb Inc. From 1400 kc, 250 w, unl. to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15751).

■ WTTB Vero Beach, Fla.—Tropics Inc. From 1490 kc, 250 w, unl. to 1490 kc, 250 w, 1 kw-LS, unl. (BP-15752).

■ WINA Charlottesville, Va.—Charlottesville Broadcasting Corp. From 1400 kc, 250 w, 1 kw-LS, unl. to 1070 kc, 5 kw, DA-N, unl. (BP-15768).

■ WLAF LaFollette, Tenn.—LaFollette Broadcasting Inc. From 1450 kc, 250 w, unl. to 1450 kc, 250 w, 1 kw-LS, unl. (BP-15804).

■ WQXT Palm Beach, Fla.—Fairfax Broadcasting Inc. From 1340 kc, 250 w, unl. to 1340 kc, 250 w, 1 kw-LS, unl. (BP-15811).

■ KFTW Fredericktown, Mo.—Robert F. Neathery. From 1450 kc, 250 w, unl. to 1450 kc, 250 w, 1 kw-LS, unl. (BMP-10738).

■ KAOR Oroville, Calif.—James E. Wally. From 1340 kc, 250 w, unl. to 1340 kc, 250 w, 1 kw-LS, unl. (BP-15814).

■ KRUS Ruston, La.—Ruston Broadcasting Co. From 1490 kc, 250 w, 500 w-LS, unl. to 1490 kc, 250 w, 1 kw-LS, unl. (BP-15817).

■ Barbourville, Ky.—Golden East Broadcasting Inc. 1490 kc, 250 w, unl. (BP-15827).

■ KORN Mitchell, S. D.—Mitchell Broadcasting Association Inc. From 1490 kc, 250 w, unl. to 1490 kc, 250 w, 1 kw-LS, unl. (BP-15829).

■ KLTZ Glasgow, Ky.—Glasgow Broadcasting Co. From 1240 kc, 250 w, unl. to 1240 kc, 250 w, 1 kw-LS, unl. (BP-15830).

■ KXIV Phoenix, Ariz.—Camelback Broadcasting Inc. From 1400 kc, 250 w, unl. to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15831).

■ Coolidge, Ariz.—Coolidge Broadcasting Co. 1150 kc, 1 kw, DA-N, unl. (BP-15838).

■ John Day, Ore.—John Day Valley Broadcasters. 1400 kc, 250 w, unl. (BP-15841).

■ WIRO Ironton, Ohio—Tri-Radio Broadcasting Co. From 1230 kc, 250 w, unl. to 1230 kc, 250 w, 1 kw-LS, unl. (BP-15843).

■ KBIX Muskogee, Okla.—Oklahoma Press Publishing Co. From 1490 kc, 250 w, unl. to 1490 kc, 250 w, 1 kw-LS, unl. (BP-15844).

■ KORA Bryan, Tex.—Bryan Broadcasting Inc. From 1240 kc, 250 w, unl. to 1240 kc, 250 w, 1 kw-LS, unl. (BP-15854).

■ KIKO Miami, Ariz.—Willard Shoecraft.

From 1340 kc, 250 w, unl. to 1340 kc, 250 w, 1 kw-LS, unl. (BP-15856).

■ KDWT Stamford, Tex.—ABKO Broadcasting Co. From 1400 kc, 250 w, unl. to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15857).

■ KTNM Tucumcari, N. M.—Tucumcari Broadcasting Inc. From 1400 kc, 250 w, unl. to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15858).

■ KAAA Kingman, Ariz.—Wallace E. Stone. From 1230 kc, 250 w, unl. to 1230 kc, 250 w, 1 kw-LS, unl. (BP-15862).

■ WKAM Goshen, Ind.—Kosciusko Broadcasting Corp. From 1460 kc, 1 kw-D to 1460 kc, 500 w, 1 kw-LS, DA-N, unl. (BP-15863).

■ WNAG Grenada, Miss.—Grenada Broadcasting Inc. From 1400 kc, 250 w, unl. to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15864).

■ WBGW Bowling Green, Ky.—Bowling Green Broadcasting Co. From 1340 kc, 250 w, unl. to 1340 kc, 250 w, 1 kw-LS, unl. (BP-15865).

■ KTDO Toledo, Ore.—Edward C. McElroy Jr. From 1230 kc, 250 w, unl. to 1230 kc, 250 w, 1 kw-LS, unl. (BP-15866).

■ KTRC Santa Fe, N. M.—Santa Fe Broadcasting Inc. From 1400 kc, 250 w, unl. to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15867).

■ KPRM Park Rapids, Minn.—DeLaHunt Broadcasting Co. From 1240 kc, 100 w, unl. to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15881).

■ WFTL Fort Lauderdale, Fla.—WFTL Broadcasting Co. From 1400 kc, 250 w, unl. to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15882).

■ KLIN Lincoln, Neb.—Fletcher-Mitchell Corp. From 1400 kc, 250 w, unl. to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15883).

■ KMUR Murray, Utah—Oral J. Wilkinson. From 1230 kc, 250 w, unl. to 1230 kc, 250 w, 1 kw-LS, unl. (BP-15885).

■ WSRM Milton, Fla.—Santa Rosa Broadcasting Inc. From 1490 kc, 250 w, unl. to 1490 kc, 250 w, 1 kw-LS, unl. (BP-15890).

■ KVVM Show Low, Ariz.—Peak Broadcasting Co. From 1050 kc, 205 w-D to 970 kc, 1 kw-D (BP-15894).

■ Glennallen, Alaska—Central Alaskan Missions Inc. 790 kc, 5 kw, unl. (BP-15897).

■ KFLW Klamath Falls, Ore.—David F. Snow. From 1450 kc, 250 w, 500 w-LS, unl. to 1450 kc, 250 w, 1 kw-LS, unl. (BP-15901).

■ WSSO Starkville, Miss.—Starkville Broadcasting Co. From 1230 kc, 250 w, unl. to 1230 kc, 250 w, 1 kw-LS, unl. (BP-15902).

■ WHBB Selma, Ala.—Talton Broadcasting Co. From 1490 kc, 250 w, unl. to 1490 kc, 250 w, 1 kw-LS, unl. (BP-15917).

■ WROX Clarksdale, Miss.—Mrs. Eunice T. Imes. From 1450 kc, 250 w, unl. to 1450 kc, 250 w, 1 kw-LS, unl. (BP-15918).

■ KBYG Big Spring, Tex.—Big Spring Radio Inc. From 1400 kc, 250 w, unl. to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15920).

■ WPIK Alexandria, Va.—Potomac Broadcasting Corp. Change DA system (BMP-10936).

■ WMBM Miami Beach, Fla.—Community Service Broadcasters Inc. From 1490 kc, 250 w, unl. to 1490 kc, 250 w, 1 kw-LS, unl. (BP-15928).

■ WSHB Raeford, N. C.—Stanmar Broadcasting Co. From 1400 kc, 250 w, unl. to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15933).

■ KUNO Corpus Christi, Tex.—KUNO Radio Inc. From 1400 kc, 250 w, unl. to 1400 kc, 250 w, 1 kw-LS, unl. (BP-10937).

■ WKEI Kewanee, Ill.—Kewanee Broadcasting Co. From 1450 kc, 100 w, 500 w-LS, unl. to 1450 kc, 250 w, 500 w-LS, unl. (BP-15941).

■ WJNO West Palm Beach, Fla.—WJNO Radio. From 1230 kc, 250 w, unl. to 1230 kc, 250 w, 1 kw-LS, unl. (BP-15942).

■ WCMC Wildwood, N. J.—Francis J. Matrangola. From 1230 kc, 250 w, unl. to 1230 kc, 250 w, 1 kw-LS, unl. (BP-15945).

■ WELK Charlottesville, Va.—Virginia Broadcasting Co. From 1010 kc, 1 kw-D to 1470 kc, 5 kw, DA-2, unl. (BP-15949).

■ WCWC Ripon, Wis.—Greycote Inc. From 1600 kc, 5 kw-D, DA to 1600 kc, 5 kw, DA-2, unl. (BP-15953).

■ Montpelier, Idaho—Glacus G. Merrill. 1400 kc, 250 w, unl. (BP-15955).

■ WGCD Chester, S. C.—Dispatch Broadcasting Inc. From 1490 kc, 250 w, unl. to 1490 kc, 250 w, 1 kw-LS, unl. (BP-15956).

■ KBZZ La Junta, Colo.—La Junta Broadcasters. From 1400 kc, 250 w, unl. to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15958).

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising requires display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Management opportunity. Wanted: A sales partner, with experience in sales field proven. Preferably family man. Must have cash to invest. 20% stock available to right party, with possibility of 50%. Station value \$75,000.00 in market of 3 other locals. Located in Utah in 2nd largest metropolitan area, 125,000 population. Box J-3, BROADCASTING.

Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programing departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, BROADCASTING.

General manager strong in sales. Midwest. Successful record and good references essential. Box J-256, BROADCASTING.

Sales and station manager—West coast near major metropolitan area—1,000 watts full time—opportunity for investment—please write Box J-227, BROADCASTING.

Manager for small market station on west coast. Prefer man with first phone license, experience in sales and programing. Box K-26, BROADCASTING.

Manager and staff wanted for new Xenia, Ohio, am, WGIC, on air soon. Details to Box K-38, BROADCASTING.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five market Box H-128, BROADCASTING.

Sales Manager wanted. Top opportunity in 100,000 market Midwest. Need idea man who is real driver. Must be experienced and have good past record. Write fully. Box J-43, BROADCASTING.

Salesman-announcer; excellent deal for experienced combination salesman-announcer at top-rated modern music station, medium Pennsylvania market. J-330, BROADCASTING.

Opening for experienced sales manager who can sell & direct a sales organization. Must be creative, aggressive, and thoroughly responsible. Salary plus over ride. Pioneer upstate N. Y. station in healthy commercial condition. Send complete resume, photo, and references to Box K-54, BROADCASTING.

Anyone in your family have asthma, arthritis, sinus? Looking for the healthiest driest climate in the world? Aggressive salesman contact KD-HI, Twentynine Palms, Calif.

Help Wanted—(Cont'd)

Sales

California central coast am station needs experienced salesman. State's fastest-growing market. Send resume, photo—KHER, Santa Maria, California.

Experienced salesman for WCLW am and fm. Send replies direct to WCLW, 771 McPherson, Mansfield, Ohio.

WGEE Indianapolis, Indiana. Protected, active account list, salary plus commission, insurance program, retirement plan, opportunity for advancement in 7 station group. Write: Arnold C. Johnson, 4800 E. Raymond St.

Radio salesman. Over \$11,000 per year salary plus commission for men with current billings of at least \$60,000 per year, for local am station. Send complete details to: WJOB, 372 W. Ontario St., Chicago 10, Ill.

The door's open . . . Here's an opportunity for the salesman looking for a chance to grow with a growing organization. If you can sell, follow-up, and become part of the community—Here's the doorway. A talented staff—some of the best announcers and newsmen anywhere! Management one of the nation's most active in broadcast circles. Our town is a quad city area of more than 35,000 located 75 miles from Chicago. Great place to live, great people—this may be your doorway to success. Send photo and resume to Bill Dahlsten, WLPO, LaSalle, Illinois.

Sales-announcer. Goin'—Growin'—thrivin' 250 w. daytimer needs a salesman-announcer. One position augments the other, result—\$! Contact: Mr. Walter Olson, Gen. Mgr., Radio Station WLOI-AM, LaPorte, Indiana, 362-6144.

Here's a real opportunity. Single station market with potential unlimited. Will furnish account list of established businesses that will exceed guarantee. Prefer man who can write and announce own commercials. Top flight staff to work with. 15% commission, guarantee, and car allowance. Excellent insurance program, must be married. Live in beautiful vacation land of Wisconsin. No bad habits. Write WOBT, Rheinland, Wis.

Excellent opportunity at No. 1 5 kw station. Resort town. Combination salesman-announcer. Must have 1st phone ticket. Must have good voice, experienced style. Base salary for announce shift, commission on all sales. Opportunity for advancement in multi-station operation. Prefer college graduate—business administration, but not essential. Send photograph, tape, personal and business references, full background and experience 1st letter. WPCF, Box 1430, Panama City, Fla.

Announcers

Capable deejay newsmen. Illinois adult music kilowatt. Fine opportunity for qualified announcer who can gather, write and deliver news in professional manner, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume. Box H-138, BROADCASTING.

Classical music man with solid combo operate-announce commercial experience. Smooth delivery and voice, must be sophisticated in classical music programing. References and resume only. Box J-158, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer, experienced in play-by-play football for new facility in northern New Hampshire. Send tape, resume, etc. Box J-303, BROADCASTING.

Swinging dee-jay for high-rated number one, top forty station, medium Pennsylvania market; salary open. Box J-329, BROADCASTING.

Experienced staff announcer for good music kilowatt near Chicago. Excellent starting salary, many extra benefits for mature man who can gather, write and deliver news, newsmobile reports, plus bright music shows. Send tape, complete resume, telephone number. Box J-359, BROADCASTING.

Wanted: combo-announcer, first phone needed immediately, 1,000 watt low frequency. Small Virginia town, good signal over 1/2 million people in .05MV coverage. \$100 per week to start. Must have experience. Box J-366, BROADCASTING.

Top rated station in eastern Pennsylvania with heavy accent on news, sports, special events and specialized programming has an immediate opening for topnotch announcer with solid experience authoritative voice and ad lib ability. Excellent salary and talent. Send resume tape and picture to Box K-1, BROADCASTING.

Announcer with news gathering-writing ability wanted for Florida east coast fulltimer. Airmail tape, resume, sample news copy and salary requirements. Box K-3, BROADCASTING.

Announcer with versatility who likes small town living and can settle into small market Pennsylvania operation. Married man preferred. Send tape, details of experience, salary requirements. Box K-5, BROADCASTING.

Grand opportunity for experienced morning man to join progressive good music multiple station organization in upper midwest. Immediate opening. Salary open for right man. Send air-check, picture and resume. Box K-8, BROADCASTING.

September opening for staff announcer for upstate New York colleegetown station. dj and news experience a must. Send tape and resume. Box K-11, BROADCASTING.

Announcer, primarily night work. No rockers. Prefer settled family man from midwest. Resume, photograph and tape, first letter. Box K-59, BROADCASTING.

Announcer-salesman. Small Michigan station. Salary plus commission. Excellent income for hard worker. Send tape, resume, references. Box K-62, BROADCASTING.

Need announcer beginning August 25th. \$400.00 per month to start. KBRZ, Freeport, Texas.

Opening for announcer with restricted permit. Non-personality type operation. Good news and commercial delivery required. Want young, single man, KVVM, Showlow, Arizona.

Wichita, Kansas, #1 in market looking for mature jockey with bright, happy sound. Send air check to Rex Hall, P.O.B. 486, KWBB.

Help Wanted—(Cont'd)

Announcers

Florida resort area daytimer needs announcer. Send tape, resume and snapshot. State minimum starting salary. Box J-312, BROADCASTING.

Immediate opening for announcer-newsman. Contact Bill Tedrick, KWRT, Boonville, Mo.

Wanted: Announcer with first class license. Station WAMD, Aberdeen, Md.

3 negro dj's wanted. Must have experience, good references for major market. Contact Program Manager, WHIH, Norfolk, Va., 625-4231, immediately.

WIRL, Peoria, Illinois needs an afternoon drive-time, seasoned, clever personality. Send resume and tape immediately.

WLPM needs an engineer-announcer with 1st class license. No maintenance required. If interested in joining staff of stable, aggressive, well equipped station playing up tempo big band music, send tape picture and resume to: E. D. Beydush, WLPM, Suffolk, Va.

Immediate opening for announcer, experienced announcer desired but will consider broadcast school graduate. Typing ability helpful. Send tape photo, resume, salary requirements to Art Moran, WMEK, Chase City, Va.

Announcer, 1st phone—5,000 watt midwest independent has immediate opening. Emphasis on air work, little maintenance. Run own board. Send tape, photo, references, complete resume, first letter, WMIX, Mt. Vernon, Illinois.

Ann-cr-engineer. Some announcing experience and first ticket for station just gone 1000 watts. WNJH, Hammonton, N. J.

First-phone combo announcer for mostly one-man 6-12 p.m. shift, including news, hop & good music. Equal opportunity for qualified. Local am-fm growing operation. No floaters for stable, well paid staff. Send tape, photo & resume. We'll return. WOHI Box 760, East Liverpool, Ohio.

Excellent opportunity at #1 5 kw station. Resort town. Combination salesman-announcer. Must have 1st phone ticket. Must have good voice, experienced style. Base salary for announce shift, commission on all sales. Opportunity for advancement in multi-station operation. Prefer college grad. Business administration but not essential. Send photograph, tape, personal and business references, full background and experience 1st letter. WPCF, Box 1430, Panama City, Florida.

Announcer with 1st class license. Immediate opening. Morning shift. Tightly formatted good music station. Rush resume and tape to Mr. Irv Laing, WQTE, P.O.B. 306, Monroe, Mich.

Young announcer—salesman. Guarantee \$100 weekly to start. WSTV, Stuart, Fla.

Attention combo men: Going regional (d.a.)—need two 1st ticket announcers—start Sept. 15th. Personal audition and interview necessary—reply to Alfred Eyre, Station Manager, WTOR, Torrington, Conn. 06791.

DJ's learn the professional way to introduce a record. 300 interchangeable, intelligent intros by excellent writers for vocals and instrumentals. \$3.95. Broadcast Intros, 975 North 35th, Milwaukee 8, Wisconsin.

Mature voice—Country dj—either rockability or country boy type. Must ad lib copy. Can sell. Must have good appearance. No phone calls. Tapes only to P.O.B. 3623, Little Rock, Ark.

Ann-cr-newsman. Ability to gather, write, and deliver local news for well equipped station; tape-recorders, beepers, remote link, etc., WNJH, Hammonton, N. J.

Help Wanted—(Cont'd)

Technical

Chief engineer for directional am in major midwest market, who knows all phases of maintenance. Prefer one who is good announcer, and can do some production. Box J-105, BROADCASTING.

South Carolina regional daytimer needs first class engineer for maintenance, plus ability or desire for Combo work. Long established operation with low personnel turnover. Will consider tech school graduates. Salary open depending on experience or qualifications. Send full information in first letter. Any tapes will be returned. Box J-308, BROADCASTING.

Chief engineer for full maintenance and announcing radio. Mississippi. Send tape of voice and qualifications. Box J-320, BROADCASTING.

Engineer wanted for Massachusetts station Box K-6, BROADCASTING.

If you are a hard working, conscientious engineer with first ticket capable of taking full charge of am and fm equipment . . . if you can handle a smooth board . . . if you know good music . . . if you would like to live in one of the finest cities in California . . . you are our man. Send tape and complete resume immediately. Box K-35, BROADCASTING.

Alert, responsible engineer-announcer-citizen. Small market, Kansas am/fm station. Good job. Send complete application. Box K-36, BROADCASTING.

Chief engineer with some announcing duties. An ideal spot for the right man in a good, efficient small market station. Recently moved to new studios and offices, with improved equipment, in a new building. Write KTTN, Trenton, Missouri or call Elmwood 9-2261 for details.

Chief engineer—experienced with directional antenna to supervise construction and become permanent chief engineer of new am station WNDY, Indianapolis, Indiana. Send resume and particulars to Douglas Kahle, Box 491, Pacific Grove, California.

Northern Indiana station wants first class engineer who can announce and handle all maintenance. WRIN, Box 282, Rensselaer, Indiana.

Chief engineer. Am-fm full time operation. Excellent opportunity. WSAM, WSAM FM. Saginaw, Mich.

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs Radio Transmitter and Receiver Operating and Maintenance Technicians for relay stations in Greenville, North Carolina; Marathon, Florida; Dixon and Delano, California; and Bethany, Ohio. These positions for operation and maintenance of high power transmitters and receiver stations require a minimum of five years of responsible technical operating and maintenance experience. Experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer is also qualifying. Salary determined by applicant's experience and ability. Present rate range is \$6344 to \$10,504 per year; promotional opportunity. Positions are in Career Civil Service, and therefore, appointments are made thru competitive examination. Must be American citizen. To apply for this nonwritten examination, please request Announcement No. 283B and application forms from your nearest U. S. Civil Service Commission Representative's Office or write to The Executive Secretary, Board of U. S. Civil Service Examiners, U. S. Information Agency, Washington 25, D. C.

Production—Programing, Others

News editor wanted for Ill. kilowatt metropolitan, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programing, Others

Have opening for qualified play-by-play sports announcer. Good salary, good work-conditions. Send tape, snapshot and resume. N. C. Station. Box J-309, Broadcasting, or Collect 919-838-3241.

News minded large market midwest, middle of the road indie looking for creative journalist with authoritative voice, good background. Send tape, resume, salary requirements to Box K-39, BROADCASTING.

News and sportscaster as assistant to news director. Will employ young man with little experience if he has good voice and eager to work. Maximum starting salary \$75 a week. Apply H. M. Thauer, WGHQ, Kingston, N. Y.

WIRK, West Palm Beach, has immediate opening for a real pro. Must be strong on production and news. Send tape of dj, news and production, plus resume. Full time, format, pop music operation.

Copywriter-announcer. Emphasis on copy. Ability to meet and greet on and off the air. Middle of the road format. Opportunity for a young man to grow with a 3 station chain. Contact: Mr. Walter Olson, Radio Station WLOI-AM, La Porte, Indiana, 362-6144.

SITUATIONS WANTED

Management

General Manager. Sales background. First phone. 17 years broadcasting. Top references. Box J-163, BROADCASTING.

General/station manager, seeking change for valid reasons. Presently employed as general manager, metropolitan station, 12 years management, sales, promotion, programing, merchandising. Former national sales manager, major market. Desirous of locating medium or small market, with people of integrity. Excellent personal and industry references. Full resume upon request. Box J-311, BROADCASTING.

General/sales manager. 51 years old. 30 years in radio. . . 17 years in management. Immensely capable, experienced, cost conscious, efficient, aggressive, adaptable, diplomatic, competitive, civic-minded and ingenious. Available August 15. Present station being sold. Prefer city 50,000 or more. Write/wire Box J-313, BROADCASTING.

Sales manager; excellent executive, can properly delegate authority, recruit and direct staff, powerful presentations, excellent follow-through, skillful closer, 20 years experience, major market, small market, radio-television. College, family man, clean record. Now employed by property being sold. Box J-323, BROADCASTING.

Young, aggressive, sincere, personable veteran; family; desires position executive assistant top management. Basic responsibilities: public, community relations . . . public affairs . . . publicity . . . promotion . . . research, specialized airwork. Background: extensive, quality, commercial r-tv sportscasting . . . communications masters degree . . . university professor . . . etv . . . pr, news information. Employed wish to improve position. Top references. J-357, BROADCASTING.

General and/or sales manager, 14 years radio-TV experience. Outstanding sales record. 37 year old family man. Box J-364, BROADCASTING.

Pittsburgh program director strong in promotion, production, news and sales, desires station manager's position in metropolitan market. College graduate, married, 35 years old, references. Box J-367, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Mr. Station Owner . . . Looking for a heavy-weight? California major market broadcast executive seeking change to medium sized market. In-depth experience in am-fm-tv top management. Very strong on local, regional and national sales plus programming, promotion, etc. Currently vp and manager of broadcasting company. Interested in top management post with possibility of participating in ownership in California am or tv station. Outstanding reputation in industry. 35, family, college graduate. Box K-9, BROADCASTING.

Young husband wife team will manage your station. Twenty years combined experience all phases. First phone, Virginia, two Carolinas preferred. Box K-18, BROADCASTING.

Manager. Experienced. I can solve your problems. Sales, programing, promotions, personnel, public relations. Solid background. Box K-23, BROADCASTING.

Manager 25 years experience all phases, sales, programing, administration, cp's. First class license. Box K-42, BROADCASTING.

Sales

32 family. Radio-television degree August alert 12 years business experience. Need sales-announcing opportunity, possible future management, southwest preferred. Box K-10, BROADCASTING.

Radio Sales-announcer with seven years experience desires job in small market. Married—references. Box K-37, BROADCASTING.

Announcers

First phone announcer, no experience. Want first position. Late 30s. Prefer New York state. Box H-264, BROADCASTING.

First phone personality announcer with 7 years experience, tight board, production conscious. Ready to move up. Want \$160 to start. Box J-117, BROADCASTING.

Announcer with first phone, would like to relocate within 150 to 200 miles of Chicago. Box J-183, BROADCASTING.

Mature, married, announcer desires stable position in western market as dj or pd. Strong on news, 5 years commercial experience. Salary desired \$90-100 per wk. Box J-295, BROADCASTING.

Boston area. Announcer/dj, 27, with first phone seeks part-time work while attending college. Box J-297, BROADCASTING.

Play-by-play experience. High school football, minor league baseball, sales. Out of broadcasting since 1956. Box J-307, BROADCASTING.

Want sports position in radio or tv, experienced in both as announcer, also sales. Excellent play-by-play of all sports. College grad., 27, married. Will relocate for right job. Box J-318, BROADCASTING.

First phone—young announcer, limited experience, 6 to midnight shift only. Box J-346, BROADCASTING.

Ingenious top 40 dj has outgrown medium-large market. Good voice, clever gimmicks, tight airwork and production. 4 years experience. Married and dependable. Box K-7, BROADCASTING.

Experienced announcer seeks staff work with quality station no rock and roll considered. Box K-12, BROADCASTING.

Young announcer, disc-jockey, tight board, first phone—travel anywhere! Box K-15, BROADCASTING.

New England . . . announcer-news-caster two years. Limited college, newspaper, sales. Box K-19, BROADCASTING.

Newsman, announcer, dj. 9 years experience, veteran. Available immediately. Box K-20, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Southwest Nebraska personality-announcer, combo, seeks position nearer twin cities. 21, single. Present employers reference. Box K-24, BROADCASTING.

Young announcer. One year experience. Seeking to relocate. Single, mature voice. Bright personality. Box K-27, BROADCASTING.

1st phone personality—college, draft free, 6 years experience in the top 50 markets. Box K-28, BROADCASTING.

First phone, 2 yrs. experience, college degree, family, no problems, age 24. Personality dj want top 40 with stable organization. Will relocate for right offer. Write Box K-29, BROADCASTING.

Top 40 negro disc-jockey, first phone, will work hard. Box K-30, BROADCASTING.

Experienced adult night people personality, mature voice, tasteful selection of music, dig jazz and entertaining the night people. Box K-40, BROADCASTING.

Currently employed by one of nation's largest metropolitan radio/tv newsrooms, gathering/writing/airing. Also beeps, audio, editing sof. Wish return to variety/entertainment along with news. Am well-paid. Contact only if serious. Box K-44, BROADCASTING.

Thoroughly experienced announcer wants programing, promotion or assistant manager position. Excellent references. Available September 1. Box K-48, BROADCASTING.

Announcer first phone, experienced with network affiliate, tight board, looking for play-by-play opportunity. Box K-50, BROADCASTING.

Looking for play-by-play opportunity. Announcer, first phone, experienced on network affiliate, tight board. Box K-51, BROADCASTING.

Newsman. Announcing school and college graduate, 28. Year experience. First phone, no maintenance. Box K-53, BROADCASTING.

Attention Florida, announcer-1st ticket. Available September. Experienced with CBS affiliate, tight board. Box K-52, BROADCASTING.

7 years experience. Disc jockey, newsman staff announcer. Sensible adult approach. Looking for time slot to conduct good record show. Married, dependable. Former chief announcer in Chicago area. Prefer middle west. Tape, resume available. Box K-55, BROADCASTING.

Negro disc jockey, recent broadcasting school graduate with little experience. Family man with excellent potential. Send for tape and resume. Box K-57, BROADCASTING.

First phone—no broadcast experience—military, commercial experience—willing to learn—age 26—married—prefer west coast. Earl Mahoney, 1830 Utah St., Fairfield, Calif.

Bright announcer/pd. 10 years experience, want to settle in east with growing outfit. Brad Harris 277 Van Siclen Ave., Brooklyn 7, N. Y., Hyacinth 8-5479.

First phone, experience, ambition. Like top forty. Johnny Bowles, P.O. Box 462, Mt. Sterling, Kentucky. Telephone 606-267.

Redbeard seeks rock pd/jock position. 22, married, experienced, ticket. \$500. Terry Randel, Box 1510, Ontario, Calif., phone 714-982-8888.

First phone announcer, young, reliable, available immediately. Prefer southern New England or New York. Ray Kilcoyne, 1101 Dixwell Ave., Hamden, Conn.

Announcer, 9 years, desires late music show. Now employed. Bob Heffner, Route 1, Rockford, Ohio.

Situations Wanted—(Cont'd)

Announcers

7 years experience—dj announcer, good music man. Mornings or afternoons. Midwest preferred—now employed WPDR, Portage, Wisconsin. Wish to make move. Call Dean Teske, RI 2-2158, or mail address WPDR, ask station mgr. for recommendation. Will send tape.

Attention—West southwest: Swinging dj 9 years experience. Tight board, authoritative news. Ernie Rivera, 413 Don Miguel St., Santa Fe, New Mexico.

Have top 40 disc-jockey ready for immediate employment. Young, extremely eager, and conscientious. Please contact me if interested. Charles F. Walker, Program Manager, Radio Station WKDA, Nashville, Tennessee.

Veteran disc jockey (Cue) 10 years experience. Available now! 174 W. Pine, Mt. Airy, North Carolina.

Northwestern University 1963 graduate in radio-tv film with 6 years commercial announce-production-programing experience in formats from "rock-good music-classics" desires position offering creativity and future in broadcasting, or allied fields. Keen mind—network voice—clean cut appearance. Prefer opportunity utilizing all three in Chicago area. Other locales considered. Resume-prompt reply to all inquiries. Box 136, Bronxville, New York.

Technical

Former engineer in charge all maintenance mega watt uhf transmitter complex, desires new construction and or maintenance position Con. U. S. or overseas. U. S. citizen, presently employed in private industry and holds security clearance. Box J-271, BROADCASTING.

Experienced combination chief engineer, country music only, desires permanent position in south. Excellent character and technical references. Box K-21, BROADCASTING.

First phone, 12 years radio tv receiver repair experience, also 2 way radio maintenance. Available immediately. Box K-46, BROADCASTING.

First phone engineer—three years tv studio, some transmitter experience. Arkansas only. Write or call Herman Campbell, 504-234-6155, 504 E. Vermillion, Lafayette, La.

Experienced engineer radio and tv—first phone—willing to announce. A. J. Baron, 2436 E. 23rd St., Brooklyn 35, N. Y.

1st phone Grantham graduate. Married, technical experience, seeks permanent position southeast U.S.A. Available immediately. Mr. Guy Dempsey, 1326 19th St. N.W., Washington, D. C.

1st phone, 21, sober, reliable, draft exempt, will travel anywhere immediately. Joe Hytovick, 260 Poplar, Dicksoncity, Penna. Hunter 9-0826.

Experienced engineer, announcer. Recently chief 5 kw. Directional. Prefer mountain states region. Joe Lundy, Box 525, Mokane, Washington.

First phone, beginner, no maintenance experience. Prefer some announcing. Late 30s. Write or call M. Levy, 160 Avenue E., Congress 6-5277, Rochester, N. Y. 14621.

Production—Programing, Others

News—Top delivery, editing, copy, able, experienced and literate. Experienced panel and participation work. Larger market, northeast preferred. Box J-194, BROADCASTING.

Male copywriter. Mature, experienced professional seeking a dominate major-market eastern radio, television station. Box J-229, BROADCASTING.

Due to programming changes, news director, east coast class A market available, September 1st. Box J-288, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programing, Others

Announcer with personality, producer with ideas and writer that thinks, seeks medium size station to utilize full talent. 4 years AFPS Tokyo, 28, married, 4 children, salary open. Box J-290, BROADCASTING.

Sportscaster: 8 years experience play by play, all major sports. College graduate . . . family man . . . sponsors references. Box J-328, BROADCASTING.

Public affairs—news . . . producer, photographer, writer. 7 yrs. wire-service & news magazine experience, award winning in both. M.A. degree broadcasting & film now final stage. Available September. Box J-332, BROADCASTING.

Experienced sports announcer specializing in play-by-play basketball, please note, will do sports only and will make season commitment only. Will consider any market big or small any locality. Prefer Indiana. Box K-2, BROADCASTING.

Veteran, 25, BA degree, two years play-by-play collegiate football, basketball, hockey, baseball, seeks sports position. Box K-25, BROADCASTING.

Versatile, top-notch, sports play-by-play man with stimulating, accurate, and authoritative presentation. Major college experience in football, basketball, plus all other sports. Available immediately. Excellent references. Box K-32, BROADCASTING.

News director at one of the nation's great small market daytimers desires to move up to metropolitan area. Find it, write it, read it in brisk, authoritative style. 25, married, family, college, radio school grad., vet. Extensive experience all dimensions of reporting including editorials, commentaries, interview, discussions shows, etc. Intelligent, aggressive and thorough newsman looking for progressive, news-minded eastern operation. Box K-33, BROADCASTING.

First class sportscaster looking for permanent position with first class organization. Family. B.A. Box K-41, BROADCASTING.

Experienced newsman wants medium or large market. Family, college, veteran. Box K-56, BROADCASTING.

Two man comedy team! high ratings! sports, sales, copy, too! Box K-58, BROADCASTING.

Needed—a permanent position with established radio-tv operation, preferably in news and sports—over 10 years radio, some tv. Box K-60, BROADCASTING.

Broadcaster skilled radio production, news, sales. AB degree in radio Bob Jones University 1953. Ten years experience all phases local station operation. Married, family, active in church and community affairs. Present position 4½ years. Will join immediately organization with opportunity for advancement. H. Brooks Dawson, 2018 Stevens Ave., Elkhart, Ind.

Experienced radio television newsman gather, write, broadcast local news on camera. Presently employed . . . channel 20 television. Phone 546-5428, Nick Alexander, Springfield, Illinois.

TELEVISION

Help Wanted—Sales

Midwest television station, in two-station market, desires account executive. Minimum three years experience. Excellent salary, plus commission. High earning potential. Top technical and production facilities. This is fast operation. You will be fifth salesman. Answer in detail. Box J-216, BROADCASTING.

Announcers

Southeast network affiliate needs man with experience in public affairs programing and news. Please send resume, picture, references and audio tape to Box K-13, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Top market station looking for negro personnel experienced in programing and engineering departments, both radio and television. College degree desired. 1st class license required for engineering. Box J-203, BROADCASTING.

Chief engineer responsible for technical operation of tv station midwest. Box K-17, BROADCASTING.

Immediate openings for experienced tv engineers in Ampex vtr's, camera, video and maintenance. Please forward resume and references to Mr. Cliff Paul, Tele-Prompter Corporation, Sands Office center, South Memorial Parkway, Huntsville, Alabama.

Very unusual opportunity for several aggressive and qualified electronics men to own and operate franchised branches of our 17-year-old electronics home-study school. Write for free details. CSOE, Box 10634, Jackson 9, Miss.

Production—Programing, Others

Top market station looking for negro personnel experienced in programing and engineering departments, both radio and television. College degree desired. 1st class license required for engineering. Box J-204, BROADCASTING.

Operations manager—for NBC station western Great Lakes medium size market. Must be thoroughly knowledgeable director and preferably with on-camera announcing experience. Strong supervisor. Box J-337, BROADCASTING.

Director—to direct live shows at NBC outlet in medium size market in midwest. Must be thoroughly familiar with commercial staging, lighting preferably with TV announcing background. Box J-338, BROADCASTING.

Children's personality—male or female to fill important supporting role in high rated show. Must be able to perform in two or more of the following categories: Singing, dancing, acting, drawing, character roles, puppets, pantomime, magic. Major eastern TV station offers excellent opportunity to work with outstanding children's personality. Good chance for your own show later. Send complete resume and picture. Box J-360, BROADCASTING.

Major eastern market with heavy live schedule including all major sports needs an outstanding experienced director. Must be capable of doing your own planning, producing, thinking and switching. This is no soft touch but the financial rewards are excellent for man who has much to offer. Interviews will be arranged only on the basis of detailed resume. Box J-361, BROADCASTING.

Southeastern etv has opportunity with challenge for creative producer-director. Must have minimum of two years working experience, college degree preferable, but not required. Send complete resume, photo, and salary requirements to Box K-4, BROADCASTING.

Wanted for one of our large midwest station clients. A top notch experienced television program manager capable of managing production staff, buying film, and also capable of creating programing such as that desired by Minow and Henry and at the same time maintaining top local ratings. This is top position for top man with experience and past successes. Contact Edward Vynow, Edward Petry & Co., 400 North Michigan Ave., Chicago 11, Ill.

Gal copywriter—performer—Seeking top flight tv advertising copywriter with proven ability to do limited performing such as weather, commercials, etc. WSAV-TV, Savannah, Georgia.

News director—Opening for newsman with solid educational and professional background. Must be equally adept in gathering, writing and on-camera performance of news. Only top-flight man will be considered. WSAV-TV, Savannah, Georgia.

TELEVISION

Situations Wanted—Management

I tripled billings in one year. Experienced radio-TV manager with first phone wants challenging opportunity. Box J-345, BROADCASTING.

General-sales manager. Major market experience. 23 years in broadcasting, 13 TV management. Age 43. Box K-16, BROADCASTING.

TV or TV-radio general manager wants new challenge in medium market. Twenty-one years in broadcasting, last 19 same company. Currently managing 1 TV and 2 radio stations for newspaper-owned company. Reliable, dedicated, 38 years old, best references. Personal interview upon request. Box K-45, BROADCASTING.

Sales

Top television salesman now employed wants to relocate as salesman or sales manager. 14 years experience, references, married with family. Box K-63, BROADCASTING.

Announcers

Mature, experienced, employed television announcer-newsman. Desires advancement. Excellent background. Available interview August 25 week. Box K-31, BROADCASTING.

Announcer radio television 9 years, wants television news, sports. Now employed radio. Box K-49, BROADCASTING.

Technical

Permanent transmitter job wanted. Experienced transmitter operation, maintenance, construction and installation. Box J-327, BROADCASTING.

Position of chief or assistant chief of small to medium size station desired. Well qualified. Nine years tv. Best references. Box K-22, BROADCASTING.

Have you opportunity for engineer with 12 years TV experience including color, planning, construction? Last 4 years assistant chief. Box K-34, BROADCASTING.

Television studio technician. Five years experience in all phases of engineering and production using studio and remote facilities. Hold first class phone ticket. Active radio amateur over ten years. Mid-twenties and single. Want position with university having good television facilities and movie division. Objective to obtain engineering degree in these fields. Box K-43, BROADCASTING.

First phone, 12 years radio tv receiver repair experience, also 2 way radio maintenance. Available immediately. Box K-47, BROADCASTING.

Production, Programing & Others

Television sports director available. Complete knowledge of film; authoritative play-by-play; intelligent editorialist. Will create excellent image in sports minded market. Box J-296, BROADCASTING.

Aggressive news director, 13 years radio-tv-newspaper experience. Seeking progressive, news-minded station. Top personality, reporter, writer. Skilled interviewer, editorials, documentaries. College grad. Box J-336, BROADCASTING.

Top notch continuity-traffic / director. Eleven years with major southwest outlet. Highly experienced all phases continuity-traffic operation, including copy, logs, avails, etc. Box K-61, BROADCASTING.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, BROADCAST-ING.

Raytheon or RCA microwave STL wanted immediately. Box J-202, BROADCASTING or call EN 2-5680, N.Y.C.

Frequency, modulation and phase monitors, Clark 120 or RCA WX2 field strength meter. Console, turntables, limiter etc. State manufacturer, model condition and price. Box J-350, BROADCASTING.

Wanted to buy: Used Gates "yard" console, or equivalent make, in good operating condition, no modifications, also, used consolette. Chief engineer, KDIA, 327 22nd St., Oakland, Calif.

Automation equipment; recent model only; complete or partial for monaural am; Bill Bigley, KVMA, Magnolia, Arkansas.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale Boynton Studio, 10 B Pennsylvania, Tuckahoe. N. Y.

AM frequency and modulation monitors in operational condition, 20 years old maximum. W. S. Cook, 2423 Airport Rd., Colorado Springs, Colorado.

Wanted to buy 220' RG-17U transmission or trade for RG-8U. Write Claude Jones, WRON, Ronceverte, W. Va.

For Sale

Equipment

2 DUMONT TV camera chains—TA 124A complete with viewfinders, cable, etc. Consider all offers. Station Manager, Box 7158, Austin 12, Tex.

Used UHF 1 kw RCA Transmitter excellent condition, immediate delivery, a bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

Xmission Line; Teflon insulated, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Temp-bar 2-3527.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

New stock replacement parts for TT-5A transmitter available, also new and used 8D21 tubes, at discounted prices, list available. John Gort, C/E, KDLO-TV, Garden City, South Dakota.

Complete Gates remote control system RDC-10c with frequency and modulation extension meters, all necessary pads for mounting in transmitter of 1000 watts or less, and rack for mounting studio components. Best offer. KVOU, Uvalde, Texas.

Recording/film studio equipment/parts. List. Ken-Del Productions, 515 Shipley, Wilmington, Del.

10 watt, 950.5 mc G.E. model 4BT9A1—includes fm transmitter and receiver with two dishes 1 G.E. 3BT3B—3 sk fm transmitter; also 200 ft. 1 1/8" feed line. Box K-14, BROADCASTING.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrounding, repair, etc., BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 96, Temple, Texas.

For Sale

Equipment—(Cont'd)

Thermometer, remote electrical: used by over 100 stations, enables announcer to read the correct outside temperatures from mike position. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 111, San Diego 6, Calif.

3/4" Coaxial cable, Andrew Heliac. Black sheath covered. Never used. 85¢ per foot fob El Cajon Electronic Engineering, P. O. Box 012, San Diego 15, California.

For sale type 5A Federal transmitter. Complete multi-channel, radio telephone transmitter designed for general communications use. 5ks of rf carrier power output. May be modulated 100% on frequencies between 2.5 and 15 mc. Five unit design. Approx. 4000 lb. \$3000.00. Dynavac Laboratories, Inc. 7326 Deering St., Canoga Park, Calif.

Complete Gates RCM20 remote system, including meters, shunts, motors. Good condition. \$500. WAAA, Winston-Salem, N. C.

One kw transmitter: Gates BC-1T am broadcast transmitter. Usage on this three year old transmitter, in like-new condition, confined to Conelrad testing. Price of \$3,000.00 includes set of spare tubes and two 640 kc crystals. WBEN, Buffalo 7, N.Y.

Four new RCA 810, three new RCA 813. WVOS, Liberty, N. Y.

Collins ATC cartridge tape machines. Brand new PB-190, \$400.00. Two used but excellent PB-150, \$300.00 each. Roger Miller, 1717 E. 32nd St., Davenport, Iowa, PH 324-3670.

For sale—220' RG-8U transmission—used one year or will trade for RG-17U. Write Claude Jones, WRON, Ronceverte, W. Va.

Western Electric 506-B2 10 kw fm transmitter. Make offer. WHIO-TV, Dayton, Ohio.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue \$2.50. Show-Biz Comedy Service (Dept BJ) 65 Parkway Court, Brooklyn 35, New York.

TV Stations: Tell the importance of television with your own monthly Newsletter. Personalized with your call letters. A great local promotion, low as \$59.50 monthly. Write "TV Reports Newsletter," 1186 Arlington Lane, San Jose 29, California.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications. 2221, Steiner St., San Francisco.

We produce commercial saleable radio programs and customized commercials. They are excellent and they are inexpensive. If you have holes in your sound, we'll be happy to offer advice free and results at low cost. Six Twenty Nine Productions, Pensacola, Florida.

Songtime generates enthusiasm! It costs nothing, but gives much. Features the week's religious news, interviews with prominent personalities, top sacred sounds. Songtime... America's first religious disc jockey show. Audition tapes available. Write Songtime, Box 116, Boston 20, Mass.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

INSTRUCTIONS—(Cont'd)

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting October 9 and January 8. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. For free brochure write: Dept. 3-B Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

RADIO—HELP WANTED
Production—Programing, Others

NEWSMAN WANTED

50,000 WATT MID-WEST METRO STATION WANTS AGGRESSIVE NEWS-CASTER WITH WRITING AND GATHERING ABILITY. MUST HAVE AUTHORITATIVE VOICE. MINIMUM OF FIVE YEARS EXPERIENCE AND COLLEGE GRADUATE PREFERRED.

SEND AUDITION, SAMPLE OF WRITING, AND SALARY EXPECTED.

BOX K-67, BROADCASTING

Announcers

ALASKA

Bright—Mature voice Good production—fast board Middle-of-road format 6 day, 42 hr. week \$750 mo. AIR-MAIL tape, qualifications references —KHAR, Anchorage.

Network O & O

in major market offers challenge, hard work, little pay, great opportunity to start with new all-talk format. Send resume, tape, to
BOX J-220, BROADCASTING.

TELEVISION HELP WANTED

Technical

TELEVISION CHIEF ENGINEER

Group operation of TV and radio has opening for highly qualified man at major market VHF. Apply in confidence, D. H. Smith, P. O. B. 10, Abany, N. Y.

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Equipment

WILL PAY CASH

FOR REMOTE UNIT COMPLETE OR PRACTICALLY COMPLETE. A SOUND MICROFILM CAMERA COMPLETE WITH ZOOM LENS. 2 MICRO RELAY UNITS COMPLETE. GIVE COMPLETE DESCRIPTION AND PRICE TO GEORGE T. HERNREICH, 601 GARRISON AVENUE, FORT SMITH, AR-KANSAS.

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Miscellaneous

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INSTRUCTIONS

EMERSON COLLEGE

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WANTED TO BUY

Stations

MEDIUM to MEDIUM—LARGE market, good facility, growth potential, preferably North East. To be second station in planned expansion. We're large company with diversified interests, able and ready to buy. Replies confidential.
Box K-64, BROADCASTING

Stations

For Sale

Outstanding Opportunity
to acquire 13 year old kilowatt day-timer extensively covering booming industrial county. \$85,000, terms
Box K-66, BROADCASTING.

CATV System for Sale

All-Band CATV System in Southern city, construction almost completed. Fully organized and staffed, offered for sale.

Brokers Protected
BOX K-65, BROADCASTING

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BROADCASTING STATION
1 Year on the air. Located in West Texas. 1 KW transmitter, effective power 5.3 kw. Desire to sell part or all to qualified operator.

BOX 2345, AMARILLO, TEXAS.

To buy or sell Radio and/or TV properties contact:

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P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

STATIONS FOR SALE

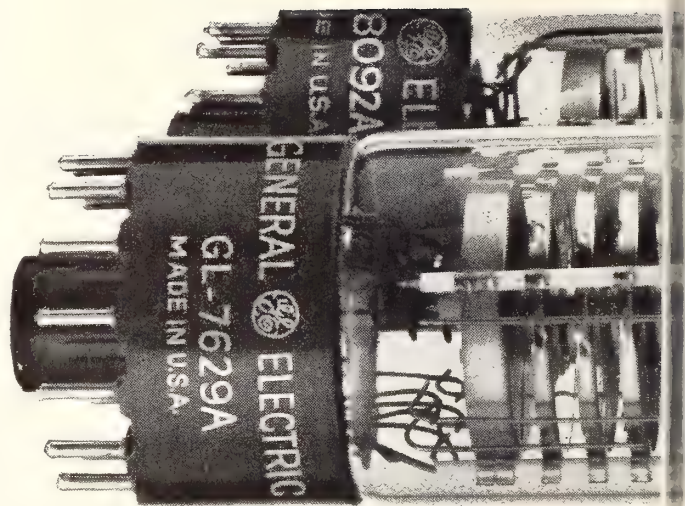
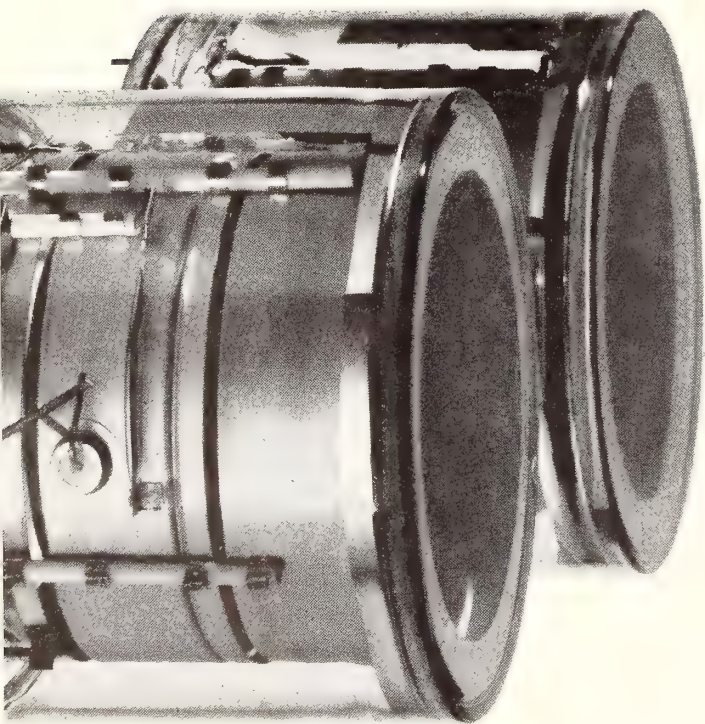
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Fla.	single	daytime	\$ 70M	terms
N.Y.	single	daytime	125M	36M
Vt.	small	fulltime	100M	29%
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Progress Is Our Most Important Product

GENERAL  ELECTRIC

OUR RESPECTS to Charles Anderson Pratt

An ex-cowboy thrives on wrangling TV's best buys

Charles A. Pratt of Alberto-Culver Co. never needed the help of a \$40 million-plus television advertising budget to be popular.

He's one of those individuals whose personal warmth and business integrity had won a long list of friends years ago when he was still selling TV, not buying it. This was when there were few who could guess that both his career and Alberto-Culver's success would skyrocket to such heights today. Mr. Pratt hasn't changed.

Now vice president-director of advertising and director of public relations for Alberto-Culver, Chuck Pratt joined the company in 1960 after several years with NBC-TV in Chicago as an account executive. He is consistently described by his business associates as one of the most astute and tough, yet fair, negotiators in TV today.

Good Listener ■ Station representative, network and agency personnel who deal with him regularly find Mr. Pratt's door is always open to any reasonable idea. "But you've really got to do your homework before you call," they agree. All also admire his wit and frankness and respect his drive and enthusiasm.

Starting with the new TV season this fall, Alberto-Culver will spend over \$40 million for TV on an annual basis. Small sums also will go for a careful test of radio and for magazines. Most of the TV money will buy saturation day and night schedules on the three networks but over \$1 million a month will continue to be spent for spot TV. Agencies: Compton, BBDO and J. Walter Thompson, all Chicago.

The new budget is a healthy jump over the \$30 million spent in TV this year and will help push the young Melrose Park, Ill., firm still higher as the biggest TV spender in several product categories in the intensely competitive cosmetic-toiletries and hair product fields. Product diversification also continues, with new entries in the household and food fields due soon.

TV's Very Own ■ This new \$40 million budget is also quite a giant stride beyond the original \$75,000 which President Leonard H. Lavin plunged into TV in Philadelphia in 1955. Mr. Lavin as well as Mr. Pratt believe TV to be the most powerful mass medium today and the catalyst responsible for driving the firm's phenomenal sales records to new plateaus.

Charles Anderson Pratt was born in Chicago on Oct. 17, 1923, and grew up and attended grade school on the city's North Side in the area near the Edge-

water Beach hotel. His father was in the stock and bond business but fiscal figuring had no allure for young Chuck during that period.

His real love was for horses. It first was sparked when he was but age 5 and his father took him riding. The infatuation would never end.

During his secondary school years at Culver Military Academy, Culver, Ind., Chuck was a better-than-average student but horsemanship still ranked as a dominant interest. During the summer when he was 17, Chuck obtained his first job and anyone could guess it right off: professional cowboy.

Back For More ■ He got "40 and found" (\$40 a month and keep) just like all the regular cow hands, he recalls. He worked at the Hereford Ranch near Kremmling, Colo. After his graduation from Culver, Chuck returned to the ranch to work again. He rode horseback into Steamboat Springs to register for the draft in World War II in the early summer of 1942.

But he didn't wait for the draft call to come. He enlisted in the U. S. Cavalry at Fort Riley, Kan., and after his basic training was sent to Fort Bliss, Tex., where the horse soldiers were assigned to Mexican border patrol. Now Corporal Pratt, he next was returned to Fort Riley to instruct cavalry recruits there.

When it became obvious that the cavalry units soon were to be de-horsed

and mechanized, he passed up an opportunity to go to Officer's Training School and requested transfer to the Army with assignment overseas. He got prompt action. Infantry Private Pratt soon was headed for the Pacific.

By the time he was released as a sergeant in October 1945, he had served in New Guinea, the Philippines and the Moluccas. His decorations included the Bronze Star and Purple Heart.

Blind Date ■ In January 1946, Mr. Pratt enrolled as an economics major at Amherst College. He played football one year but he gave that up when troubled by a bit of malaria hangover from the war. One evening in the fall of 1947 he tagged along with a buddy who had a date at nearby Smith College and he was introduced to the girl he would marry the next year. She was Joan Broughton of Dayton, Wash.

They were married June 12, 1948, after her graduation from Smith. Their honeymoon was his summer school session in Maine at Bowdoin College.

The Pratts made their home in Chicago after his graduation from Amherst in January 1949. That year he worked for the *Chicago Tribune's* classified advertising department and the next year he was a local time salesman for WAAF Chicago. In 1951 Mr. Pratt joined the sales staff of WOR-TV New York and later was assigned to the station's Chicago office.

Seller To Buyer ■ Early in 1952 he joined the midwest sales staff of Edward Petry & Co. and stayed there until 1957 when he became account executive for NBC-TV. In early 1960 he was named advertising chief for Alberto-Culver and last month he was promoted to vice president.

The Pratts live in suburban Barrington, Ill., where Mr. Pratt recently was made one of several "mounted deputies" by the local sheriff. Their home is a colonial ranch which fronts on its own lake. The Pratts have three children: Marion 14, Andrew 12 and Charles Jr. 8.

All in the family enjoy their three horses, two Alaskan Malamute sled dogs and a cat. Last summer the dog population was up to 10 but the puppies were sold.

Mr. and Mrs. Pratt share a keen interest in golf too. Mr. Pratt also likes to swim and he is particularly fond of surfing in the ocean.

But after a hard day of work, Mr. Pratt finds nothing is finer than quietly slipping off to the barn to care for the horses. As Mrs. Pratt slyly explains: "He knows they won't talk back."



Mr. Pratt

No doldrums

NOT many years ago, business news tended to dry up in the heat of summer, but the rise of television and the evolution of new patterns of buying have changed all that. Broadcast advertising is becoming more and more a year-round business; even the dog days can produce good news.

Take the last few weeks, for example. The reports on both radio and television business, although not spectacular, have been solidly promising.

An analysis by the Television Bureau of Advertising showed that among the top 100 advertisers, television's share of budget in 1962 rose to almost 58%—and by all current accounts, network and spot TV sales continue to rise. In radio, the networks uniformly have been hailing a business resurgence, while spot salesmen report midsummer sales are beginning to perk and say that, perhaps more significant, agency and advertiser interest is promising.

The outlook, then, appears good for the broadcasting media. If late-summer work matches midsummer prospects, it ought to be a bright autumn.

Time to send in the pros

UNLESS present trends of government control are checked, don't raise your boy to be a broadcast journalist. He faces a career in a play-it-safe, nice-Nellie business that will deal only with issues on which everybody agrees.

Consider, for example, the FCC's July 26 advisory about its fairness doctrine (BROADCASTING, July 29). This statement makes it clear that any broadcast coverage of any issue that is remotely controversial must include or be followed by a presentation of all viewpoints on the subject. To depart from that standard is to invite FCC retribution.

The inevitable consequence of a continued application of the FCC's fairness doctrine will be the avoidance of broadcasts that can lead to disputes. Nothing is more certain to sap the strength of broadcast journalism.

Controversy has always been handled more gingerly by broadcasters than by print journalists, for broadcasters have always been subject to government pressures that print journalists mercifully escape. If those pressures are destined to intensify, broadcast journalism will be diluted in proportion. By comparison, print journalism will become more and more appealing. Adult Americans want something stronger than Pabulum in their diet of news.

Fairness, which is to say comprehensiveness in the presentation of issues about which reasonable people differ, is an admirable objective toward which all responsible journalists in all media strive. It is not, however, a doctrine that can be successfully invoked or enforced by the government. Judgments of fairness will vary as widely as the subjects and situations about which they are made and as widely as the attitudes and biases of the judges. Among journalists themselves there are more apt than not to be variations of opinion about the emphasis to give the parts of any story that entails an exploration of diverging views.

The FCC's decision to release its advisory on fairness was no doubt prompted by the House Communications Subcommittee's hearings on bills to legislate fairness in broadcast editorializing. Plainly the FCC wanted to demonstrate, as it had asserted in its chairman's testimony before the House subcommittee, that it already has the power to make broadcasters be fair.

There is no easy way for broadcasters to counter this trend of increasing government pressure. Yet they must

find ways to arrest it and, hopefully, to turn it around.

Priority, of course, must be given to the presentation of the broadcasting case before the House subcommittee when it resumes its hearings on editorializing later this month. We must hope that broadcasters with experience and competence in editorializing will volunteer to testify.

Beyond that is a longer haul—the counteraction of the FCC's enforcement of its awkward fairness doctrine. This can come about only if broadcast journalists continue to go about their work with such expertness and courage that they can defend it on professional grounds and enlist the support of rival media if the government attempts to move in. Already, despite the natural competition among media, powerful newspapers have taken the broadcasters' side against the proposals for restrictions on editorializing.

Professionalism in broadcast journalism is the only quality that can save the art from the emasculation that some bureaucrats and congressmen have planned for it.

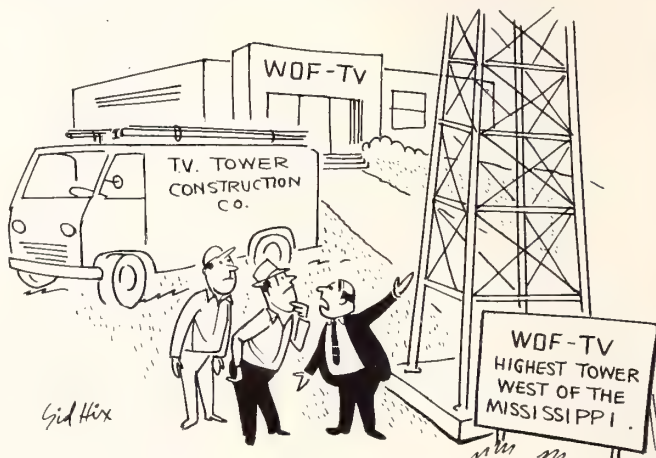
Backsliding

THERE are signs that the National Council of Churches recognizes that it went afiel in adopting an ill-conceived, dangerous and wholly unwarranted resolution calling for stricter government controls on television and radio.

The executive director of the NCC has sent a memorandum to all stations attempting to explain the council's pronouncement on the ground that "news accounts" had given an inaccurate picture. (Not the way we read them.) And the executive secretary also has asked for a series of meetings between the council and broadcasters. This comes rather late, since a request for consultation had been made through the National Association of Broadcasters prior to adoption of the resolution but was rejected.

The council has heard from many broadcasters since its pronouncement last month. It doubtlessly has heard also from many of its lay and clergy members too, since, as is pointed out by Carleton D. Brown, WTVL Waterville, Me., only 55 out of a possible 200 members of the general board of the council voted for the resolution, with six against it and no abstentions. Mr. Brown, himself a prominent Protestant layman, vouchsafes that the action does not represent the "majority thinking of the great Protestant churches of the country."

Since to err is human and to forgive divine, we suggest that the council would be well-advised to expunge the resolution from its official records.



Sid Hix

Drawn for BROADCASTING by Sid Hix

"Could you jack it up a foot or two? Another station just built one a few inches taller!"

Hungry for flavor?

**Kprc-tv's
got it!**



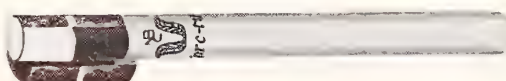
Flavor you never thought you'd get from any Houston TV set!

You'll never know how satisfying Houston television can be until you try KPRC-TV. Fine, flavor—rich showmanship goes into KPRC-TV. Then, the famous channel two

brings out the best taste of the commercials. Sound too good to be true? Buy a pack of KPRC-TV commercials today and see for yourself.

COURTESY OF *The American Tobacco Company*

Channel Two makes the difference



HOUSTON'S *Kprc-tv*

Edward Petry and Company, National Representative



WEEKENDS ARE DIFFERENT...SO IS MONITOR

Families go places together, weekends...Ma, Pa, Sis...and little Sue, just unglued from the funnies. Pa starts the car. Ma, the radio. Sis hits back with her transistor. Sue sulks. Pa burns while Ma and Sis fiddle with their sets. "Hey!...Stay there!...That's Mike Nichols"...Sis tunes in, too...harmony...Sue sulks...Elaine May?...Chet Huntley?...Jonathan Winters?...Selma Diamond?...Joseph C. Harsch?...Sports?...David Wayne?...Ethel and Albert?...Travel Tips?...Frank McGee?...something for everyone...specially sponsors! *Can't be radio!*...no, it's **WEEKEND MONITOR...NBC RADIO.**



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

AUGUST 12, 1963

Fall spot TV selling: It's running 7 to 10% ahead of last year 29

Richardson compounds federal remedies if ratings ills aren't cured 34

Radio drama's comeback gets a strong assist as ABC schedules daily series 64

NAACP, CORE converge on radio-television in Los Angeles, N.Y. 62

COMPLETE INDEX PAGE 7

MAXIMUM RESPONSE

—that's advertising efficiency.



WBAL-TV ^{NB} BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

Time Buyers' Bonanza *one-minute availabilities*

wmal-tv

WASHINGTON, D. C.

Call Harrington, Righter & Parsons Inc. for 1-minute spot avails on more than 26-hours of new local programming each week. (Some 20-sec. and 10-sec. avails, too.)



NEWS 7

6:30-7:30 PM

MONDAY THRU FRIDAY

Early-evening 1-hour newscast re-designed to even better present the news. Flexible format with the importance of news item determining its position and length. New format tailor-made for participating sponsors.

THE SALES ACTION HOUR

5:30-6:30 PM, MONDAY THRU FRIDAY Different show each day: Cheyenne, Surfside 6, Adventures in Paradise, Checkmate, Maverick



1ST RUN MGM
30/63 MOVIE
11:30 PM
Friday



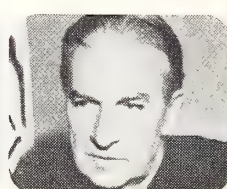
NAKED
CITY
10:30 PM Thursday
11:30 PM Saturday



DICK POWELL
THEATRE
11:15 PM
Sunday



THE
FUNNY COMPANY
8:00-9:00 AM
(M-F)



DIVORCE
COURT
1:30-2:30 PM
(M-F)



BACHELOR
FATHER
5:00-5:30 PM
(M-F)

wmal-tv abc

The Evening Star Broadcasting Co., Washington, D. C.

BALTIMORE'S BEST INFORMED ADULTS PREFER
WCBM'S TOTAL NEWS COVERAGE! 17 HOURS OF
LOCAL AND REGIONAL NEWS...PLUS 15 HOURS
OF CBS NEWS...ADD UP TO A TOTAL OF 32 HOURS
OF NEWS EVERY WEEK ON WCBM. BALTIMORE'S
LARGEST RADIO NEWS TEAM GATHERS THE NEWS
STATE-WIDE AND CITY-WIDE...THEN REPORTS IT
IN DEPTH...ADULT STYLE. THIS KIND OF NEWS...
PLUS QUALITY MUSIC, PLEASING PERSONALITIES,
INTERESTING FEATURES...CONSISTENTLY DELIVERS
THE ADULT AUDIENCE...PEOPLE WITH MONEY TO
SPEND FOR YOUR PRODUCTS AND SERVICES!



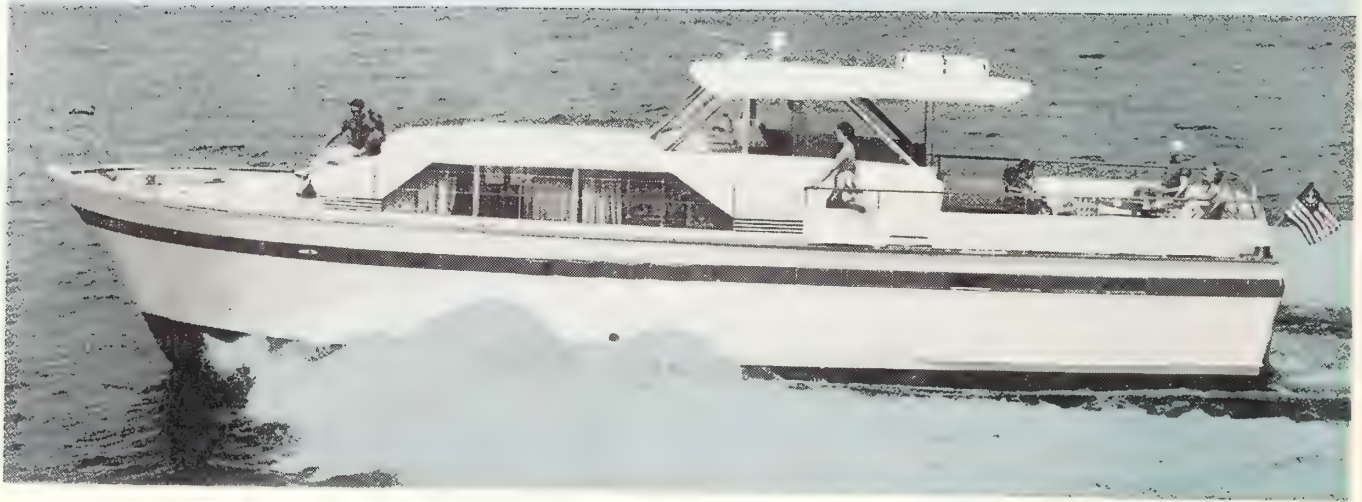
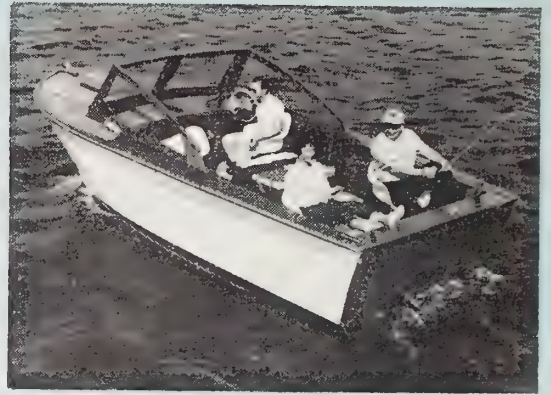
National Sales Representative

Metro Radio Sales

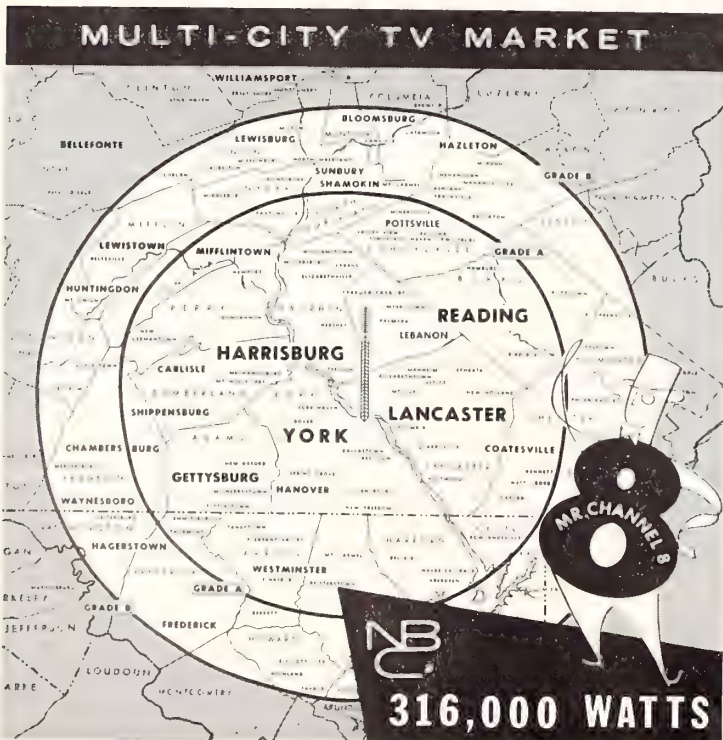
A SERVICE OF METROPOLITAN BROADCASTING

A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland

GREATER
CAPACITY
TO RENDER SERVICE



WGAL-TV does the **BIG-selling job**



This **CHANNEL 8** station is more powerful than any other station in its market, has more viewers in its area than all other stations combined. Hundreds of advertisers rely on its alert ability to create business. So can you. Buy the big-selling medium. Advertise on WGAL-TV.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

Astute observers of television network programming plans report that there now are enough scripts or pilots committed for 1964-65 to program all three networks' nighttime schedules that season—given general expectation of carryovers from this coming season. That's one side of coin, however. Other: More than half of commitments won't materialize on schedules, and new deals will be made. But already it's obvious that networks are committing earlier than ever in continuing effort to minimize rise of new program development by taking time to polish products before they reach air. Wrapup of some pilots will come as soon as middle or end of December.

From early sketches on drawing board, it would appear that in 1964-65 situation comedies will continue in half-hour format, with one-hour and occasional 90-minute lengths reserved for thrillers and adventures. Emphasis is still on all types of private eyes, with trend toward international intrigue. Latter interest has been sparked by boxoffice success of "Dr. No," motion picture that dramatizes adventures of James Bond, British Secret Service agent in Ian Fleming's novels.

Reinsch appointment due

Expected soon is formal announcement of appointment of J. Leonard Reinsch, executive director of Cox broadcasting stations, as executive director of 1964 Democratic national convention. Mr. Reinsch in past few weeks has participated in conferences at White House and Democratic National Committee on convention plans, and on Aug. 21 will make another trip to Atlantic City to meet with networks on arrangements for coverage of convention which begins Aug. 24, 1964.

Mr. Reinsch was executive director of both 1956 and 1960 conventions and has been associated with Democratic political convention and campaign activities since 1944. He handled arrangements for "Great Debates" between candidates Kennedy and Nixon in 1960 campaign.

Sweeney keeps pay-out

Kinks that had developed in administration of former president Kevin B. Sweeney's deferred-compensation agreement with Radio Advertising Bureau appeared to have been smoothed out last week. They were subject of special meeting Monday in New York between Mr. Sweeney, now president of KGLM and KBIG(FM) Avalon-Los Angeles, and RAB's executive committee headed by Harold Krelstein of Plough Inc. Under agree-

ment reached before he left RAB last Feb. 28, Mr. Sweeney is to get contract as consultant for about eight years—for reported total payment of some \$90,000, with customary proviso that he not compete with RAB during that period. Details reportedly were worked out in Monday's meeting.

Reports that executive committee admonished Mr. Sweeney against publicly criticizing RAB were discounted. Subject did come up, based on speech he made—just three days before—belittling RAB's current plans for \$200,000 radio audience research methodology study (BROADCASTING, Aug. 5). He reportedly assured committeemen that in same speech he also said it was only one he'd be making for long time.

Proof of performance

Exploration of new, uniform system in certifying performance of stations' spot TV schedules may get another go-round within next few weeks by informal agency-advertiser-broadcaster group. First such session was held late last June (BROADCASTING, July 1) at invitation of Newman F. McEvoy, senior vice president at Cunningham & Walsh, New York. Several agency-advertiser participants then met with broadcast representatives in general discussion of how certification of spot TV schedules could be improved. Some agencies have been thinking along lines of uniform system set up and paid for by broadcasters.

Drop-in precedent?

Recent action of FCC in approving short-spaced operation of ch. 5 KOCO-TV Enid by authorizing removal to Oklahoma City antenna farm could but does not necessarily portend new majority on FCC in favor of short-space drop-ins. FCC voted 5-1 for move (BROADCASTING, July 29) but did so because previous standard separation action would have reduced KOCO's coverage both in Oklahoma City and Enid due to limitation on antenna height required by Civil Aeronautics Board. It's contended that action establishes no drop-in precedent since FCC previously had authorized short-space move for two stations in Albany, N.Y., area—WTEN(TV) and WAST(TV)—as well as WTEV(TV) New Bedford-Providence.

Not directly effected by Oklahoma City action are seven drop-ins of new stations in major two-station markets, to be considered when FCC reconvenes in fall. Oral arguments on these drop-ins have been set for Oct. 4 at request of new Commissioner Lee Loevinger,

who then would be qualified to vote. Prior to that argument, FCC must act on motion filed by Association of Maximum Service Telecasters to forestall participation in these cases by Commissioner Ken Cox because of his prior status as Broadcast Bureau chief. At staff level, betting is that Commissioner Cox won't disqualify himself and won't be disqualified. Fact that Chairman E. William Henry and Commissioner Robert T. Bartley, who previously had voted against drop-ins, voted for short separation move-in for KOCO-TV has both sides wondering.

Deals all over

Five separately owned television stations—two in South and one each in Rocky Mountain area and East and West Coasts—involving total outlay of about \$25 million may change hands in next few weeks. Last week negotiations were in progress for sale of properties (of which four are VHF) with prospects that transfer applications might be ready when FCC reconvenes after Labor Day.

Graham's legacy

Philip L. Graham, brilliant young president of Washington Post Co. (WTOP-AM-FM-TV Washington; WJXT(TV) Jacksonville), who ended his life Aug. 3, figured importantly behind scenes in broadcast affairs. Although he left operations of Post-Newsweek stations to John S. Hayes, president of broadcast division and chairman of Washington Post Co. executive committee, Mr. Graham frequently participated in policy discussions with important personages, both inside government and in industry.

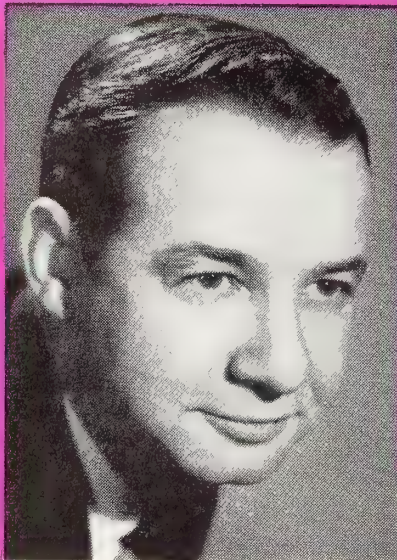
LeRoy Collins owes his selection as president of National Association of Broadcasters to Mr. Graham. Both Floridians, Mr. Graham proposed Gov. Collins for NAB presidency and largely ramrodded appointment through NAB selection committee in late 1960—after death of former NAB president, Harold E. Fellows.

Magazine concept

As part of biggest advertising and promotion campaign in its history, ABC-TV has bought 10 pages in September *Reader's Digest* to promote its new fall program schedule and especially its 14 new nighttime shows. It's said to be biggest consecutive-page, non-insert ad *Digest* ever carried. Cost, estimated at about \$385,000, is being paid by ABC-TV in addition to other promotion activities including contributions to affiliates' co-op advertising in newspapers and TV Guide.

The Flagship and The Saint

With only a single hour of available time and a choice of all the one-hour series now being offered, WNBC-TV, New York, flagship station of the NBC-TV network, bought THE SAINT, starring Roger Moore.



PETER M. AFFE, station manager of WNBC-TV, tells why...

"This brand new series seems ideal for Sunday night on our station... is singularly skillful, fast-paced, professional series with just about universal appeal."

WNBC WNBC-FM WNBC-TV
NATIONAL BROADCASTING COMPANY, INC.
RCA Building, Radio City, New York 20, N.Y., Circle 7-8300
July 24, 1963

PETER M. AFFE
Station Manager
WNBC-TV

Mr. Abe Mandell
Executive Vice-President
Independent Television Corp.
555 Madison Avenue
New York 22, New York

Dear Abe:

I think you know how pleased we are that THE SAINT is joining us this Fall. This brand new series seems ideal for Sunday night on our station.

WNBC-TV proved last season that in the 11:15 PM Sunday night period an hour-long dramatic feature could gain an impressive audience (and advertiser) following in competition with the movies generally shown at that time. After intensive investigation, we concluded that THE SAINT represents the soundest successor to "Desilu Playhouse" and the strongest, most logical addition to a Fall schedule that we consider our most exciting in years.

Our choice was, of course, based in large measure on the wide popularity of THE SAINT -- well-established through the years on radio, ten full-length feature films, world wide syndication in newspapers and magazines -- as well as the inherent attractiveness of the character as portrayed by Roger Moore and the final, compelling fact that this is a singularly skillful, fast-paced, professional series with just about universal TV appeal.

All of us at WNBC-TV are enthusiastic about the advent of THE SAINT. We anticipate that Sunday nights on WNBC-TV will be even more successful than ever in the coming season.

Sincerely,



**I
T
C** **INDEPENDENT
TELEVISION
CORPORATION**

555 Madison Avenue • New York 22, N.Y. • PLaza 5-2100
11 St. Cumberland Place • London W1 • Ambassador 8040
1 University Avenue • Toronto 1, Ontario • EMpire 2-1166
Mexico City • Paris • Rome • Buenos Aires • Sydney
and many other principal cities in 45 countries around the world

WEEK IN BRIEF

Fall buying season for TV spots zooms along, with some estimates that fourth quarter will be 7-10% ahead of same period last year. Early fall programing start helps stir busy activity. See . . .

MORE SPOT TV THIS FALL . . . 29

Los Angeles session with broadcasters, agencies and unions seen as significant with presence of NAACP president. In New York breakthrough is accomplished in Lever Brothers commercial. See . . .

NEGROES STEP UP DRIVE . . . 62

Congressional hearings on editorializing in abeyance as dozens of broadcasters seek to air views in support of editorializing with "minimum" regulation. Rex Howell stirs Republicans. See . . .

WAITING ON RAILROAD . . . 42

Staff report on ratings investigation is in draft form and contains recommendations to require licensing of research firms if industry's auditing plans aren't truly successful. See . . .

INTERIM RATINGS REPORT . . . 34

Whitman turns to radio on sustained basis to sell its chocolates. Normally a heavy holiday timebuyer, company is now convinced that radio offers flexibility and mobility for limited budget. See . . .

WHITMAN TURNS TO RADIO . . . 31

NAB code group establishes guides for arthritis and rheumatism advertising. Recommendations were coordinated with advertising agencies and are endorsed by Arthritis and Rheumatism Foundation. See . . .

GUIDES FOR A AND R ADS . . . 32

Wife's feathery hat gets in eye of AMA delegate and now Television News Art Inc. is up to its drawing boards in public service cartoon spot TV business. Ranallo tells of ABA campaign and others. See . . .

JOBS FOR PROFESSIONAL GROUPS . . . 62

Former VOA chief says it should concentrate on English-only programs, cut out multitude of foreign language broadcasts. Allen maintains this is most efficient way to reach overseas listeners. See . . .

BRICKBATS AND ROSES FOR USIA . . . 46

Advertisers meet with FCC chairman in "instructive" session. Purpose is to get acquainted. Discussion between Henry and broadcast committee of AAAA ranges from option time to UHF. See . . .

HENRY AND AAAA GROUP MEET . . . 31

Control of Washington Post Co. and Post-Newsweek Stations goes to Katherine Graham. Will of late president gives widow voting majority. She says no changes to be made in management or policies. See . . .

GRAHAM'S WIDOW GETS CONTROL . . . 56

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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HOW DO YOU MEASURE A BROADCASTING STATION?

Only a shadow serves as the symbol of a person with a strange addiction. The other person is WTIC-TV News reporter Stan Simon who helped uncover the addiction of hundreds of youths of the Hartford area to easily obtained cough preparations. The upshot was the startling WTIC-TV documentary, "Warning: May Be Habit Forming" which, for the first time, revealed that youngsters are becoming addicted to narcotics which can be obtained at local drug stores for as little as \$1.25 a bottle. A videotape of the program has been requested by the Hartford educational station for in-school showing so that thousands of youngsters may be forewarned.

Surveys, such as ARB and A. C. Nielsen, clearly define WTIC-TV's outstanding audience leadership in southern New England. But a documentary such as "Warning: May Be Habit Forming" tells of another kind of leadership we prize even more highly.

WTIC-TV3
 Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut
 WTIC-TV is represented by Harrington, Richter & Parsons, Inc.

WE ANSWERED OUR OWN QUESTION!

This ad posed a question of its readers last February. We'd like to tell you the result of the WTIC-TV documentary which alerted viewers to the fact that youngsters were becoming drug addicts through easy-to-obtain cough medicines, available without prescription. Before the 1963 Connecticut General Assembly adjourned, it enacted legislation which now makes it virtually impossible for persons to purchase such preparations without a physician's prescription. In fact, Governor John N. Dempsey stated that the program, "in no small measure was responsible for this law." So we'd like to answer our own question. It seems to us that one measure of a broadcasting station is the positive action its programs inspire.



Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

WTIC-TV is represented by Harrington, Richter & Parsons, Inc.

BOOM FALLS ON THREE N.Y. STATIONS

Examiner finds hidden ownership and misrepresentation

FCC hearing examiner Friday (Aug. 9) recommended revocation of construction permit, denial of license renewal, denial of application for change in facilities and denial of application for new facilities, all involving three New York state stations.

In initial decision, Hearing Examiner Herbert Sharfman recommended that construction permit of W1ZR Johnstown be revoked; that license renewal of WSPN Saratoga Springs be denied; that request of WSPN to change facilities be denied and that application of WSRA Saratoga Springs to move to Troy, N.Y., be denied. Both Saratoga Springs stations are dark.

Involved are character qualifications of Martin A. Karig. Mr. Sharfman found that Mr. Karig failed to keep FCC informed of his interests in these stations and continued to hold them after he had been told to dispose of all but one. He was found to own Johnstown with partial ownership in two Saratoga Springs outlets.

WSRA applied for new facility on 900

kc in Troy, allowing WSPN to take over its present 120 kc frequency at Saratoga Springs. WSPN is now on 900 kc in that city. WSPN also applied for renewal of license.

Examiner Sharfman found that Mr. Karig's interest in two Saratoga Springs stations were in violation of FCC rules prohibiting ownership of more than one facility in same community. He also found that Mr. Karig also misrepresented finances of WSRA and applicant's ability to construct.

When Mr. Karig acquired 50% interest in WSRA permission was based on condition that he dispose of his 12.5% of WSPN, however, he also was creditor to extent of \$6,369 and had option to buy 76 shares more (positive control). Mr. Karig failed to inform FCC of facts, and continued to hold these interests in WSPN, examiner said.

Mr. Karig had become sole source of operating capital for both WSPN and WSRA, and continued to be prime adviser on stations' business, examiner ruled.

House unit agrees on tax reductions

Revisions of tax laws given tentative agreement by House Ways and Means Committee Friday (Aug. 9) would mean savings for individuals and corporations in broadcasting.

Fifty-two percent tax on corporate income would be cut to 48%. Tax rates for individuals would be reduced from present 20-91% to 15-75%.

Committee already had tentatively agreed on provision for income averaging to help those who make sizable money all at once but face years of substantially less income. New amendment on that provision would exempt income earned on wagering; earlier committee said income from gifts or bequests would not be eligible either.

Pulse asked about unpublished surveys

Southern Nevada Broadcasters Association has asked The Pulse Inc. for "full and detailed explanation" of reason why last three Pulse surveys of Henderson-Las Vegas area have been "scrapped."

Nevada broadcasters noted that Pulse surveys for December 1962, April 1963

and July 1963 were never published and said it is "time we find out just exactly why." Joseph W. McMurray, KORK Las Vegas, president of SNBA, asked Pulse President Sydney Roslow that diaries and other pertinent information be made available for "our examination so that we might determine just what the discrepancies are." Last published Pulse survey of area was in June 1962.

Other stations signing letter to Pulse were KTOO Henderson and KLUC, KVEG, KRAM, KLAS and KENO, all Las Vegas.

General Mills sponsors Winter Olympics on NBC

General Mills will sponsor NBC Radio's 12-day coverage of 1964 International Winter Olympics. Network plans 100 five-minute reports from Austria, where games will be held.

Advance broadcasts from Olympic site will be carried starting Jan. 25, four days before reports of actual games begin. Programs will be aired between 3 and 9 p.m. weekdays and throughout Monitor program over weekend. Knox Reeves, Minneapolis, is agency.

Chunky buys spots on ABC-TV

Chunky Corp., Brooklyn, has purchased participations in four ABC-TV programs: *Trail Master*, *Price Is Right*, *Beany and Cecil* and *Discovery*, to ad-

Syndicate Louis special

Screen Gems, New York, has acquired world-wide distribution rights to *In This Corner: Joe Louis* from Metromedia Inc., producer of two-hour TV special.

Acquisition marks first time that Screen Gems will distribute single special.

Program has been telecast on Metromedia's outlets in New York, Los Angeles, Washington, Kansas City, Sacramento, Peoria and Decatur, Ill.

vertise its Chunky, Bit-O-Honey, Kit Kat and Chocolate Sponge candy bars. Spot TV will be used in major markets. J. Walter Thompson, New York, is agency.

Screen Actors receive peak residuals for July

Residual payments for TV reruns distributed to members by Screen Actors Guild reached all-time high of \$861,521 in July, 42% above July 1962.

For first nine months of SAG's fiscal year, TV residuals totaled \$5,600,577, up 28% from like period of last year. Current fiscal year residuals are expected to exceed 1962's \$6,052,665.

Covering TV entertainment films only, these residuals do not include payments for theatrical movies shown on television or fees for reuse of filmed TV commercials.

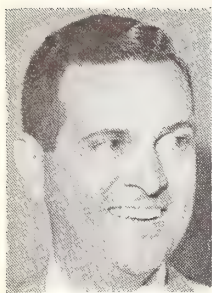
Set makers cooperating on all band units: Lee

Television set manufacturers appear to be cooperating fully with spirit of all-channel set law which goes into effect April 30, 1964, FCC Commissioner Robert E. Lee said Friday (Aug. 9) in talk before public relations institute of American Bar Association in Chicago. He said he has been talking to nearly all manufacturers and no one is attempting to circumvent law which will require all new TV sets in U.S. to tune full VHF and UHF channel range.

During panel discussion on how ABA can improve its public relations through more effective use of radio and TV, Joe Baisch, WREX-TV Rockford, Ill., noted that broadcasters and bar have somewhat common problem of "tarnished" public image. He said "we need each other's mutual shoulder of support and cooperation."

Others on Friday panel included Ben

WEEK'S HEADLINERS



Mr. Wodlinger



Mr. Krivin

Albert P. Krivin, VP-general manager of KMBC-TV Kansas City, named VP-general manager of KTTV-TV Los Angeles, and **Mark Wodlinger**, VP-general manager of WZZM-TV Grand Rapids, Mich., succeeds Mr. Krivin in Kansas City. **Harold C. Sundberg**, WZZM-TV general sales manager, elected VP-general manager (CLOSED CIRCUIT, Aug. 5). Stations are owned by Metro-media Inc. Mr. Krivin, former general sales manager of KYW-TV Cleveland, was appointed to KMBC-TV post in 1961.



Mrs. Bullitt



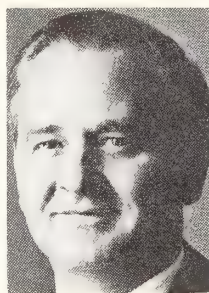
Mr. Bullitt

Stimson Bullitt, former chairman of KREM Broadcasting Co. (KREM-AM-FM-TV Spokane), elected president, succeeding **Louis Wasmer**, who resigned. **Mrs. A. Scott Bullitt** becomes board chairman of KREM Broadcasting, post she also holds with KING Broadcasting

Co., majority stockholder in KREM Broadcasting. Mr. Bullitt is president of KING Broadcasting which operates Crown Stations (KING-AM-FM-TV Seattle, KGW-AM-TV Portland, Ore., and KREM-AM-FM-TV Spokane). **Alexander P. Hunter** continues as station manager of KREM stations. **Ancil H. Payne**, assistant to VP in charge of business division of KING Broadcasting, elected VP. He succeeds **Henry B. Owen**, who continues as executive VP and board member, chairman of administrative committee of profit sharing trust and in charge of personnel.



Mr. Flouton



Mr. Shelton

Barton A. Cummings, president of Compton Adv., New York, elected board chairman and chief executive officer in reorganization announced last week. **Wilson A. Shelton**, executive VP, elected president, and **Allen F. Flouton**, executive VP, becomes vice chairman of board, and shares top management duties with Messrs. Cummings and Shelton. **John A. Hise Jr.** and **Willard J. Heggen**, both



Mr. Cummings

senior VP's, elected executive VP's, and **H. Reginald Bankart**, senior VP, named chairman of marketing plans board.

Donald H. McGannon, president and chief executive officer of Westinghouse Broadcasting Co. (Group W), elected also to serve as chairman of board. In that post, he succeeds **E. V. Huggins**,



Mr. McGannon

who also was executive VP of Westinghouse Electric Corp. and who resigned last month (BROADCASTING, July 1). Mr. McGannon will report to Donald C. Burnham, newly elected president of Westinghouse Electric Corp. and now also elected to board of broadcasting subsidiary company. Also on board from Westinghouse Electric: **Gwilym A. Price**, board chairman, and **George C. Main**, VP-finance. On board from Group W: **Rolland V. Tooke** and **Larry H. Israel**, executive VP's; **W. S. Swartley**, VP-Boston; **A. W. Dannenbaum**, VP-sales; **Richard Pack**, VP-programming; **Ralph N. Harmon**, VP-engineering, and **Ralph L. Atlass**, VP-Chicago. Mr. McGannon, who had served DuMont Television Network from 1952-55 in executive capacity, joined WBC in March of 1955 as VP and general executive, and has been president and director of company since November of that year. Group W, wholly owned subsidiary of Westinghouse Electric, operates KDKA-AM-FM-TV Pittsburgh; WJZ-TV Baltimore; WBZ-AM-FM-TV Boston; WIND Chicago; KYW-AM-FM-TV Cleveland; wowo Ft. Wayne; KPX(TV) San Francisco, and WINS New York.

For other personnel changes of the week see FATES & FORTUNES

Berentson, WGN-TV Chicago; Steve Rowan, KMOX St. Louis, Howard Frederick, WIRL Peoria, Ill., E. A. Richter, past executive secretary of Missouri Broadcasters Association, and Charles Ranallo, Television News Art Inc., Cleveland (see story page 62).

Gardner units revert

Gardner Adv., St. Louis, which little over year ago consolidated its media and research departments into several combination media-research groups of equal but separate rank, has quietly unconsolidated them and is returning to traditional former status. Full personnel and operational details expected in few weeks.

Lestoil appoints FSR

Lestoil Products has appointed Fuller & Smith & Ross, New York, as agency for 12 products, among them Red Cap, Refresh-R air fresheners and Red Cap window cleaner, Quintone paste polish and Scuffy liquid shoe polish, Sawyer's household ammonia, and Cando metal and silver polishes. Budget plans have not yet been developed for products all of which were newly acquired by Lestoil.

Clark named host of 100 Grand

Jack Clark named by ABC-TV as host of network's new big-money quiz show next fall (100 Grand, Sunday,

10-10:30 p.m. under sponsorship of El Producto and Alberto-Culver, through Compton Adv.). Mr. Clark has been announcer and master of ceremonies on *Password* and *To Tell The Truth* game shows. 100 Grand goes on ABC-TV Sept. 15.

Buys repeat of 'Tunnel'

In unusual daytime buy, American Home Products, through William Esty Co., both New York, has purchased full sponsorship of repeat telecast of award-winning *The Tunnel* special on NBC-TV. It will be broadcast Oct. 20 at 3:30-5 p.m. Esty handles Dristan cold tablets for American Home Products' Whitehall Division.

Tall "Farm"

Quaker Oats Company's towering elevators hold about 10 million bushels of grain. They're part of the world's largest oatery—20 buildings on 15 acres in downtown Cedar Rapids. Grain purchases amounted to about \$30,000,000 in a recent year.

On any given day some 75% of the families in the U. S. have one or more Quaker Oats Co. products in their pantries. Besides world-famous Quaker Oats oatmeal, the company's ready-to-eat cereals include Puffed Wheat and Rice, Muffets, Pack-O-Ten and Life Cereal. The firm name is connected with more than 200 different food, feed, pet food and chemical products. Worldwide sales last year were \$364,693,000. The Cedar Rapids plant alone employs 1,275 people.

Next time you think of Iowa *only* as the place where tall corn grows, think again. It's the place where farming is certainly important—but manufacturing produces five times as much personal income (about \$5 billion vs. \$1 billion annually).

WMT-TV's sponsors advise wage-earners and farmers alike about keeping their income in circulation.

WMT-TV • Cedar Rapids—Waterloo
CBS Television for Eastern Iowa

Represented by the Katz Agency
Affiliated with WMT-AM; WMT-FM;
K-WMT, Fort Dodge; WEBC, Duluth.



CONTACT THESE STATION REPS FOR AVAILABILITIES

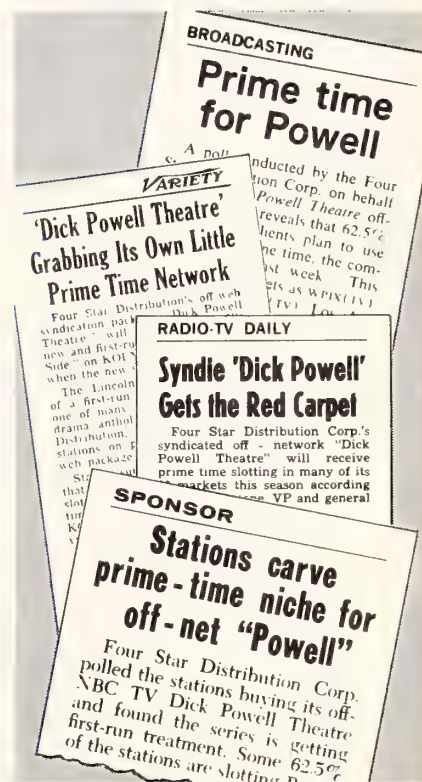
For busy
time buyers, a
"see-at-a-glance"
chart to help
you fill your
Fall spot needs . . .

PRIME TIME SPOTS ON THE DICK POWELL THEATRE MAY STILL BE AVAILABLE ON THESE STATIONS

STATION	CITY	NATIONAL REP.	TIME SLOT & DAY
WMAR-TV	Baltimore, Maryland	THE KATZ AGENCY, INC.	11:20 p.m. Sun.
KVOS-TV	Bellingham, Wash.	PETERS, GRIFFIN, WOODWARD, INC.	9:30 p.m. Thurs.
WCSC-TV	Charleston, S. C.	PETERS, GRIFFIN, WOODWARD, INC.	Prime Time TBA
WNBQ-TV	Chicago, Ill.	NBC SPOT SALES	10:45 p.m. Sun.
WHIO-TV	Dayton, Ohio	GEO. P. HOLLINGBERY CO.	10:00 p.m. Fri.
KCTO-TV	Denver, Colo.	ADAM YOUNG, INC.	6:30 p.m. Tues.
WOI-TV	Des Moines-Ames, Iowa	H-R TELEVISION, INC.	9:30 p.m. Sun.
KDAL-TV	Duluth, Minnesota	EDWARD PETRY & CO., INC.	TBA
WINK-TV	Ft. Myers, Fla.	THE MEEKER COMPANY	7:00 p.m. Thurs.
WBAP-TV	Ft. Worth, Texas	PETERS, GRIFFIN, WOODWARD, INC.	TBA
KMJ-TV	Fresno, Calif.	THE KATZ AGENCY, INC.	TBA
WOOD-TV	Grand Rapids, Mich.	THE KATZ AGENCY, INC.	10:00 p.m. Mon.
WDAF-TV	Kansas City, Mo.	EDWARD PETRY & CO., INC.	10:15 p.m. Sun.
WGAL-TV	Lancaster, Penn.	THE MEEKER COMPANY	TBA
KOLN-TV	Lincoln, Neb.	AVERY KNODEL, INC.	9:00 p.m. Mon.
KCOP-TV	Los Angeles, Calif.	EDWARD PETRY & CO., INC.	Prime Time TBA
WMAZ-TV	Macon, Georgia	AVERY KNODEL, INC.	7:30 p.m. Wed.
WKOW-TV	Madison, Wis.	ADAM YOUNG, INC.	10:30 p.m. Thurs.
WTCN-TV	Minneapolis, Minn.	THE KATZ AGENCY, INC.	TBA
WPIX-TV	New York, N. Y.	PETERS, GRIFFIN, WOODWARD, INC.	Prime Time TBA
WAVY-TV	Norfolk, Va.	H-R TELEVISION, INC.	11:15 p.m. Sat.
WRCV-TV	Philadelphia, Penn.	NBC SPOT SALES	11:15 p.m. Sun.
KPHO-TV	Phoenix, Ariz.	THE KATZ AGENCY, INC.	8:30 p.m. Sun.
KTVU-TV	San Francisco, Calif.	H-R TELEVISION, INC.	TBA
KTNT-TV	Seattle, Wash.	PAUL H. RAYMER CO., INC.	TBA
KTBS-TV	Shreveport, La.	THE KATZ AGENCY, INC.	9:00 p.m. Thurs.
WHYN-TV	Springfield, Mass.	ADVERTISING TIME SALES, INC.	6:30 p.m.
WTVT-TV	Tampa, Florida	THE KATZ AGENCY, INC.	Prime Time TBA
WMAL-TV	Washington, D. C.	HARRINGTON, RIGHTER & PARSONS, INC.	11:30 p.m. Sun.
KIVA-TV	Yuma, Ariz.	GEO. P. HOLLINGBERY CO.	TBA

The DICK POWELL Theatre

For stations'
Fall programming
**TELEVISION'S FINEST
SERIES OF DRAMAS**
now available on an
individual market basis



The above news as it appeared in the broadcast trade papers, and the "see-at-a-glance" chart on the left, clearly indicates the important time slots in which this series will be programmed. Join these fine stations by programming THE DICK POWELL THEATRE. It will bring quality, prestige and more national spot business for your station.



"PROVEN PROGRAMMING" FROM



A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH
AVENUE
NEW YORK
20
NEW YORK
LT 1-8530

LOS ANGELES

(and advertisers)

LIKE US BECAUSE...

*we accept our
responsibility to our
community. (During
1962, KABC Radio
donated free time to
over 248 worthy
community projects.)*

*As a result,
advertisers respect us
for our continuing
participation in
community affairs.*

Represented Nationally
by the Katz Agency

KABC

conversation
RADIO 79

AN ABC OWNED RADIO STATION

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

AUGUST

Aug. 11-15—Second annual NCTA Management Institute, sponsored by National Community Television Association in cooperation with the extension division of University of Wisconsin, Madison.

Aug. 14—Second annual TV Day, Georgia Association of Broadcasters, Macon.

Aug. 14—Communications committee meeting of the American Bar Association, Conrad Hilton hotel, Chicago. Speaker will be FCC Chairman E. William Henry.

Aug. 19—Eighth annual Distributor-Manufacturer-Representative conference, Jack Tar hotel, San Francisco. Chairman of the conference planners is Elvin W. Feige, president of Elmar Electronics of Oakland.

Aug. 20—Annual stockholders meeting, Desilu Productions Inc., Hollywood.

Aug. 20-23—Western Electric Show and Convention (WESCON), San Francisco's Cow Palace. Papers include: "Telstar" by Irwin Welber of Bell Telephone Laboratories; "Relay" by Warren Schreiner of RCA; "Syncom" by Dr. Harold A. Rosen of Hughes Aircraft Co.; "Comsat" by Wilbur L. Pritchard of Aerospace Corp.; "Commercial Communications Satellites" by Beardsley Graham of Spindletop Research.

Aug. 23-24—Oklahoma Broadcasters Association convention, Western Hills State Lodge, Wagoner. Speakers include Oklahoma Governor Henry Bellmon, Ed Bunker, president of Radio Advertising Bureau, and Robert Richardson, special counsel to the House Subcommittee on Investigations.

Aug. 26-27—Television Affiliates Corp. West Coast programming conference, Hilton Inn, San Francisco.

Aug. 27—Board of Broadcast Governors hearing, Ottawa, Canada.

SEPTEMBER

Sept. 1—Deadline for comments on FAA proposed criteria for establishment of television antenna farms.

Sept. 5-8—Annual fall meeting of West Virginia Broadcasters Association, The Greenbrier, White Sulphur Springs.

Sept. 6-7—Fall meeting of Arkansas Broadcasters Association, Holiday Inn, North Little Rock. LeRoy Collins, NAB president, will be principal speaker.

Sept. 6-7—Arkansas AP Broadcasters Association. Principal speaker is AP Assistant General Manager Louis J. Kramp.

Sept. 7—American Women in Radio and Television's Educational Foundation board of trustees meeting, New York City.

Sept. 8-11—Western Association of Broadcasters annual meeting, Jasper Park Lodge, Jasper, Alberta, Canada.

Sept. 9—Effective date of new instructional television service using 31 channels in 2500-2690 mc band.

Sept. 9-12—New York Premium Show, New York Coliseum.

Sept. 10—Premium advertising conference of the Premium Advertising Association of America, New York Coliseum.

Sept. 10-12—Fall meeting of Electronic Industries Association, Biltmore hotel, New York City.

Sept. 11-14—Eighteenth international conference and workshop of Radio-Television News Directors Association, Radisson hotel, Minneapolis.

Sept. 12—Luncheon meeting, Federal Communications Bar Association, FCC Com-

missioner Lee Loewinger, speaker. National Press Club, Washington.

Sept. 12-15—Annual fall convention, Michigan Association of Broadcasters, Hidden Valley, Gaylord, Mich.

Sept. 13-22—International Radio, Television & Electronics Exhibition (FIRATO) at the R.A.I. Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch television channels.

Sept. 14-15—Southwest regional conference, American Women in Radio and Television, Houston.

Sept. 15-16—New York State AP Broadcasters Association, Gran-View motel, Ogdensburg. Don Jamieson, president of the Canadian Association of Broadcasters, will be the speaker at the Sunday evening banquet. Sunday afternoon and Monday morning will be taken up with business sessions, followed by a tour of the St. Lawrence Seaway aboard a United States Coast Guard vessel.

Sept. 15-17—Louisiana Association of Broadcasters convention, Sheraton Charles hotel, New Orleans.

Sept. 16—New deadline for comments on FCC's proposal to control the development of AM and FM radio services.

Sept. 17—Annual stockholders meeting, Rollins Broadcasting Co., Bank of Delaware Building, Wilmington, Del.

Sept. 17-19—American Association of Advertising Agencies' western region meeting, Mark Hopkins hotel, San Francisco.

Sept. 20-22—American Women in Radio and Television southern area conference, Columbus, Ga.

Sept. 23-25—Nevada Broadcasters Association first annual convention, Hotel Sahara, Las Vegas.

Sept. 26-27—Association of National Advertisers' workshop on advertising planning and administration, Nassau Inn, Princeton.

*Sept. 29-Oct. 2—Eighteenth annual Transportation and Logistics Forum of the National Defense Transportation Association, Chicago. Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, will be presented the association's National Transportation Award.

Sept. 30-Oct. 1—Seventeenth annual convention of the New Jersey Broadcasters Association, Colony motel, Atlantic City, N. J.

Sept. 30-Oct. 4—Georgia Association of Broadcasters' regional meetings (Athens, Rome, Thomaston, Albany, Statesboro) featuring sales clinic with Fred A. Palmer.

OCTOBER

Oct. 1—Advertising Research Foundation's

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:

Oct. 14-15, Statler-Hilton hotel, Hartford, Conn.

Oct. 17-18, Leamington hotel, Minneapolis.

Oct. 21-22, Pittsburgh Hilton hotel, Pittsburgh.

Oct. 24-25, Americana hotel, Miami Beach.

Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.

Nov. 18-19, Texas hotel, Fort Worth.

Nov. 21-22, Cosmopolitan hotel, Denver.

Nov. 25-26, Fairmont hotel, San Francisco.



"For Courage and Devotion"

*Telephone men and women
fulfill a long tradition*

The first telephone call ever made was a call for help as Alexander Graham Bell spilled acid on his clothes: "Come here, Mr. Watson, I want you!"

Ever since that fateful evening in 1876, telephone people have been responding to calls for help—and training to supply it.

A tradition of service—a knowledge of first aid—an instinct to help—these keep operators at their posts in fire or flood—send linemen out to battle blizzards or hurricanes—and save lives many times in many ways.

Over the years, the Bell System has awarded 1,896 medals to employees for courage, initiative and accomplishment—for being good neighbors both on the job and off it. Here are some recent winners:



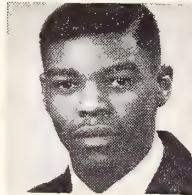
Kenneth E. Ferguson, Installer-Repairman, Newport News, Virginia. En route to a repair job, he came upon a burning house where a blind, bedridden woman lay helpless. Ripping out a window, he and a policeman entered the flaming room. They were forced out by intense heat and smoke. Mr. Ferguson ran to a nearby house for blankets. Wrapped in wet blankets, the two men re-entered and rescued the woman.



Mrs. Dorothy Crozier, Operator, San Rafael, California. She took a call from a frantic mother whose small son had stopped breathing. After notifying both ambulance and fire department, Mrs. Crozier realized that traffic was heavy and time short. Over the telephone, she taught the mother mouth-to-mouth resuscitation. The boy was breathing when firemen arrived. Doctors credit his life to her alertness.



Charles J. Gilman, Communications Serviceman, Bellwood, Illinois. Driving to an assignment, he saw an overturned car and found a man under it bleeding profusely. Cautioning bystanders not to smoke, he helped remove the victim. The man's arm was almost severed below the shoulder and he seemed in shock. Mr. Gilman applied a tourniquet and kept pressure on it until an ambulance arrived.



Leonard C. Jones, Supplies Serviceman, Morgantown, West Virginia. He noticed a neighboring house on fire. Rushing to it, he helped a father rescue three young children. Then he plunged back into the burning building and, guided only by cries through the choking smoke, found and saved another child who was hiding under a couch in the blazing living room. Minutes after he left, the wooden house collapsed.

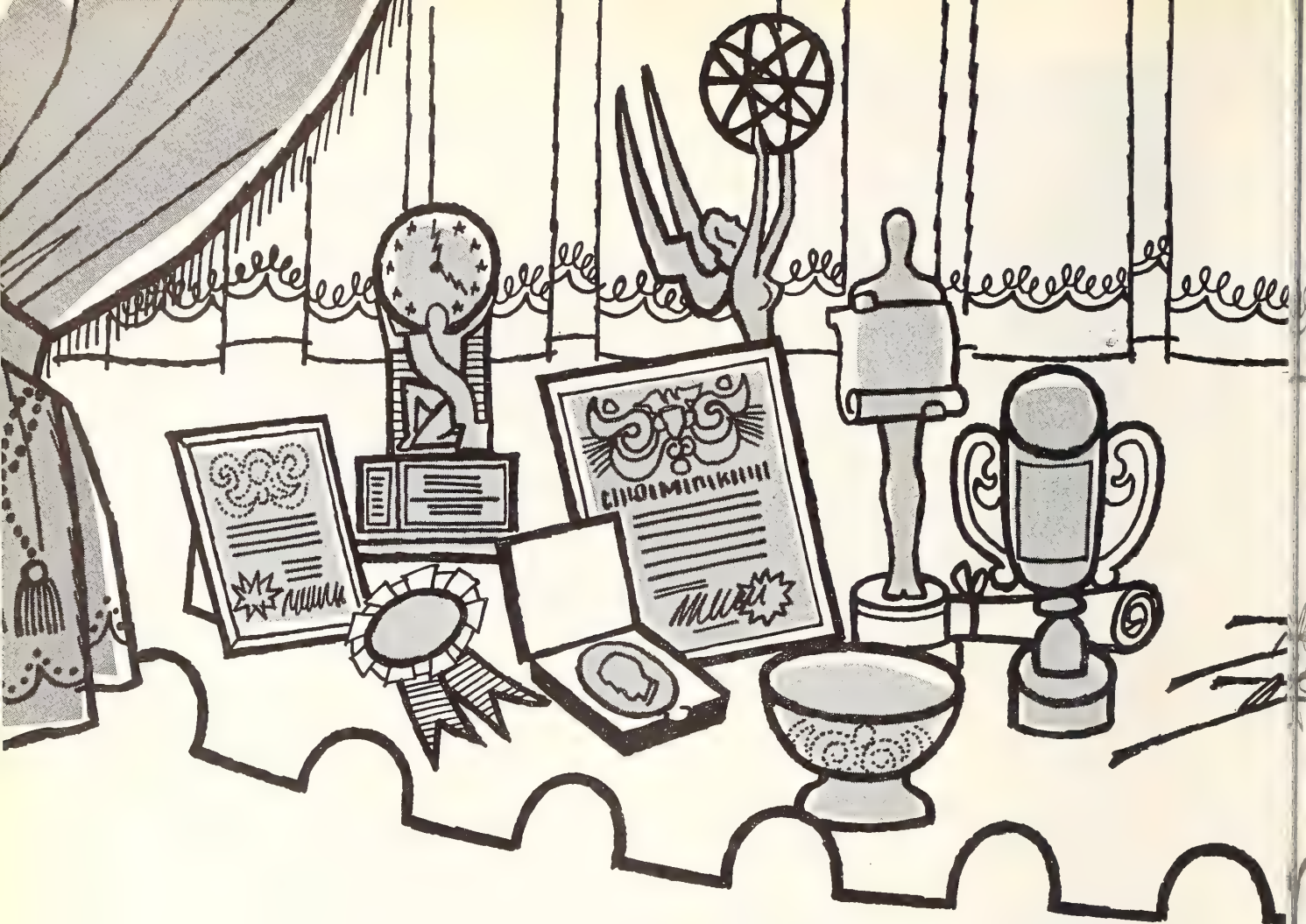


Franklin Daniel Gurtner, Station Installer, Auburn, Washington. He heard a request for emergency breathing equipment on his radio monitor and hurried to the address, where a baby was strangling. He found the child's air passage was blocked, cleared it, and successfully administered mouth-to-mouth resuscitation. Then the fire department arrived and applied oxygen to help overcome shock.



BELL TELEPHONE SYSTEM

Owned by more than two million Americans

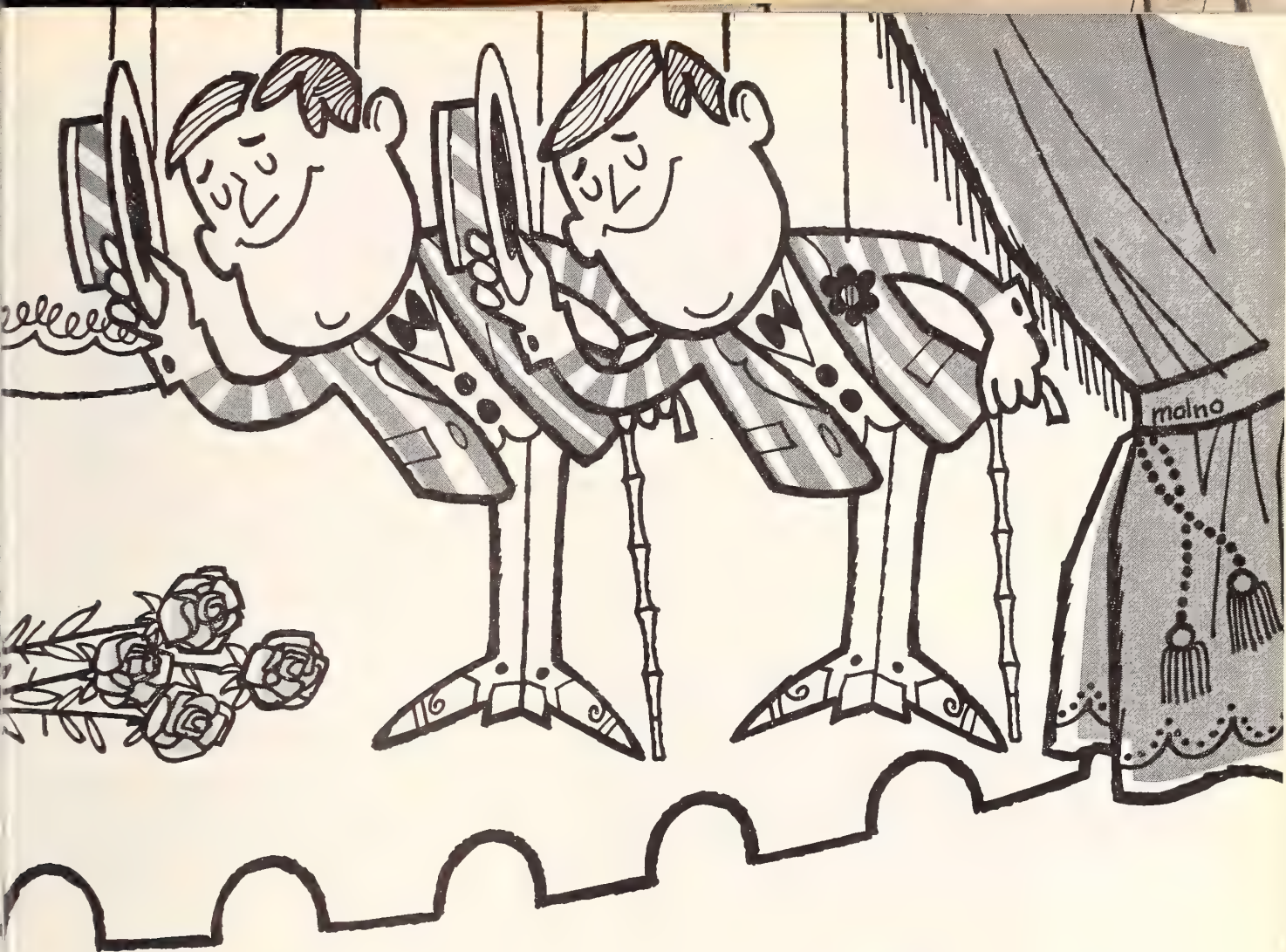


They love us in Chicago, Philadelphia,

And appreciate us. And showed their appreciation in the form of awards too numerous for us to mention, but not...being in show business...to brag about.

Emmy came to our five stations seven times in the past twelve months. The International Police Chiefs cited us in Washington, and the Veterans of Foreign Wars in New York. We received five awards from the Illinois Associated Press in Chicago; five from the National Press Photographers in Philadelphia; and three from the National Association For Better Radio and Television in Los Angeles. We won the Ohio State and Freedoms Foundation Awards several times.

P. S. 138 big "Thank You's" to the awarding organizations.



Washington, Los Angeles and New York

And so it went . . . to the tune of 138 major awards in the past year. We don't mind taking a few bows, not for our bulging trophy cases, but for the recognition of our efforts in serving our communities. Some awards were for fine entertainment; some for popular personalities; a great many for public service. If we may say so ourselves . . . a nice balance.

Applause from professional and other organizations is music to our ears, but we appreciate equally the requests for advice and help. In fact, we constantly solicit the chance to work with all the various segments of our communities. Our role is to provide entertainment and service.

NBC OWNED STATIONS



WNBC-TV, NEW YORK
WRCV-TV, PHILADELPHIA
WRC-TV, WASHINGTON
WNBQ, CHICAGO
KNBC, LOS ANGELES

NEGROES

respond more aggressively to Negro voices. It's good business to include the Negro station in your general market buy. (They're usually low CPM in general market surveys.)

Our salesmen visit our stations.

Station Reps

BOB DORE

ASSOCIATES

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO



WHY SALES CLIMB ALONG THE SKYLINE

You really go places in this "one-buy" TV market with Gasoline and Petroleum sales as large as the 16th metro area and Automotive sales that rank 19th!

SKYLINE

TV NETWORK

P.O. BOX 2191 • IDAHO FALLS, IDAHO
CALL MEL WRIGHT, AREA CODE 208-523-4567

Call your Hollingbery office or Art Moore in the Northwest or John L. McGuire in Denver.

KOUK Billings / KFBB Great Falls / KXLF Butte
KID Idaho Falls / KBLL Helena / KMYT Twin Falls

conference, Hotel Commodore, New York.

*Oct. 1-2—Tenth annual convention of CBS Radio Affiliates Association, New York Hilton hotel, New York City.

*Oct. 3-4—Annual fall convention of Missouri Broadcasters Association, Missouri hotel, Jefferson City.

Oct. 4-6—American Women in Radio and Television east-central area conference, Coach House Inn, Milwaukee.

Oct. 4-6—American Women in Radio and Television New England conference, Chatham Bars Inn, Cape Cod, Mass.

*Oct. 7-9—Annual fall meeting of the Kentucky Broadcasters Association, Owensboro Downtown Motel, Owensboro, Ky. The program begins at 5 p.m. Oct. 7 with a meeting of the board of directors.

Oct. 8-10—International Film Festival, Barbizon Plaza hotel, New York.

Oct. 11-13—American Women in Radio and Television west-central area conference, Holiday Inn South, Des Moines, Iowa.

Oct. 13-18—Second Advanced Advertising Management Course of the Association of National Advertisers, Hotel Moraine-on-the-Lake, Highland Park, Ill. R. P. Campbell, advertising manager for Post division of General Foods Corp., heads the subcommittee which is planning this course.

Oct. 14-18—Ninety-fourth convention of the Society of Motion Picture and Television Engineers, Somerset hotel, Boston.

Oct. 14-18—Fifteenth annual fall convention of Audio Engineering Society, Barbizon Plaza hotel, New York.

Oct. 16—Deadline for reply comments on FCC's rulemaking to control the development of AM and FM radio services.

Oct. 17-18—American Association of Advertising Agencies (AAAA) central region meeting, Sheraton hotel, Chicago.

*Oct. 18—Effective date of FCC rule allowing employment of part-time engineers at certain AM and FM stations. Extended from former date of Aug. 19.

Oct. 18—Indiana Associated Press Radio-TV Association, French Lick.

Oct. 20-21—Meeting of Texas Association of Broadcasters, Cabana hotel, Dallas.

Oct. 24—Fourth Armed Forces Television Conference, sponsored by U. S. Air Force, Lowry Air Force Base, Denver, Colo. The conference will deal primarily with educational and technical uses of television by the military services. A trip to the Air Force Academy's closed-circuit television installation is also planned.

Oct. 25-27—American Women in Radio and Television board of directors meeting, Mayo hotel, Tulsa, Okla.

Oct. 28-30—National Electronics Conference, McCormick Place, Chicago.

Oct. 28-30—Third annual meeting, Institute of Broadcasting Financial Management, New York Hilton at Rockefeller Center.

Oct. 31-Nov. 1—Electron Devices Meeting of the Institute of Electrical and Electronics Engineers, Sheraton Park hotel, Washington, D. C. Speakers include John Hornbeck, formerly of Bell Telephone Labs and now president of Bellcom Inc., "Electron Devices for Space Applications"; Victor H. Grinich, Fairchild Semiconductors, "Why Field Effect Transistors?" and Lester F. Eastman, Cornell University, "Super Power Microwave Tubes." Program chairman for the meeting is Mason A. Clark, Hewlett-Packard Associates, Palo Alto, Calif.

NOVEMBER

Nov. 1-2—Oregon Association of Broadcasters convention, Hilton hotel, Portland.

Nov. 1-2—Grand Ole Opry 38th anniversary celebration, Nashville. Agenda includes expanded seminar of sales and programming.

RAB MANAGEMENT CONFERENCES

Sept. 9-10—The Homestead, Hot Springs, Va.; Sept. 12-13, The Hilton Inn, airport, Atlanta.

Sept. 16-17—The Holiday Inn-Central, Dallas.

Sept. 23-24—Gideon-Putnam, Saratoga Springs, N. Y.

Sept. 30-Oct. 1—O'Hare Inn, airport, Chicago; Oct. 3-4, Rickey's Hyatt House hotel, Palo Alto, Calif.; Oct. 7-8, Town House Motor hotel, Omaha.

Oct. 14-15—The Executive Inn, Detroit, Mich.

Nov. 4-5—Central Canadian Broadcasters Association management and engineering convention, Royal York hotel, Toronto.

Nov. 6-7—American Association of Advertising Agencies (AAAA) eastern annual meeting, Waldorf-Astoria, New York.

Nov. 6-9—National convention of Sigma Delta Chi, professional journalistic society, Golden Triangle Motel, Norfolk, Va. Dr. Glenn T. Seaborg, chairman of the Atomic Energy Commission, will be featured speaker at the Nov. 7 luncheon.

Nov. 10-12—ACRTF Convention, Quebec City, Canada.

Nov. 10-13—Annual meeting of the Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 17-20—National Association of Educational Broadcasters national convention, Hotel Schroeder, Milwaukee, Wis. Banquet speaker is FCC Chairman E. William Henry.

Nov. 17-20—Broadcasters Promotion Association annual convention, Jack Tar hotel, San Francisco. Joseph P. Constantino, KTVU(TV) Oakland-San Francisco, is convention general chairman.

Nov. 20—American Association of Advertising Agencies (AAAA) east-central region meeting, Statler Hilton, Cleveland.

Nov. 22—National Academy of Television Arts and Sciences, New York chapter, holds "Close-Up" dinner and show lampooning comedian Jackie Gleason. Hilton hotel, New York.

Nov. 22-23—Combined meeting of Wisconsin Associated Press newspaper and broadcasting members, Milwaukee.

DECEMBER

Dec. 3-5—Winter conference of Electronic Industries Association, Statler-Hilton hotel, Los Angeles.

Dec. 5-6—Fourteenth conference of the Professional Technical Group on Vehicular Communications, Adolphus hotel, Dallas.

Dec. 6—Association of National Advertisers' workshop on planning and evaluation, The Plaza, New York City.

JANUARY 1964

Jan. 21-23—National Religious Broadcasters convention, Mayflower hotel, Washington.

Jan. 21-23—Nineteenth annual Georgia Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens.

Jan. 24-26—Mid-winter convention of the Advertising Association of the West, Bakersfield, Calif.

Jan. 24-26—American Women in Radio and Television board of directors meeting, New York Hilton hotel.

FEBRUARY

Feb. 5-7—National Winter Convention on Military Electronics, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.

BROADCASTING, August 12, 1963

wsai #1

IN CINCINNATI

45%
SHARE

17th
MARKET
IN THE USA

PULSE: Cincinnati Metro,
March-April '63 (see graph)

Consisting
of
#1 Share
of the
affluent
18-49 year old
audience!*

Family
Size

#1 Share of
households
with 3 or
more
members.*

wsai	STATION A	B	C	D	E	MISC.
45%	25	10	6	6	2	8

PULSE: CINCINNATI METRO, MARCH-
APRIL '63 TOTAL RATED TIME PERIODS

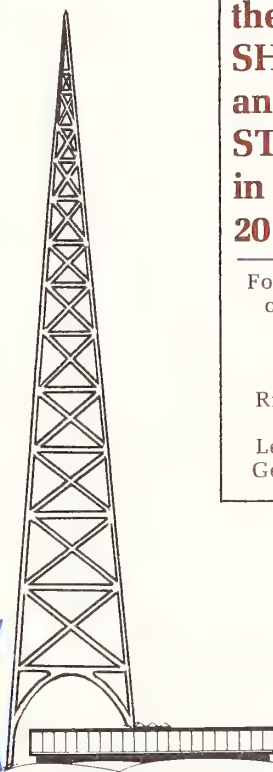
...the **BUYING POWER**
of cincinnati

... that's why
wsai
is **THE BUY!**

the largest
SHARE of
any **RADIO**
STATION
in the top
20 markets**

For all the facts
call robert e.
eastman &
co., inc.
or
Richard Nason,
President.
Lee C. Hanson,
Gen. Sales Mgr.

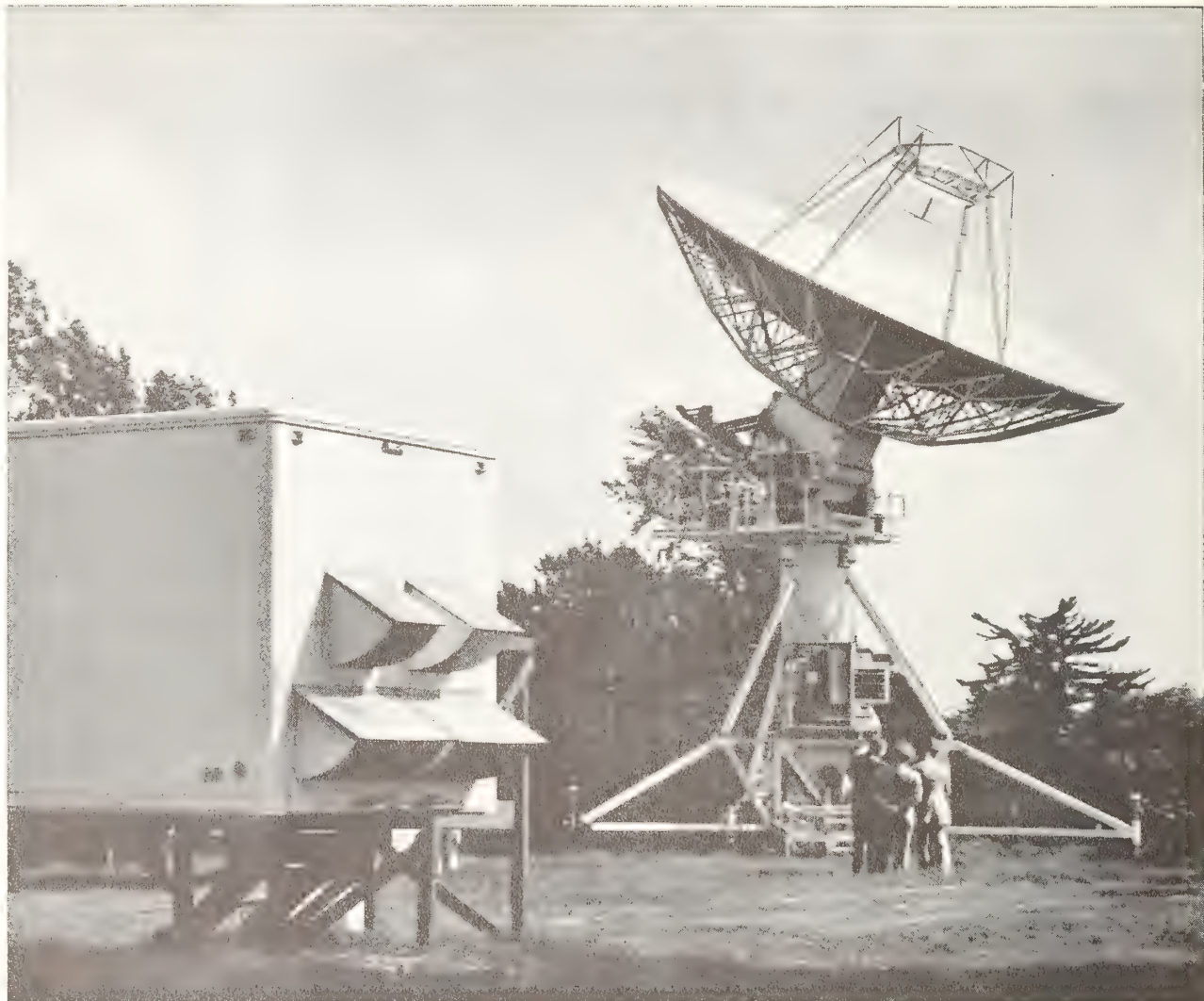
wsai



Radio
in cincinnati

* Cincinnati PULSE LQR, NOV., 1962

** LATEST PULSE IN EACH MARKET, ALL RATED TIME PERIODS.
(Subject to usual Pulse margin of error.)



A voice in space for every nation

A dramatic advance by an ITT System company permits any nation in the world to share in the myriad advantages of communication by satellite.

For ITT has conceived and developed an entirely new kind of satellite communications terminal. Easily transportable, it can be shipped anywhere. It can be erected in 24 hours. Its cost: modest. Now telephone, telegraph and data channels routed through space can be made available between remote and distant points all over the globe.

This new universal ground station—the first of its kind—is a complete, self-contained terminal for transmissions to and from satellites. First used in intercontinental voice transmis-

sion with NASA's Project Relay, minor adaptations will permit the equipment to work with other communications satellites yet to come. Installed in Brazil, it has already been responsible for the first link through space between the two Americas!

ITT is active in virtually every area of the U. S. space effort—from ground control to the production of complete satellites... from the development of tiny components to the management of missile ranges thousands of miles long. It's a natural role for the world's largest international supplier of electronics and telecommunications.

International Telephone and Telegraph Corporation. World Headquarters: 320 Park Avenue, New York 22, New York.

worldwide electronics and telecommunications

ITT

Editorial reprint

EDITOR: Please send me six reprints of your editorial, "Pressures." (BROADCASTING, July 22). I plan to send these to our congressmen—*Andrew Jarema, president, WKOP Binghamton, N.Y.*

A nice round sum?

EDITOR: Congratulations to WQIZ St. George, S. C., for its action against SESAC. It is entertaining to note that SESAC charged us with exactly 18 violations versus WQIZ's 17 after monitoring the smallest of our four stations, WMGW Meadville, Pa. Could it be that SESAC has found \$4,000 a nice round sum with which to coerce and threaten a station? We never play any known SESAC controlled music. Other broadcasters should follow suit. The real power of the copyright licenser is the federal law setting a minimum of \$250 damages per violation. If we can get this one clause removed, they are dead. Simply rephrase the law to let the federal courts decide the amount of damages, if any. The courts should set damages per violation at approximately the rate we pay ASCAP or BMI per selection—a few cents.—*William H. Rich, president, Regional Broadcasters Inc., New York.*

FM report

EDITOR: FM coverage (SPECIAL REPORT, July 29) is the finest yet. With your permission, we're going to adopt the heading on your editorial "FM for forward motion." We have just completed our own survey that's even an eye-opener for us "enthusiastic independent operators." Please send 20 reprints as soon as possible, and I have a hunch we'll be back for more.—*Jim Hodges, general manager, KHIQ(FM) Sacramento Calif.*
(Permission granted.)

EDITOR: The special report was amazingly complete. Our order for 100 copies is enclosed. Here in Tidewater, Virginia, (Norfolk, Newport News, Portsmouth, Virginia Beach, Hampton and Chesapeake) we have 11 AM stations and nine FM stations in operation. Only one FM station duplicates the programming of an AM affiliate on a fulltime basis. Seven of the FM signals are completely different from AM.—*Harrison W. Moore Jr., manager WRVC-FM Norfolk, Va.*

EDITOR: We have been FM representatives for nearly two years and we include among our stations the only Metromedia property not repped by Metro Broadcast Sales (KMBC-FM Kansas City, Mo.), the third place stations in San Francisco and Los Angeles and a number of other top FM facilities in major markets around the country. In short,

we are old hands in FM. Mention is made on page 56 that "National selling will be tough until more national reps get into the act. . ." I take exception to this by saying (again) that until stations realize they cannot be sold without research, national selling will indeed be tough. The number of reps has very little to do with the problem.—*Bob Richer, Robert Richer Representatives Inc., New York.*

EDITOR: [You are] to be congratulated for doing such an intelligent job covering the blooming FM medium. Your article will serve to document the status that FM already has obtained and the many unexploited uses to which it may be successfully applied.—*Marshall M. Carpenter Jr. president and general manager, WDTM(FM) Detroit.*

EDITOR: We are grateful for the research reflected in your "FM Today" article. However, I feel the San Francisco-Oakland FM market deserves more than the 15 lines it got. Saturation is about 50%, but your quote of Gary Gielow of KPEN(FM) (and I think he has been misquoted) would lead us to believe there are only 225,000 FM homes in the area instead of about 450,000. Stereo-wise, five San Francisco FM stations (KBCO, KFOG, KMPX, KPEN, KSFR) broadcast their *entire* schedules in stereo. I don't think it is equalled anywhere. In addition, a San Francisco educational outlet (KXKX) transmits in stereo and KAFE has a partial stereo schedule.—*Pete Taylor, program director, KFOG(FM) San Francisco.*

EDITOR: The national advertiser list of those using FM has certainly grown. Your story mentions Philip Morris, Texaco, United Air Lines, Allied Chemicals, Mazola, P. Lorillard, Curtis Publishing and others. We would appreciate your readers knowing that these above named advertisers were all sold on FM through FM Group Sales Inc., and that until FM/GS, had not used FM radio before. Your article mentioned something about us "selling numbers," and we do. But we sell "large numbers" as well. Our Los Angeles group of six FM stations shows 54,000 FM homes delivered per average quarter-hour between 6 and 10 p.m. Monday through Friday according to Pulse, and it is this type of mass audience that we are currently selling to mass advertisers. FM radio through the group sales concept can right now, compete with all other media for national advertisers.—*Art Sakelson, president, FM Group Sales Inc., New York.*

EDITOR: Your special report on FM was superbly done. A very detailed and knowledgeable report on the future of FM.—*Ronald L. Sack, manager of pro-*



Mr. Bernard Rubin, President,
BERNIES Belair Road Chevrolet,
Baltimore

"BERNIES Belair Road Chevrolet uses WFBR to bring in new prospects who are able to buy; to help us surpass our quotas. We have learned we can depend on WFBR for profitable results."

Mr. Rubin is a regular and longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the first six months of 1963 than during any corresponding period in the station's 41 year history.

You too can sell an important segment of the Maryland market on WFBR. So join our host of friendly and happy local advertisers. Call your Blair man.



BALTIMORE

VARIED INTERESTING PROGRAMMING

..... is another
reason why
more advertisers
are investing more
dollars on WSUN
Radio than at
any time in our
35 year history

ONE OF THE NATION'S
GREAT STATIONS

WSUN

5 KW 620 KC

Broadcasting 24 hours daily!

TAMPA-ST. PETERSBURG

Get all the facts from

Natl. Rep: VENARD, TORBET & McCONNELL
S. E. Rep: JAMES S. AYERS

motion and publicity, ABC-Owned
Radio Stations, New York.

EDITOR: Speaking for the FM Broadcasters of Greater Kansas City, of which I am chairman of the board, and as station director of KMBC-FM, I would like to present the FM case for Kansas City, which has five separately programmed FM stations. They are KCMK, which is a fulltime country and western station; KCMO-FM, which is middle of the road format (including classics) and is stereo from 6:30 a.m. to midnight Monday-Friday and 8 a.m. to midnight on Saturdays and Sunday; KXTR, a fulltime classic station; KCJC another middle of the road varied programmed station, and KMBC-FM, with adult-oriented music and regularly scheduled news, 24 hours a day with stereo from 6 a.m. to 1 a.m. It is interesting that all five separately programmed FM stations appear in Hooper reports regularly. Set penetration in the Kansas City market is estimated at better than 170,000 homes. In a check with the three automobile manufacturers in this area, automobile FM units, through April 1, have been delivered in more than 2,800 cars.—Chris J. Stofa, station director, KMBC-FM Kansas City.

Mid-South report

EDITOR: My compliments on the June 17 Mid-South market story. It was handled well and touched on the high points. — Edward Phelan, manager, KOKY Little Rock, Ark.

EDITOR: . . . Truly outstanding, requiring a great deal of careful thought and consecrated reporting. A job well done. — Eugene R. Bertermann, president, National Religious Broadcasters, St. Louis.

BOOK NOTES

"Dictionary of Electronics Communications Terms," compiled by the Howard W. Sams engineering staff. Howard W. Sams & Co., 4300 West 62nd Street, Indianapolis 6, Ind. 160 pp. \$3.95.

More than 2,500 terms related to the communications field are included in this book with concise definitions that serve the needs of both technical and non-technical people. Many slang and colloquial terms which have found their way into common usage are also listed.

"Dictionary of Modern Acronyms & Abbreviations," by Milton W. Goldstein. Howard W. Sams Co., 4300 West 62nd Street, Indianapolis 6, Ind. 160 pp. \$4.95.

Another of the many reference volumes by Sams, this one deciphers coined words and abbreviations commonly used in the language of our modern world (e.g., sonar stands for sound navigation and ranging).

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*Reg. U. S. Patent Office

Copyright 1963: Broadcasting Publications Inc

BROADCASTING, August 12, 1963



**NEW ON 2
IN BALTIMORE!**

"TWILIGHT MOVIE"

**Every Monday through Friday
4:30 to 6:00 P.M.
beginning September 2**

Here is a great opportunity to sell all types of products and services in this important market! The time is right... the films are right! These film packages have never been aired before in this Channel 2 area, but have proven track records in other cities throughout the country!



**Spectacular proven film
packages—exclusive in this
Channel 2 market area**

Variety is the keynote on this five-times-a-week show! "SCIENCE FICTION THEATER" features suspense with well chosen, top-notch scripts...plus chillers, thrillers, and spine tinglers galore...plus the fun-loving "BOWERY BOYS"...plus "BOMBA THE JUNGLE BOY", Sabu, and others. It all adds up to great daily shows backed by...

A BIG PROMOTIONAL CAMPAIGN!



No Wonder—In Maryland Most People Watch

WMAR-TV 

Channel 2—Sunpapers Television

Television Park, 6400 York Road, Baltimore 12, Md.

Represented Nationally by THE KATZ AGENCY, INC.



Can't mistake his hat...

The Crosley salesman's.

Because he wears only one.

That of WLW Radio or WLW Television.

The Crosley Broadcasting Corporation has its own sales force.

So when you call a WLW Radio or TV salesman, you *get* a WLW Radio or TV salesman. A man who is a vital member of Crosley Broadcasting . . . who knows his station . . . knows his market . . .

knows his facts and figures. In short, knows his stuff. His briefcase is an open and shut case for Crosley—containing complete information on the WLW Stations and markets—specific, detailed, important—which adds up to fast cooperation and results for you and your product.

Crosley's sales division is constantly interested in the development of easier buying techniques, and is now working on experimental broadcast research with advertisers—an area unique to our industry. When Crosley started its own national sales organization over 20 years ago it was a revolutionary move, now widely acclaimed. Just another example of the outstanding leadership and spirit of the WLW Radio and TV Stations—which have made Crosley Broadcasting "prime time" in every category!



CROSLEY COLOR TV NETWORK



NATION'S
HIGHEST
FIDELITY
RADIO
STATION

CROSLEY BROADCASTING CORPORATION • A SUBSIDIARY OF **Arco**

WLW Sales Offices—New York, Chicago, Cleveland • Edward Petry & Co., Inc.—Los Angeles, San Francisco • Bomar Lowrance & Associates—Atlanta, Dallas

Don't let advertising's cost spiral dilute its efficiency

Advertising's present period of growth and prosperity is a good time to re-examine the fundamental trends in our business to insure that we will be strong and prosperous in the future. One immediate concern: advertising's rising cost.

Advertising is a business service which plays its part along with scientific development, manufacturing, finance and other business elements. It is subject to the same economic laws. Its costs must be commensurate with the service it performs.

The rising costs are of two kinds. There are the actual dollar increases in what the advertiser pays and there are some slack-filled packages, some reduced values which he receives.

Chain Reaction ■ The difficulty in combating rising costs is that they occur in so many separate items dealt with by many separate buyers.

The cost of art and photography, I'm told, has increased about 74% from 1945-1960. The cost of a set of four-color lead mold electros rose 133% between 1947-1963. The cost of typography is estimated to have risen 137% between 1945-1962. One investigator suggests that the cost of a magazine schedule rose 89% between 1946-1960 and the cost of a business paper schedule rose 86% between 1946-1956 and has undoubtedly since risen still higher.

If the advertiser is using television the same problem appears in different ways. Let's take, for example, the cost of preparing a filmed commercial for broadcasting. A book on TV production about a dozen years ago exclaimed in amazement a commercial had cost \$7,500 to produce. Today that commercial would cost at least \$15,000—maybe more.

Some commercials produced in recent years have cost as much as \$50,000. The average advertiser is paying about 85% more for a filmed minute spot than 10 years ago.

How have these costs built up? In one area alone, for example, the basic union rate for on-camera performers in 1955 was \$70. Today it is \$95. For an off-camera performer, the increase is from \$45 to \$70. These may seem modest.

Use Fee Spiral ■ But this is where the old joke applies—it isn't the original cost, it's the upkeep. In TV the upkeep is use fees. One agency recently calculated that a year's output of commercials which cost \$700,000 to produce required payment of another \$1.5 million in use fees.

Does this mean that media and sup-

pliers are making an unreasonable increase in profit? I doubt it very much. In many areas I suspect the rate of profit is substantially less.

It might be argued that costs have risen only in proportion. But the test of advertising value is the cost of advertising vs. dollars of goods sold by the advertiser. Unless we believe that a reader or viewer has unlimited capacity to comprehend and retain messages, we are obliged to believe that the competition of other advertising and promotional elements surrounding the advertising must inevitably subdivide the effective communication of the advertising message and thereby reduce its selling impact.

I think all of us have been concerned about too many commercials, station breaks and ID's in TV broadcasting. These divide the attention and memory capacity of the audience and inevitably reduce the value of the advertiser's message. But when we add the show bumpers, promotion for other shows, promotion for color TV, production credits, titles and billboards, the straws on the camel's back begin to build up in a pretty dangerous fashion.

Breaking Point ■ If the cost of advertising is steadily going up and if internal competition within the medium is steadily reducing the attention which any advertisement can hope to secure, can the effectiveness of advertising be maintained? If it cannot be maintained, can we expect our clients to use more and more of our services?

One large advertiser has several quite different lines of products. He has given me the figures to compare the dollars of sales he achieved per dollar of advertising in 1962 as against 1948.

In category A, he had in 1948 \$14.40 in sales for each dollar expended in advertising. By 1962 that ratio had declined to \$8 of sales per dollar of ad-

vertising. In category B, his sales dollars per advertising dollar had diminished during the same period from \$60 to \$25. In category C, a more cheerful picture. Sales per dollar of advertising had diminished only from \$7 to \$5.

These figures are from a successful company whose over-all earnings are very good. But if we measure profit dollars in relation to advertising dollars we find that the dollars of profit per dollar of advertising declined about a third in the first category and about 50% in the second. In the third category, the company had an increase of dollars of profit per dollar of advertising; but it is clear, since the sales per dollar of advertising declined, that other economies produced the profit.

\$1.55 Gets Dollar's Worth ■ Another of the world's largest advertisers has given me figures showing the percentage of sales spent on advertising from 1948 to 1961. With three exceptions these percentages have gone up every year during that period. And in 1962 this company spent \$1.55 in advertising to produce the sales achieved by a dollar in 1948.

I look forward to the day when a producer of TV commercial films will come to our office suggesting more efficient methods of production through which we can cooperate to reduce the cost of filmed commercials.

I look forward to the day when the negotiating committees of the unions who serve the many different parts of the advertising complex will consider the dangerous effect of rising costs upon the volume of their work and the volume of advertising business.

I look forward to the day when broadcasters will ruthlessly weed out the extraneous elements in the program hour so that the messages of the advertiser can have a full and fair share of the audience's attention.

Arthur E. Tatham is board chairman of Tatham-Laird and he presently is chairman of the American Association of Advertising Agencies. He also is past director of the Association of National Advertisers. A graduate of Northwestern University, Mr. Tatham was in charge of advertising-merchandising for Kendall Co.'s Bauer & Black Division until 1938 when he joined Young & Rubicam. After World War II Navy service, he and Kenneth Laird Jr. formed Tatham-Laird.





It Takes RPM To Move The Goods!

Ratings ...

Programming ...

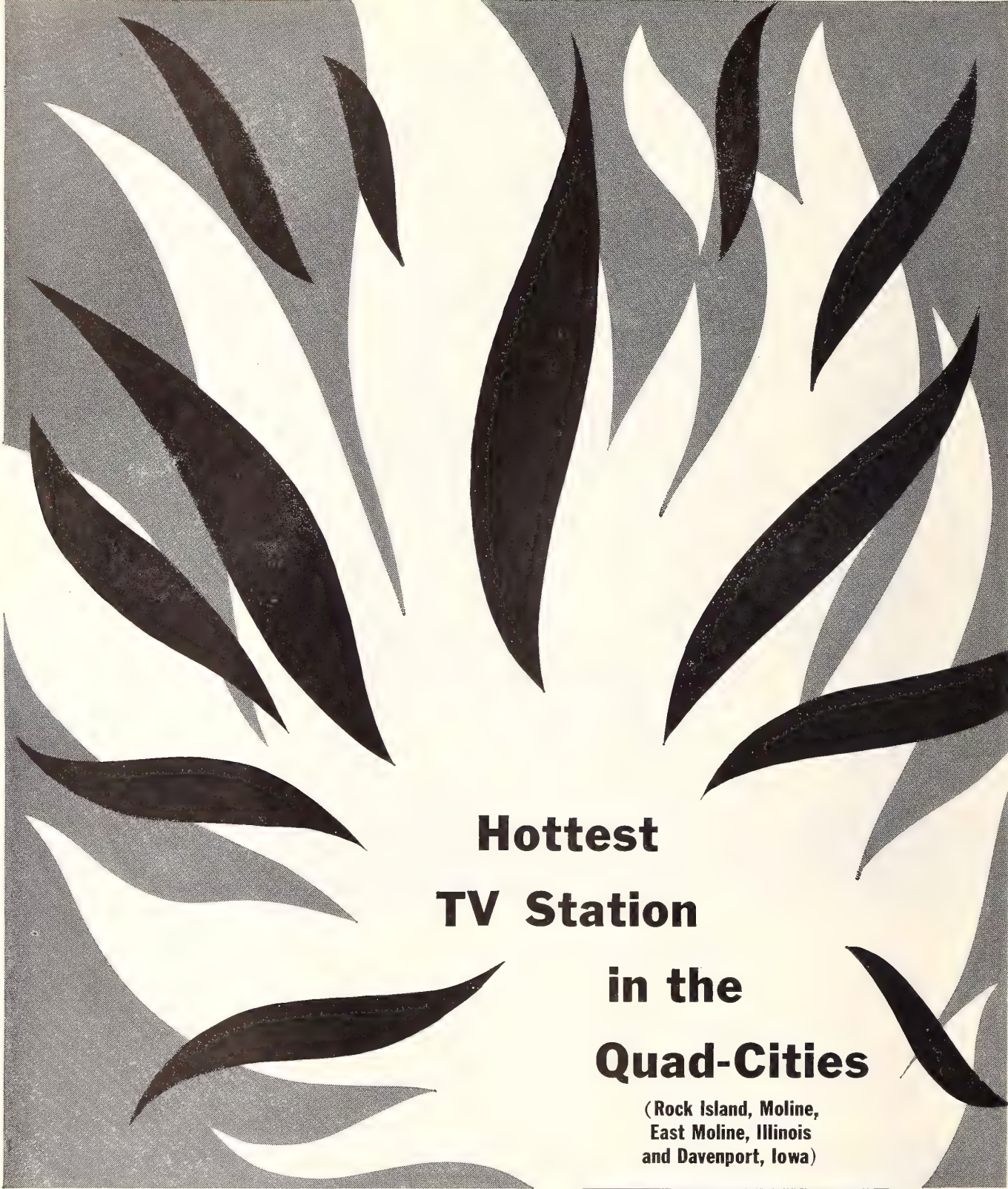
Merchandising ...



... the three-way push that moves
the goods over WELI's RPM Radio!
Depend on BIG-Buy WELI to
deliver the rich, New Haven-centered
market!

National Sales: H-R Representatives,
Inc.; Boston: Eckels & Co.

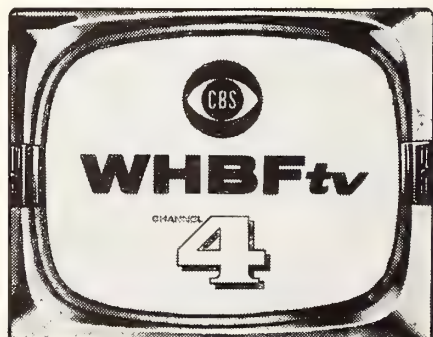
WELI 5000
WATTS / THE SOUND OF NEW HAVEN / 960 K.C.



Hottest TV Station in the Quad-Cities

**(Rock Island, Moline,
East Moline, Illinois
and Davenport, Iowa)**

We're burning all the old record books for business activity. Availabilities have been nearly SRO for first half of 1963. Reasons for our banner year: (1) audience knowledge that Channel 4 is WORTH WATCHING! (2) outstanding sales results for local and national advertisers (3) affiliation with CBS, a scorching good network. One more item: the Quad-Cities market. No cold potato, this one! Employment has just hit a new ten-year high, and business is terrific. Call Avery-Knodel, or Maurice Corken at WHBF-TV, Rock Island, Illinois.



7 to 10% more spot TV this fall

- Agencies, advertisers, representatives all report increases
- Year's totals will beat 1962, SRA and TvB executives agree
- Buyers activity spurred by early opening of network programs

The fall buying season for spot television is in full swing—probably the busiest in television history.

Agency after agency, and many advertisers, reported last week that they currently are in the midst of planning and placing autumn and year-end campaigns that, by most estimates, will push 1963's spot television spending to a record high.

Television sales sources, almost uniformly reporting gains in fall selling, estimated fourth-quarter sales would be 7 to 10% ahead of the same period a year ago. Their estimates for the full year ranged from \$750 million to more than \$820 million, as against approximately \$721.2 million.

A number of station representatives, advertisers and agencies reported that fall spot schedules are benefiting this year from early starting dates for the three TV networks' new fall schedules. By Oct. 1, practically all network prime-time shows will have started their new cycles, whereas in past years many programs, especially on ABC-TV, have been introduced in October.

Campaigns Advanced ■ The stepped-up starting dates for new network programs were said to have prompted a number of spot advertisers to advance their campaigns accordingly. Several were said to be scheduling the start of their spot drives about two weeks earlier than usual. When this happens, authorities said, it usually means that much more spot activity because advertisers usually do not tend to compensate for an early start by a comparably early stop.

The earlier spot starts were credited by some observers with a considerable share of the improved outlook for the fall season. One station sales representative thought it would help put spot business in September alone 25% ahead of last September's figure.

Many executives in both selling and buying reported desirable major-market spot availabilities in short supply.

To keep their schedules from being frozen out or forced into less desirable time periods, some agencies have moved up both their buying and the starting dates of their campaigns.

Lever Bros., leading spot TV advertiser, though not appreciably boosting its spot expenditure for the fall, has found it necessary to keep close watch on its buying to preserve its franchises on certain time periods. This is reported to be the situation among other top advertisers.

BBDO, which anticipates a 5-10% increase in its spot TV volume this fall, acknowledged that its buyers in certain instances have had to begin earlier in fall planning and seek an advance in commitments because of this tightening up.

Prognostications ■ On the basis of current spot activity officials of both the Station Representatives Association and the Television Bureau of Advertising anticipated new records for 1963.

Norman E. Cash, TvB president, expected the figures to show a 15% gain for spot TV in this year's second quarter, with 10% gains in both the third and fourth quarters. On top of a 20% gain already reported for the first quarter, when TvB's spot estimates reached \$219.7 million (BROADCASTING, June

17), these increases would mean spot billings of \$217 million in the second quarter, \$167 million in the third and \$217 million in the fourth—a full-year total of almost \$821 million.

Mr. Cash said that "the number of new products breaking in is forcing spot television to a new all-time high. The gains are reflected in new buying patterns, creative selling efforts, and more stations being added to existing market lineups. TvB admits the greatest proof of television's selling power is the American businessman's dollar investment."

Lawrence Webb, managing director of SRA, was enthusiastic but somewhat more conservative in his dollar estimates. He said: "That the year 1963 will set a new record in spot television time sales appears to be an almost established fact, based on current available information covering the final-quarter buying this year. With last-quarter spot investments accounting for slightly more than 25% of the year's total, conservative estimates put the gross dollar volume figure for the last quarter at

Spot flying high, trade heads agree



Bright prospects for spot television were predicted for the fourth quarter by well informed top executives of the Television Bureau of Advertising and the Station Representatives Association.

Lawrence Webb, managing director of SRA (l), expected "a new record in spot television time sales" in 1963. A gross dollar figure of \$211 million for the final three months and \$750 million for spot TV for the year was his prediction.

Norman E. Cash, TvB president (r), expected a 10% gain in spot business the final three months of this year as compared with last. His figures were \$217 million for the quarter and \$821 million for 1963.



7 TO 10% MORE SPOT TV THIS FALL *continued*

about \$211 million and the total figure for the year at slightly more than \$750 million.

"Most of the 50 major agencies report increases in spot TV expenditures for the last quarter. Minute avails are scarce in most markets except in fringe time periods, and desirable 20 seconds are at a premium."

Big Chips At Bates ■ Ted Bates & Co., biggest spot agency, expects to maintain its spot TV placements at their 1962 level, when the year's total came to about \$48 million.

Bates expects its Boyle-Midway Division of American Home Products, Colgate-Palmolive and Carter Products accounts to bill about the same in spot as last year, with Carter possibly adding to its network investment. A sizeable chunk of the Colgate billings will go behind a new product, Code 10 hair dressing, with its introduction in a spot campaign that is expected to go national in the fall.

Louis Marx toys, also handled by Bates, puts all of its budget into spot TV and expects to increase the total by 15 to 20% this year. It's buying in 25 markets in 13-week flights, using minute announcements in varying frequencies.

International Latex, another Bates account, is expected to continue the general spot TV pattern followed last year but may increase the schedule from 39 weeks to 52. Company is in 75 markets with 15 to 20 one-minute spots a week. Bras and girdles will continue to get about 70% of the TV budget.

Although details were not immediately available, other Bates clients known to be planning new fall TV drives included Continental Baking, Brown & Williamson's Viceroy and Kool cigarettes, Colgate's Rapid Shave.

A spokesman for J. Walter Thompson, while unable to pinpoint details, generalized for the agency that it will be a "big season in spot TV for our major clients."

Up At BBDO ■ At BBDO the high fall activity in spot is pegged at 5-10% over that of last year. A spokesman at the agency said that the major markets already are "tight" and reported such clients as Lever Bros., Campbell Soup (in spot TV for the first time), Pepsi-Cola, Shaeffer Pen, B. F. Goodrich, A. C. Gilbert (new to spot TV) and Alberto-Culver (regular and new products) as among its top blue-chips in spot this fall.

Young & Rubicam, through a media executive, reported its buying staff was "up to its ears in spot availabilities—in their 'acquisition' or their purchase." The spot leaders at Y&R are American

Home Products, Procter & Gamble, General Foods and Bristol-Myers.

At Benton & Bowles, Post cereals is hiking its full-year spot budget about 20%, using some 150 markets with three to a dozen announcements in each market each week. Procter & Gamble is said to be budgeting 7 to 10% more in spot TV this year, on lineups of from 100 to 150 stations. Maxwell House coffee is reported up 5%, Gaines Dog Food up 10%. Philip Morris reportedly is holding to its 1962 levels but Norwich Pharmacal has cut its spot budget by 15 to 20% and moved more heavily into network. Texaco's emphasis on sports continues to be predominantly in network sponsorships.

N. W. Ayer & Son, Foote, Cone &

Buying by computer

The business of judging comparative efficiency of plans for spot television buying has been simplified in some agencies by the use of computers.

The understanding of computers has been simplified for laymen by a booklet entitled "How the Elephant Bought His Spots," prepared by Young & Rubicam and available to newspapers, publications and any other interested parties.

The booklet follows the typical procedure, via computer, for the actual purchase of one spot buy—for Sarong girdles—in one market—Boston—from its inception to its eventual appearance on the television screen.

Involved are the selection of the proper length and type of commercial, and the decision as to the type of viewer sought, and the frequency and reach of the message—all done prior to computer intervention.

Then, feeding all possible financial data into the machine, plus the desired reach and frequency, the agency calls upon the computer to furnish the answers as to the most efficient way of reaching its desired objectives within a given budget.

According to the booklet, the computer "does not supersede a media buyer's judgment" in evaluating programs, markets, or stations. Its value lies "in its ability to do tremendous quantities of analytical arithmetic with unparalleled speed and chilling accuracy."

Belding, and Geyer, Morey, Ballard were among the agencies expecting their billing to maintain approximately last year's level, with no significant variation up or down.

Papert, Koenig, Lois estimates its spot TV buying is at about the same pace as last year. Pharmacrast may be down slightly, but not much, while National Dairy's Breakstone Foods will be up. Clark Oil is using television for the first time, McGregor sportswear will be making its entry with a 15 to 20-market campaign, and National Sugar will maintain its 1962 level.

Active Accounts ■ At Fuller & Smith & Ross, American Chicle is using nighttime minutes in 50 markets, Lestoil is moving in 30 markets with a bigger spot budget and is looking for higher-rated periods than last year, and National Cotton, Elmer's Glue-All and the National Oil Fuel Institute are among advertisers with spot TV drives running or planned.

Warwick & Legler authorities reported their spot billings are down, chiefly because of increased use of network participations, radio spot billings also were reported up. Mail Pouch Tobacco was one account for which W&L was said to be placing a fall TV test campaign in "a few" markets.

Among cigarette accounts, P. Lorillard was reported to be buying no spot at the moment, though authorities indicated this situation may—or may not—change almost momentarily. Agency is Lennen & Newell.

Another cigarette, American Tobacco's Dual Filter Tareyton, reportedly has scheduled an extensive campaign in 60 markets in its first use of spot television. The account, currently at Lawrence C. Gumbinner agency, moves Nov. 1 to BBDO (BROADCASTING, Aug. 5).

Other advertisers for which fall spot activity was reported included:

Lever Bros., according to unofficial accounts, will be placing as much spot TV volume this year as it did a year ago, when it put an estimated \$19 million gross in spot TV. For Lever, this means also a continuation of its spot spending level in the fall. Lever agencies are finding desired availabilities "more difficult" and the company is aware of the need to keep what franchises it has had in spot TV schedules.

Lever's "All" detergent continues as a heavy spot TV leader in the company's array of some 15-20 brands now active in the medium.

Prestone Antifreeze, through William Esty Co., is using spot TV again as a supplement to its network advertising, putting about the same amount and proportion of its budget into spot this year as last.

Beecham Products, through Kenyon & Eckhardt, is expanding its spot cover-

Whitman turns to radio after Sampler sample

Convinced that radio offers the necessary flexibility and mobility within a limited budget, Whitman Chocolates has upset its traditional advertising practices to make room for a campaign on ABC Radio for at least several months' duration.

Normally a heavy advertiser during holidays only, Whitman announced early in July a series of 22 announcements to be carried on ABC emphasizing the theme, "You don't need a reason or a season to give the Whitman Sampler."

Last week, Price Heppe, Whitman advertising manager, said the radio announcements had received considerable response from local salesman already. "Their overwhelming enthusiasm and initial results tend to bear out the faith in our new con-

cept," he said.

The advertising, placed through N. W. Ayer, Philadelphia, came as a result of three separate studies conducted by the company and agency. "All concluded," said Mr. Heppe, "that the company could sell far more Samplers by spreading its advertising throughout the year and still maintain its traditional advertising hold on holidays."

Mr. Heppe said that the network radio advertising would be supplemented by television advertising during the holiday season. He noted that more than half of the Sampler advertising budget, largest in the product's history, was going into network radio, with the rest split between spot radio and television.

Whitman's network radio adver-

tising is being aired during drive time newscasts and weekend sports shows, with a particular effort being made to reach the male adult audience.

The exact allocation for radio has not been determined since the increase in sugar prices is expected to have some effect on company budgets, including advertising. Whitman does expect the radio drive to run more than six months and that its broadcast billings for this year will be around \$750,000. Spending in broadcasting last year was negligible.

"After careful research," Mr. Heppe said, "we determined that radio rather than any other medium had the flexibility, mobility and reach to give Whitman the audience it wanted at a cost within its budget."

age and this fall will be branching out from midwest markets to other regional areas for Brylcreem and MacLean's toothpaste.

H. J. Heinz baby foods will start as early as Sept. 2 in a spot TV campaign

that's expected to go through April. Doyle Dane Bernbach has just been assigned the account.

In the array of P&G accounts, Crisco Oil was said to be unusually heavy in spot TV this fall.

HENRY AND AAAA GROUP MEET IN N.Y.

Wide range of topics discussed at informal gathering

An off-the-record discussion described as "instructive on both sides" was held in New York last Monday (Aug. 5) between FCC Chairman E. William Henry and the Broadcast Committee of the American Association of Advertising Agencies.

Chairman Henry went to New York at the invitation of Committee Chairman Sylvester (Pat) Weaver, of McCann-Erickson International. The same 4A committee met with former FCC Chairman Newton N. Minow, at the latter's request, early in the Minow tenure.

Purpose of the four-hour meeting was for an exchange of views on subjects of common interest to the advertisers and the government and to give the committee members a chance to meet Chairman Henry. The chairman said he noted a lack of unanimity of views among the agency men and AAAA emphasized that it takes no official position on any of the matters discussed.

Noting their own lack of a united position, one committee member said Chairman Henry probably was convinced that the advertising industry segments are as hard to bring together as members of the FCC on given issues. It was felt that the divergent views ex-

pressed by the agency executives helped to demonstrate to the chairman that none of the solutions to the problems discussed are simple.

There was no meeting "agenda," but the key subjects discussed included option time, ratings and ratings services, commercial clutter, FCC encouragement of the development of UHF, quality programing and its saleability to advertisers, FCC emphasis on locally produced programs, children's shows, self regulation, the FCC's proposal to adopt limits on commercial time and advertiser influence over program content.

All members of the AAAA Broadcast Committee were present, except David Miller of Young & Rubicam and AAAA President John Crichton. Members of the AAAA committee present were Chairman Weaver; Richard A. R. Pinkham of Ted Bates & Co., vice chairman; Charles C. Barry, Young & Rubicam; Philip H. Cohen, Sullivan, Stauffer, Colwell & Bayles; Robert L. Foreman, BBDO; Henry G. Fownes, MacManus, John & Adams; Alfred L. Hollender, Grey Adv.; William H. Hylan and Ruth Jones, J. Walter Thompson Co.; Edward H. Mahoney, Fuller & Smith & Ross, and Lee M. Rich, Benton & Bowles.

New Furness agency to stress marketing

Stan Furness, former director of marketing and advertising for Revlon's Thayer Laboratories, has formed the Stanley S. Furness Associates agency. Offices of the new agency are at 663 Fifth Avenue, New York, and at Jericho, Long Island. Mr. Furness says the firm will emphasize marketing aspects in its campaigns.

V.I.P. Service Drug Stores, Sulray Inc. and Maradel's Commerce Drug Division have signed with the new agency.

Billy Graham TV special

Billy Graham Evangelist Association, Minneapolis, is buying time on about 200 TV stations to carry a one-hour program in early September based on a Billy Graham crusade starting Aug. 15 in Los Angeles. Some 50-75 Canadian and other foreign stations also will be used. The regular weekly *Hour of Decision* radio program continues on more than 800 stations here and abroad. Agency: Walter F. Bennett & Co., Chicago.

New rep firm in Dallas

A new regional sales organization for radio and TV stations, Mario Messina Co., has been formed by Mario Messina in Dallas.

A native of Dallas, Mr. Messina has worked for Tracy-Locke-Dawson, Pepsi-Cola Co. and Atlantic & Pacific Tea Co. Since 1951 he has specialized in regional advertising sales for newspapers, radio and television stations.

A guide for rheumatism and arthritis ads

NAB CODE HEAD SAYS IT'S NOT 'DOGMA'

Guidelines for the advertising of medicines for treatment of arthritis and rheumatism were announced last week by the National Association of Broadcasters. They were developed by the NAB code authority in cooperation with advertising agencies and have been endorsed by the Arthritis and Rheumatism Foundation.

Robert D. Swezey, code director, and Dr. R. W. Lamont-Havers, the foundation's medical director, said the guidelines "will promote more responsible TV advertising in a most delicate field." They also will help broadcasters achieve more effective self regulation, Mr. Swezey said.

He emphasized that the suggested guides are not "dogma," but general principles which can be changed as the need arises. The guidelines follow:

"A large number of people in this country suffer from some form of arthritis and rheumatism. Many have the potentially serious forms of these diseases which result in progressive crippling. As yet, the causes of arthritis and rheumatism have not been discovered. Also, there is no completely satisfactory means of treatment for all

cases. Recognizing this, the code authority endorses the following common sense guidelines designed to assist advertisers and broadcasters in the preparation and evaluation of television commercials.

"SEEK—Audio and Video

"1. Positive disclosure that the effectiveness of a product, in its recommended dosage or application, is limited to the temporary relief of minor aches and pains of arthritis and rheumatism.

"2. Copy claims and video dramatizations consistent with limitations and directions for product use as shown on labeling.

"3. Substantiation of product performance claims based upon bona fide clinical studies, testimony of medical experts qualified by experience and training or adequate references to medical literature.

"4. To advise sufferers of serious or prolonged arthritic or rheumatic aches and pains to see a physician for proper guidance and care.

"AVOID—Audio and Video

"1. Any implication that a product, in its recommended dosage or application, will do more than give temporary

Dial-a-program

Advertisers disenchanted with broadcast ratings now have the opportunity to evaluate Cincinnati radio stations by a new method—listening to the programs. And they don't even have to leave their offices across the country.

WCKY Cincinnati's engineering department has developed a monitoring device which can tune in all area radio stations, and an advertiser who wishes to compare programing in the market has only to call Miss Allee Sayers of WCKY at 241-6565, area code 513, to hear any area station he names.

relief of minor aches and pains; references to treating the cause or in any way having an effect on the disease process.

"2. Any implication which would tend to negate the concept that the product does more than relieve minor aches and pains. This could include the use of such terms as 'agonizing,' 'torture,' and before and after comparisons demonstrating a dramatic, marked improvement of joint movement.

"3. Any implication that the product will work where others have failed, claims of effectiveness implied by references to 'secret discovery,' 'like magic' or 'miracle drugs.'

"4. Use of clinical studies not based upon adequate number of cases, not employing controls and accurate statistical analysis of the results, as substantiation of product performance claims.

"5. Use of testimonials to support product claims that cannot also be substantiated by bona fide clinical studies, testimony of medical experts qualified by experience and training or adequate references to medical literature.

"6. Any claims that products such as bath salts, food supplements and devices such as vibrators, water agitators, in themselves, are effective in the treatment of arthritis and rheumatism."

RAB opens membership to allied field groups

The Radio Advertising Bureau is opening its membership rolls, effective today (Aug. 12), to people and organizations allied to the radio business. The new "associate" membership is a departure by RAB which up to this time had restricted itself to radio stations, networks and station representatives.

Edmund C. Bunker, RAB's president, said the move was partly based on the "urgent need for additional financial support of RAB at this juncture of ra-



Sidemount used for commercials

Filmex Inc., New York, is using a "rig" to show the casual, natural expressions of driver and passenger of this Chevy II automobile. Using wires, strings and suction cup, the

camera will record the actors' moves with the car in motion. Marshall Stone (l) is director and Jack Horton is cameraman. Chevrolet's agency is Campbell-Ewald, Detroit.

For the fourth consecutive year Charlotte's WSOC-TV dominates awards in annual Southern News Photography Competition

Do you like to look at the news? Hear about it? If you were one of the some three million people within our viewing area, chances are you would satisfy your liking by setting your dial on Channel 9. Charlotte's WSOC-TV is the news station of the Carolinas.

This year, WSOC-TV cameramen swept eight of the ten first and second place awards offered in the competition open to television photographers throughout the South. This brand of local and regional reporting awards advertisers, too. With big audiences; dependable, able to buy. Let this great area station of the nation induce them to buy from you. Schedule WSOC-TV.

JOHN CLIFFORD

Named "Southern TV Photographer of the year"
1st—General News Film, "Gantt at Clemson"
1st—Feature News, "Last Day of Summer"

MIKE O'HARA

1st—Sports News, "Round the Mountain"

BOB MORSE

2nd—Sports News, "Tally Ho!"

GEORGE CARRAS

2nd—Feature News, "River Boat"

JOHN CLIFFORD—STEVE DELANEY

1st—Team Filming, "The Lord is Dead"

STEVE DELANEY—FRED BARBER

2nd—Team Filming, "Storm"



WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by M-R

Paint store chain sticks with TV after strike

"Immediate and impressive" sales results through the use of television during the New York newspaper shutdown have prompted Martin Paint Stores to move into TV on a large scale this year.

The paint store chain, which had never used television prior to the strike, has added \$150,000-\$200,000 to its advertising budget since the beginning of the shutdown for schedules on New York stations on a 52-week basis.

The company began using minute and 10-second commercials on

WNBC-TV during the first week of July. The campaign will continue on that station through next July with 35 commercials going each week. Additional schedules will begin on WNEW-TV and WPIX(TV) later this month, with 13-week flights on each station. Total volume will be 65 announcements weekly.

Martin entered TV during the waning days of the newspaper strike with a series of 10-second announcements on WPIX, WNEW-TV and WABC-TV. At the conclusion of the strike it stayed on WNBC-TV and WPIX.

dio's history." He cited the \$200,000 radio methodology study plus anticipated costs of other research plans and said, "in addition, we must push harder in our sales efforts in order to heighten advertiser awareness of radio's strength as an advertising medium."

Mr. Bunker said he saw additional support coming from "those whose prosperity is dependent on the radio medium," mentioning as some examples the following: communications attorneys, program syndicators, station brokers, producers of commercials and station sales aids and equipment manufacturers.

He said associate members would be entitled to RAB's sales promotion material and would have the bureau's library facilities at their disposal.

Agency appointments ...

■ The Dorothy Gray division of Lehn & Fink Products Corp. has appointed C. J. La Roche & Co. for its line of

cosmetic products. The account, which bills approximately \$1 million, left McCann-Erickson in May.

■ The Texas 65 Health Insurance Association has named Tracy-Locke Inc., Dallas, to handle advertising.

Rep appointments ...

■ WLTV(TV) Bowling Green, Ky.: Vic Piano Associates Inc., New York, appointed national representatives.

■ WSEE-TV Erie, Pa.: Kettell-Carter Inc., Boston, as New England representative.

■ WHAT Philadelphia: The Bolling Co., New York, as national representative.

■ WFEA Manchester, N. H.: Avery-Knodel Inc., New York, as national representative.

■ KATN Boise, Idaho: Ewing/Radio, Los Angeles, country-western radio station representative organization, as its sales representative.

Gumbinner recoups part of lost billings

Lawrence C. Gumbinner agency which lost the American Tobacco Dual Filter Tareyton account and its estimated \$7- to \$12-million in billings (BROADCASTING, Aug. 5) was assigned two new accounts last week.

Sudden Beauty, a cosmetic of Whitehall Laboratories, and Brioschi, an anti-acid distributed by Ceribelli & Co., each with billings said to be under \$1 million, have been assigned to the Gumbinner agency.

The Sudden Beauty account was formerly handled by Ted Bates and Brioschi by Ellington & Co. The Gumbinner agency says campaigns including network and spot TV for Sudden Beauty and radio and TV spot for Brioschi are planned.

Also in advertising ...

New agency ■ Calvert-Stearns Inc., new advertising and public relations agency, has been formed by Torrey Stearns and Patricia Calvert with offices at 1 East 53d Street, New York. Mr. Stearns was public relations director of Adams & Keyes Inc. where he handled Ethiopian Airlines account. Miss Calvert has headed her own company for the past four years.

Joins TVB ■ Metropolitan Broadcasting Stations (division of Metromedia Inc.) has joined the Television Bureau of Advertising, TVB and Metropolitan announced today (Aug. 12). TV stations are WNEW-TV New York; WTTG Washington; KTTV Los Angeles; KMBC-TV Kansas City, Mo.; KOVR Stockton, Calif.; WTVP Decatur, and WTVH Peoria, both Illinois.

GOVERNMENT

INTERIM RATINGS REPORT

Richardson draft has 27 recommendations;
urges government action if broadcasters don't act

An interim report which is now being prepared on a congressional investigation of broadcast audience measurement can be expected to convince anyone who thinks Congress has forgotten about ratings that he's quite mistaken.

The report, in draft form and still incomplete, includes 27 recommendations on ratings—everything from government regulation of ratings firms (if industry fails to straighten things out) to requirements on the size of type raters use to explain their techniques in their reports.

Robert E. L. Richardson, associate counsel of the House Special Subcom-

mittee on Investigations, took the document last weekend to New York where he was to consult with Dr. Herbert Arkin, a professor of business statistics at the City College of New York, who was special consultant to the subcommittee during its hearing this spring (BROADCASTING, Feb. 18, et seq.).

The hearing climaxed more than 18 months of intensive investigation. It ran on and off for almost four months and was recessed after FCC Chairman E. William Henry testified that broadcast licensees would be held responsible for the use of ratings in advertising and sales presentations made by them or in

their behalf by representatives (BROADCASTING, June 24).

A Few Shocks ■ Mr. Richardson, author of a rough draft of the report and its recommendations, said last week that he proposed the kind of standards and procedures which a reasonable person might think that honest and efficient research companies would do on their own without government requirement. He said, however, that he thought the document contained a few "shocks." Broadcasters would in general welcome it, Mr. Richardson thought. Advertising agencies and research companies might have some "squawks."

Asked when the report might be released, Mr. Richardson said that that was difficult to tell. The subcommittee members, all on the House Commerce Committee which has been tied up with a heavy legislative load, have not met to consider their ratings course since

WE'RE ON THE AIR ! !

Only 12 days old and coverage and reception reports are outstanding.

First coincidentals show
WQAD-TV (Quad-Cities)
already producing big audience!

ALL-STAR FOOTBALL

(ARB Telephone coincidental, 9:30-10 P.M., Friday, Aug. 2, 1963)

	Rating	Share
WQAD-TV	29	59%
Station A	14	29%
Station B	6	12%

BEN CASEY

(ARB Telephone coincidental, 9:30-10 P.M., Monday, Aug. 5, 1963)

Rating	Share
17	33%
18	35%
16	31%

(Audience measurement data are estimates only, subject to defects and limitations of source material and methods.
Hence, they may not be accurate measures of the true audience).

WQAD-TV carries the complete ABC line-up
in Quad-Cities—Moline, East Moline,
Rock Island and Davenport.

Frank P. Schreiber, President & Gen. Mgr.—Les C. Rau, Director of Sales

For choicest availabilities call your



man.

June. But individual congressmen have told reporters that the subcommittee has no intention of dropping the ratings problem.

Broadcasters asked for and were given an opportunity to try to come up with a solution when Governor LeRoy Collins, president of the National Association of Broadcasters, and Edmund Bunker, president of the Radio Advertising Bureau, both outlined their plans for improvement. The subcommittee's recess was intended to give broadcasters an opportunity to show what they can do.

Mr. Richardson's recommendations are based in part on his observations at the hearing, where he conducted much of the staff questioning, and on his work as one of the two subcommittee investigators who prepared the bulk of the material used in the hearing. His recommendations do not at this point necessarily reflect the subcommittee's thinking, although members were in considerable agreement on criticisms which its staff leveled at the research companies.

Key Recommendations ■ If broadcasters are unable to solve the ratings problem by regulating the research companies through an audit of their procedures and new requirements for research standards, then the government should. Mr. Richardson notes that Governor Collins testified under questioning by Representative Paul G. Rogers (D-Fla.): "Well, we would certainly like to try our hand at the free, voluntary way. But I do not hesitate to say to you that personally, if it took a licensing program to give the broadcaster a sounder assurance of accuracy in these ratings, I personally would not look upon that with disfavor."

Research companies would have to provide full disclosure of their sampling, editing and tabulating procedures. Mr. Richardson took issue with an audit

plan proposed by the A. C. Nielsen Co., biggest of the rating firms (BROADCASTING, July 29). He said the raters should not sit on an industry committee. Contrary to a Nielsen proposal Mr. Richardson said that an auditing service should not be financially responsible for actions arising from the reports it audits. Nor, he said, should the researchers be given an opportunity to review audit reports prior to publication, as Nielsen recommended. Nielsen said this would be advisable for advance comment or clarification.

Along with full disclosure of their methods, research companies should be required to provide clearly written summaries of what they did to produce their reports, and this information should be printed prominently inside each report and set in the same size type as other editorial material. Broadcasters have told the subcommittee that they don't really understand ratings, and these researcher statements would be helpful in keeping broadcasters informed. Mr. Richardson said. Ratings research is not as difficult as researchers have made it out to be, and broadcasters should know this, he said.

Broadcasters should remain responsible for the accuracy and use of all reports they utilize in advertising and sales. This recommendation agrees with policies announced by the FCC and the Federal Trade Commission (BROADCASTING, June 17).

One device which Mr. Richardson believes would be especially helpful in pointing out that ratings figures are only estimates and lack the precision their use seems to have given them, would be to require that all figures, percentages, averages and the like be expressed in ranges. Ranges would be a constant reminder that the figures represent estimates, he said.

Researchers should provide com-

plete information on the size of their samples. Samples for audience composition data should be broken down. For example, Mr. Richardson explained, if a report stated that X% of a station's audience was in certain income group, the report should indicate how large a sample was used to determine this estimate.

Transcripts aplenty, but still no report

The Senate Juvenile Delinquency Subcommittee, which has yet to release a report on the effects of TV violence and crime on children, has obtained permission to do some other publishing.

The subcommittee is printing another 3,000 copies of its 957-page hearing transcript, the testimony of the much-publicized 1961 and 1962 sessions on television.

The subcommittee already has printed 1,000 copies at a cost of \$4,597 but it wanted to run off another 4,000. However the Senate Rules and Administration Committee, on a note of economy, asked Senator Thomas J. Dodd (D-Conn.), subcommittee chairman, if he couldn't get along with just 3,000 more copies. The senator amended his request and it was approved.

The cost of 3,000 more copies: \$6,227.46.

A revised version of a subcommittee report has been on Senator Dodd's desk since December, but has not been released (CLOSED CIRCUIT, Dec. 24, 1962).

New bill would set up Department of Consumers

Representative Benjamin S. Rosenthal (D-N.Y.), who sponsored a bill to set up an Office of Consumers in June, has introduced new legislation which would set up not just an office—but an entire Department of Consumers to be headed by a secretary with cabinet rank.

The new bill, HR 7879, has been referred to the House Government Operations Committee where Representative Rosenthal, a committee member, believes it stands a better chance of obtaining a hearing than his earlier proposal, HR 6865, which was sent to the Commerce Committee. Representative Oren Harris (D-Ark.), Commerce chairman, wasn't very interested in conducting a hearing, Representative Rosenthal said last week.

The new proposal would shift several existing government offices to the new department: the Food and Drug Administration, the Division of Prices and Cost of Living of the Bureau of Labor Statistics of the Department of Labor,

Henry doesn't hanker for the House

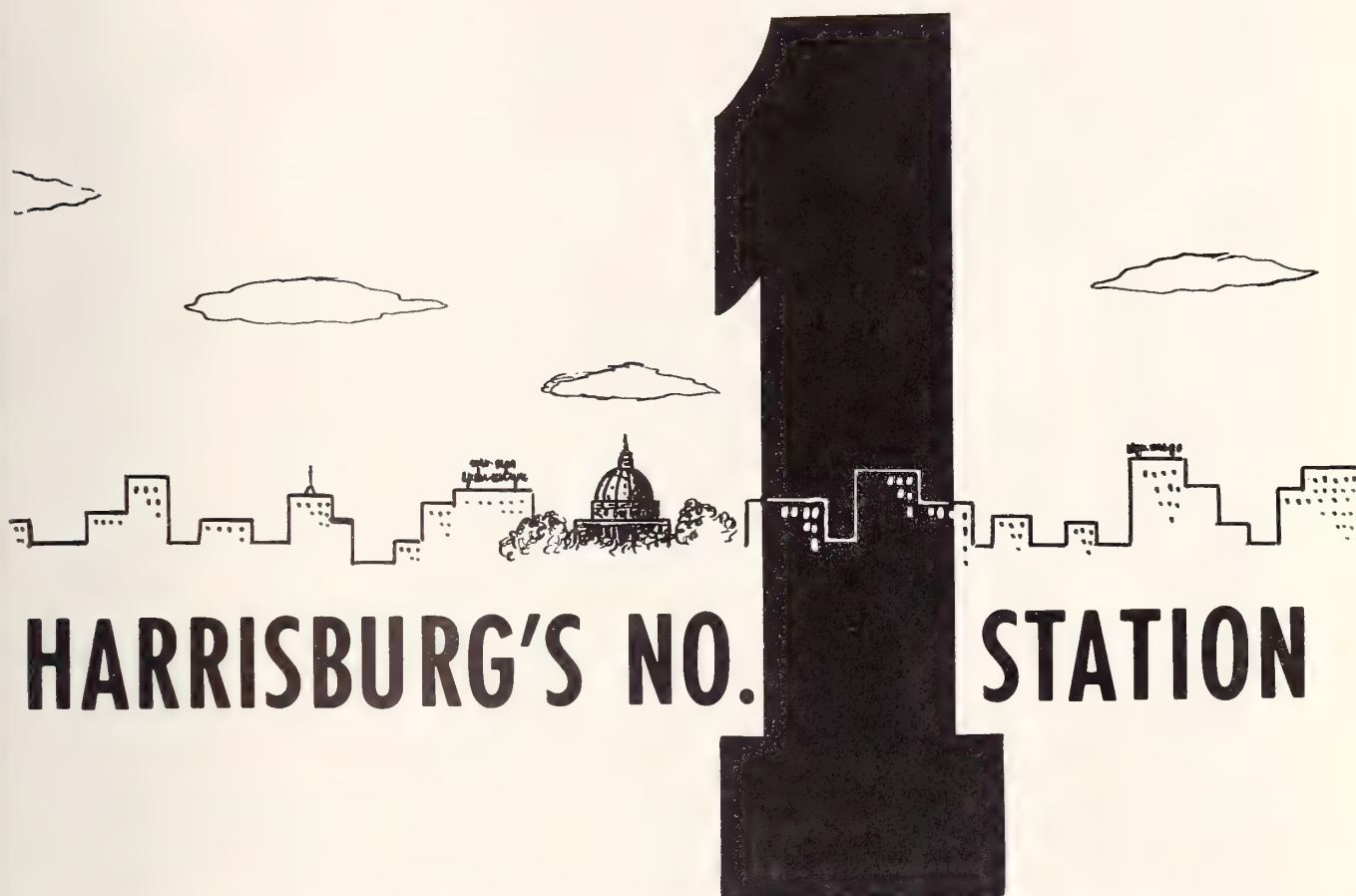
Representative Clifford Davis (D-Tenn.) can relax. FCC Chairman E. William Henry last week denied as "absolutely untrue" a Republican report that he planned to run against the conservative Democrat from Memphis in the 1964 primary.

Chairman Henry said his disavowal of any plans to run for Congress was emphatic and final. "I am not leaving the door open at all to make such a campaign. I plan to be right here [FCC] . . ." through the expiration of his current term in June 1969, he said.

Newsletter, weekly publication of the Republican Congressional Campaign Committee, reported last week

that Mr. Henry was named FCC chairman to "help build up his political stature" in preparation for a 1964 campaign against Representative Davis. Chairman Henry was appointed to the FCC in August 1962, just a few weeks after he had directed the unsuccessful primary campaign of Ross Pritchard against Representative Davis.

Chairman Henry said that this political activity on his part had nothing to do with his appointment to the commission. A major factor, however, was the chairman's activities in 1960 on behalf of presidential candidate John F. Kennedy, for whom he worked full time.



HARRISBURG'S NO. 1 STATION

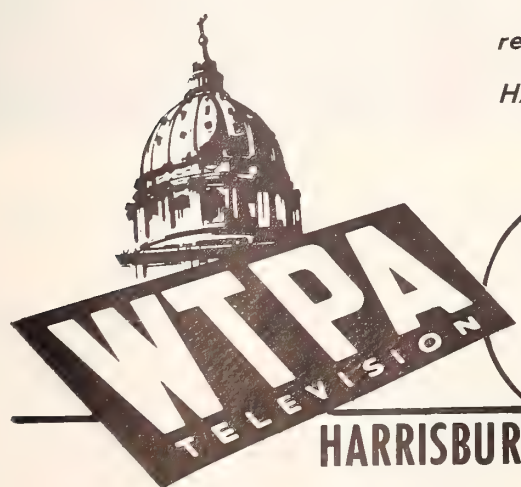
**WTPA-TV LOCAL PROGRAMING DELIVERS
151% MORE HOMES**

(MONDAY THRU SUNDAY, 5:00 P.M. TO 7:30 P.M.)

THAN THE OTHER HARRISBURG STATION*

represented by

HARRINGTON, RIGHTER & PARSONS



*ARB FEBRUARY AND MARCH 1963

JEFFREY HUNTER AS "TEMPLE HOUSTON"

Lawyer on Horseback

As a real-life lawyer in the rowdy West of the 1880's, Temple Houston once demonstrated the perils of the quick draw by suddenly whipping out a .45 and firing a few rounds (of blanks) at judge and jury. Nobody slept while *he* was on.

Any lawman with that much theatrical savvy must have sensed he'd one day be the hero of a television series—and he was so right.

Now, some 80 years afterward, the full-hour "Temple Houston" will be taking its place among NBC-TV's new offerings for the Fall.

There's no record that General Sam Houston (our hero's father) ever referred to Temple as "my son, the lawyer," but well he might have. For, as roving defense counsel in actions ranging from land-rights squabbles to murder cases, Temple built a reputation as one of the Southwest's most resourceful fighters for justice.



In the television series, he'll be played by Jeffrey Hunter, currently being seen as Sgt. Fuller in Darryl Zanuck's "The Longest Day." Like NBC-TV's Dick Chamberlain, Jack Ging and James Drury, young Hunter has the looks and talent that virtually insure a tremendous following.

The series' co-star—in the role of an itinerant U.S. Marshal—is Jack Elam ("male" spelled backwards), the "J. D. Smith" of TV's "The Dakotas."

Most of the "Temple Houston" story-lines will

originate in actual court cases of the period, giving the dramas a strong flavor of authenticity. Helping the series achieve and maintain this flavor will be its executive producer—fellow by the name of Jack Webb. Mr. Webb's documentary-style "Dragnet", also presented on NBC-TV, was restricted to a Los Angeles setting and ran for a mere seven years; "Temple Houston" will be roaming the entire Southwest. Write your own editorial.



Look to NBC for the best combination of news, information and entertainment.

16-year-old ham raises congressman's ire

A 16-year-old ham operator in Elizabeth Borough, Pa., has been causing considerable disturbance for the past year to local television reception. And he may have set off more static than just reception interference.

Representative Elmer J. Holland (D-Pa.) reported to the House last Tuesday (Aug. 6) that Charles Seaman, operating the amateur station K31OP, has been creating quite a problem for his constituents in Elizabeth Borough. Representative Holland has taken his case to FCC Chairman E. William Henry who has promised to bring the matter before the commission.

Mr. Seaman's operation is in the 50-54 mc band which is adjacent to channel 2 on which KDKA-TV Pittsburgh operates and is interfering with the aural, and at times the visual, reception of area television sets. Representative Holland charged that he has deliberately stepped up his power "blasting TV reception off the air."

The FCC has made at least eight checks on Mr. Seaman's doings, of which several were entirely secret, and have found him to be within his license. The agency said it has asked the young man to stay within the lower portion of his band and he has complied.

Threatened Legislation ■ Representative Holland, however, is still anxious to see something done and has requested Representative Oren

Harris (D-Ark.), chairman of the House Commerce Committee, to recommend legislation which would give the commission the power to take effective remedial measures.

At the present time the only possible recourse the FCC could have, since Mr. Seaman has been found to have a legal operation, would be to modify his license under the public interest provisions of commission rules.

The commission has been doing more, however, than just checking. An agency source said that the commission, through the cooperation of TV set manufacturers, procured some 128 high-pass filters on a gratis basis for listeners who made their troubles known.

In a further step the commission's Buffalo field office tested the high-pass filters in the company of the Elizabeth Borough council at a location selected by the council and reception was clear. But the council, it would seem, was not convinced. It has voted a resolution urging communities to pass laws against interference by ham operators.

KDKA-TV has made no complaint to the commission concerning the operation of K31OP. The commission said the TV station puts a highly receivable signal over the area.

The FCC reportedly handles thousands of interference complaints but this one appears to have caused one of the biggest uproars to date and still has not been settled.

Governors favor Sec. 315 suspension

Senate Commerce Committee records showed last week that 30 governors would like to see Section 315's equal time requirement for political candidates suspended for gubernatorial races as well as presidential, vice presidential and congressional races.

Only one governor who commented, Nelson A. Rockefeller (R) of New York, opposed the suspension down to the governor level. He favored suspension for presidential and vice presidential races (BROADCASTING, Aug. 5).

The governors' comments were solicited by Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, for a hearing on legislation to suspend or repeal Section 315 (BROADCASTING, July 1). Although the hearing has been concluded, the subcommittee has not had an opportunity to meet on the proposals because of hearings on railroad work rules and civil rights legislation.

Favoring suspension which would include gubernatorial races (S 252): George C. Wallace of Alabama (D), William A. Egan of Alaska (D), Paul Fannin of Arizona (R), Edmund G. (Pat) Brown of California (D), John A. Love of Colorado (R), John N. Dempsey of Connecticut (D), Carl Sanders of Georgia (D), Robert E. Smylie of Idaho (R), Otto Kerner of Illinois (D), Matthew E. Welsh of Indiana (D), John Anderson Jr. of Kansas (R), Bert T. Combs of Kentucky (D), J. Millard Tawes of Maryland (D), Endicott Peabody of Massachusetts (D), John M. Dalton of Missouri (D), Tim M. Babcock of Montana (R), Frank B. Morrison of Nebraska (D), John W. King of New Hampshire (D), Richard J. Hughes of New Jersey (D), Terry Sanford of North Carolina (D), William L. Guy of North Dakota (D), Henry Bellmon of Oklahoma (R), Mark O. Hatfield of Oregon (R), John H. Chafee of Rhode Island (R), Donald Russell of South Carolina (D), Frank G. Clement of Tennessee (D), John Connally of Texas (D), George Dewey Clyde of Utah (R), Albert D. Rosellini of Washington (D) and William W. Barron of West Virginia (D).

Those who corresponded with the committee but expressed no view on the proposals included Farris Bryant of Florida (D), John A. Burns of Hawaii (D) and John W. Reynolds of Wisconsin (D).

There were no responses from the governors of Arkansas, Delaware, Iowa, Louisiana, Maine, Michigan, Minnesota, Mississippi, Nevada, New Mexico, Ohio, Pennsylvania, South Dakota, Vermont, Virginia and Wyoming.

the Home Economics Research Branch and the Human Nutrition Research Branch of the Agricultural Research Service and elements of the Bureau of Standards engaged in research or testing of consumer articles.

Senator Estes Kefauver (D-Tenn.), who introduced legislation similar to Representative Rosenthal's first proposal with the backing of 22 co-sponsors (BROADCASTING, June 10), said then that he had abandoned his efforts in earlier years to set up a Department of Consumers because the transfer of existing government offices was met by "considerable objection." The Senate Government Operations Committee has not set a date to hear Senator Kefauver's bill (the proposal for an Office of Consumers).

One of the bases for consumer protection legislation which Senator Kefauver has cited is a failure of "house counsel" within regulatory agencies such as the FCC to provide "adequate legal protection for the consumer" in developing hearing records.

Democrats told to take complaints to FCC

Democratic congressmen were advised last week to complain to the FCC if they feel that the party or the individual member of Congress has been treated unfairly by radio or TV.

Samuel Brightman of the Democratic National Committee sent to Democratic legislators a copy of the FCC's controversial policy statement delineating a broadcaster's responsibilities under the fairness doctrine to present all sides of controversial issues (BROADCASTING, Aug. 5, July 29). In an accompanying letter, Mr. Brightman said the national committee has received "quite a few complaints about unfairness."

He told the Democratic members of Congress the FCC statement was being sent to them because of the complaints received by the committee. "I hope you will keep it in your files in the event you feel any programing in your area has been unfair to yourself or the Democratic Party," he said.

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● GREATEST TV PERSONALITIES

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● BEST TECHNICAL FACILITIES

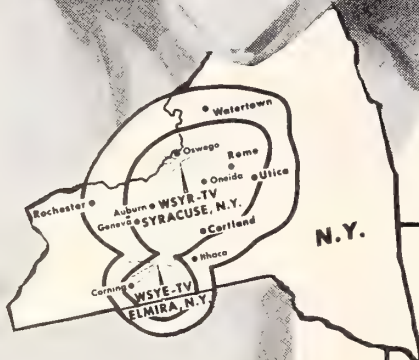
In Central New York — first with color; first with video tape; first with a modern, completely-equipped TV center and the only channel with maximum power at maximum height.

● EXPERIENCE AND "KNOW-HOW"

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● OVERWHELMING SUPERIORITY

*WSYR-TV delivers 38 per cent more homes than the No. 2 station.



24 Counties

656,700 TV Homes

2,470,800 in Population

\$4,813,849,000 in Buying Power

\$3,129,621,000 in Retail Sales

*ARB MARKET REPORT
MARCH, 1963

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Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

Editorializing 'waiting on the railroad'

BROADCASTERS PREPARE FOR NEXT HEARING PHASE

A second phase of a House hearing on broadcast editorializing was still sidetracked last week while the Commerce Committee turned its attention to problems surrounding new railroad work rules.

Representative Walter E. Rogers (D-Tex.), chairman of the Communications and Power Subcommittee, said he intended to resume the hearing as soon as time could be found. More than a dozen broadcasters have requested an opportunity to testify, Representative Rogers said, including groups from Georgia, South Carolina and North Carolina. The National Broadcast Editorial Conference held in Athens, Ga., last month, stirred regional and national interest in the congressional hearing

continuation of editorializing. "It is a well known fact that the Democratic party has gained the support of a substantial segment of the print media. . . . We have fared well with the broadcast medium, particularly among individual stations at the community level. Admittedly we have not done so with the networks," Mr. Howell said.

Republicans should be wary of efforts "to intimidate [broadcasters] into silence," he warned. "This is a repeat performance of the gag rule by the FCC during the Roosevelt dynasty" when the agency banned editorializing in the Mayflower Decision of 1941. "You may be sure the New Frontiersmen among the broadcasters are not worried about possible recrimination,

witness to testify against editorializing during the subcommittee's first hearing, said last week that he was "intensely disappointed" that broadcasters failed to see that he was standing up for them. Editorializing can only lead to more government regulation, Representative Hemphill said. First it will be an examination at license renewal time of what a licensee said in his editorials; then an intrusion into programing and finally "they'll be controlling your rates," the congressman said.

Representative Hemphill said he has discussed editorializing with broadcaster friends for some time. Some larger stations are able to hire competent staff to do a professional job in editorializing, he said. What he's worried about, Representative Hemphill said, are little stations which may feel less obligated to be properly responsible in their editorializing. And their efforts are what bring on demands for regulation, he explained.

Woke Charleston, S. C., not in Representative Hemphill's congressional district, attacked his stand and called on its listeners to write their representatives in support of editorializing.

Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co., wrote the congressman that he "couldn't disagree with you more on this subject. . . . If Congress legislates against radio and television editorializing, one of our most important tools in keeping the public informed will have been destroyed."

Asked about statements criticizing his hearing, Representative Rogers said Thursday (Aug. 8), "I think there's been quite a bit of misunderstanding . . . on the purpose of these hearings. . . . I think some broadcasters have thought we wanted to meddle with their business."

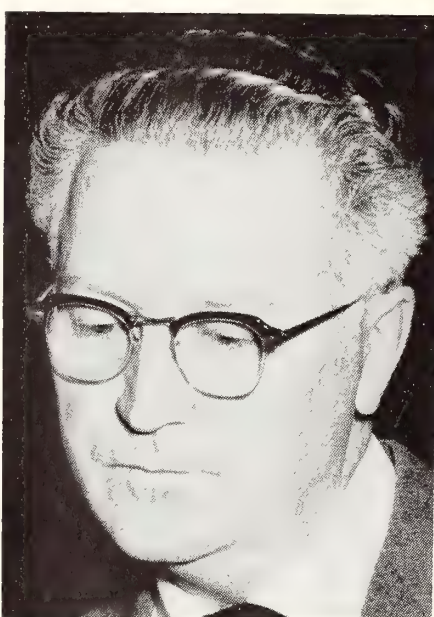
The subcommittee chairman added, "The whole hearing was set up in the first place to help the broadcaster. . . . I think a lot of people are looking for a fight that isn't there. . . . If they want to be belligerent with everybody who's trying to help them, that's fine and dandy."

In other developments related to the hearing, Robert E. Kintner, president of NBC, advised the managers of his network's owned stations and news executives about NBC's position on editorializing (not done on NBC) and emphasized that NBC has "serious concern in principle with government intervention." Programing in news and public affairs can be safeguarded from intervention "by continual adherence, in letter and spirit to the long-established NBC policies" of objectivity and responsibility, Mr. Kintner wrote.

Representative Oren Harris (D-Ark.), chairman of the Commerce Committee, chose an appearance on KMOX St. Louis



U. S. Representative Hemphill



Colorado Representative Howell

They differ on editorializing for same reason: to protect broadcasters.

(BROADCASTING, Aug. 5, July 29).

Support for the continuation of editorializing with a minimum of regulation has been coming from varied sources.

Representative W. J. Bryan Dorn (D-S.C.) vigorously attacked "proposals and regulatory practices that would drive editorials from the air." He said, "This is a Fascist concept to intimidate those who do not agree and is a threat to all free speech" (see story, page 44).

Rex G. Howell, a Republican member of the Colorado house and president of KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KGLN Glenwood Springs, all Colorado, has written all Republican members of Congress that they should protect themselves and their party by supporting the

and as a result will continue to vigorously endorse candidates and issues."

In a statement prepared for his expected forthcoming appearance before the subcommittee, Mr. Howell backed the fairness doctrine and urged a reaffirmation of the present FCC policy "as adequate and deserving of commendation."

The steering committee of the editorial conference, which plans another conference next year, will meet in Washington Aug. 22, ostensibly to discuss the next conference and name a chairman. It was thought unlikely, however, that the committee would pass up an opportunity to discuss editorializing with congressmen.

Just Trying to Help ■ Representative Robert W. Hemphill (D-S.C.), the only



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TO TURN OTHER LAWN PRODUCT
DEALERS GREEN WITH ENVY?**

Just a few spots during a WTMJ-TV telecast of a Milwaukee Braves baseball game. That's all it took to seed the Milwaukee market for LIFE grass fertilizer and GUARD crabgrass killer. Sales soared for dealers of these two LAWNHOUSE products. And in the words of a company sales representative: "The Braves telecast on WTMJ-TV was the most effective short cut we could have taken to generate maximum sales volume and dealer cooperation at the critical time when our relatively short selling season was just beginning." The response convinced LAWNHOUSE to carry a continuous spot program. It's the kind of response you can expect with WTMJ-TV in Milwaukee...one of the top ten metropolitan areas in many measures of sales per household. See for yourself...take a short cut to sales with WTMJ-TV.

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THE MILWAUKEE JOURNAL STATION
WTMJ-AM-FM
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Represented by: **HARRINGTON, RIGHTER & PARSONS** — New York
Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles

Rep. Dorn defends radio-TV editorials in House speech

Representative W. J. Bryan Dorn (D-S.C.) rose to the defense of broadcast editorializing in a brief speech on the floor of the House Tuesday (Aug. 6). He said broadcasters who choose to editorialize "should not be harassed, intimidated or censored by the federal government."

Representative Dorn also said congressmen have been guilty of favoring newspapers in their releasing of news. "Radio and television broadcasters have very definitely been the victims of discrimination in the news," he said.

The complete text of Representative Dorn's remarks follows:

"Mr. Speaker, radio and television broadcasters should be protected and encouraged in their constitutional right of free speech. The right of broadcasters to editorialize is a basic, fundamental, and essential freedom

guaranteed by the Constitution. I have been shocked and alarmed at proposals and regulatory practices that would drive editorials from the airways. This is a fascist concept to intimidate those who do not agree and is a threat to all free speech. Sinister suggestions have been proposed that broadcasters be completely controlled by a powerful, growing, centralized federal autocracy—sinister suggestions from those who would not dare propose book burning or censorship of editorials in periodicals and newspapers.

"Mr. Speaker, many radio and television stations do not avail themselves of the privilege of editorializing. This is their prerogative and is a manifestation of the freedom of choice. However, I strongly feel that those who desire to editorialize should not be harassed, intimidated or censored by the federal government.

"Mr. Speaker, in times past we all know that broadcasters have been discriminated against in their access to the news. We can recall times when they have been treated as an unwanted stepchild here in this very Capitol. We have all been guilty of rushing to the great metropolitan press or to our favorite correspondents with our choicest news items. Radio and television broadcasters have very definitely been the victims of discrimination in the news. It is high time that this Congress makes sure that the right to editorialize be defended and maintained. Mr. Speaker, no single sentence in the Constitution means more to me than 'Congress shall make no law abridging the freedom of speech or of the press.' Mr. Speaker, it is our duty, as Members of the Congress, to see that no regulatory agency or bureaucrat abridges this sacred right in the field of broadcasting."

to re-emphasize his contention that the committee "should insist on the fairness doctrine" in striving to provide clearer guidelines for editorializing.

A guest on *At Your Service*, KMOX's discussion and listener call-in program, Representative Harris discussed broadcasting and editorializing with Robert Hyland, station manager and CBS vice president.

AMST defends plea for no vote from Cox

Those opposed to Commissioner Kenneth A. Cox's abstention from the VHF drop-in case, mainly ABC, have missed the point, the Association of Maximum Service Telecasters told the FCC.

AMST has asked that Commissioner Cox, who voted for the drop-ins, not participate because of his former connection with the case as chief of the Broadcast Bureau. ABC and a number of others charged the AMST request was "an attempt to control the result" in the case (BROADCASTING, Aug. 5).

AMST last week denied this. It said that it was only interested in achieving "basic fairness" in the proceeding and for that end it is necessary that Commissioner Cox not participate. AMST defended its position regarding the Sangamon case, which involved the transfer of a VHF channel from Springfield, Ill., to St. Louis, saying that, as in that case, the drop-in matter is not merely a rulemaking but is an adjudicatory matter. The drop-in case involves many private claims to valuable privileges AMST declared. The "vigor" with

which the prospective applicants have fought for the channels and the fear of existing stations about interference from the short-spacing prove that point, the association said.

AMST warned that failure to disqualify Commissioner Cox could shake the public's confidence in the commission's processes. The "principle of prior connection does not depend upon the existence of bias," it said, and added that it would be difficult to expect Commissioner Cox to judge the case because of his definite approval while chief of the bureau.

AMST said that it would be going to extremes to argue that if Commissioner Cox is disqualified, so should other commissioners. The same principle could be applied to the FCC staff.

'Not one word'

Two Southern congressmen criticized CBS-TV, NBC-TV and the *Washington Post* Thursday (Aug. 8) for "not carrying one word" about Wednesday's five-hour floor debate on the Pentagon's new antidiscrimination directive.

Representative F. Edward Herbert (D-La.) said he didn't watch ABC-TV. Representative Joe D. Wagoner (D-La.) said the *Post* avoided the story, but the newspaper said it ran in early editions. Joseph McCaffery's *Capitol Today* newscast was complimented for carrying it.

The commission has also been notified by 13 of the parties involved in the drop-in proceeding that they will participate in the oral argument on the denial to be held Oct. 4. They are ABC, Megacity Television Inc., Gem City Television Co. and Greater Dayton Broadcasting Corp., prospective applicants for channel 11 in Dayton, Ohio; Magic City Television Corp. and Birmingham Television Corp., channel 3 Birmingham, Ala.; Peninsular Life Broadcasting Co. and New Horizons Telecasting, channel 10 Jacksonville, Fla.; Penn Traffic Co and Rivoli Realty Co. (WARD-TV [ch. 56]), channel 8 Johnstown, Pa.; the Electronic Industries Association, consumer products division, and Century Advertising Co., channel 6, Charlotte, N. C., and Taft Broadcasting.

KGLC hearing plans

The FCC's chief hearing examiner, James D. Cunningham, last week set the stage for the commission's inquiry into the proposed sale of KGLC Miami, Okla. (BROADCASTING, Aug. 5).

He named Hearing Examiner H. Gifford Irion to preside over the hearing, set the preliminary conference for Sept. 17 in Washington and designated Oct. 14 for the hearing to begin in Miami. The hearing is to determine if the sale by Miami Broadcasting Co. would result in a concentration of media control. KGLC is the town's only radio station and Miami Newspapers Inc., the proposed buyer, is the publisher of the *Miami News Record*, its only newspaper.



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The new, moon-shaped area on the map is plus-coverage from WIBW's new tall tower 1614 feet above downtown Topeka—an effective gain of 522 feet. We've moved west 18 miles into the Kansas Flint Hills to create a new moon of coverage, that provides you with *50,000 more TV homes* at no extra cost. The new Topeka market reports will reflect this increased coverage.

The new tower and transmitter, with full power, (316,000 watts), is now in operation! Ask Avery-Knodel to show you the WIBW-TV bonus coverage today!



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BRICKBATS AND ROSES FOR USIA

Former VOA director recommends foreign-language cutback

The U. S. Information Agency, which marked its 10th anniversary earlier this month, picked up some bouquets and a few brickbats along the way. But major attention was given the agency by one of its former directors who focused most of his comments last week at the Voice of America, the USIA's radio arm.

George V. Allen, director of the VOA from 1948-50 and head of the USIA from 1957-60, said the Voice would gain credibility if it abandoned its policy of programing propaganda in 35 foreign languages and concentrated primarily on an objective, unemotional news report in English—even if this loses some listeners in the process. He said the main reason the VOA does so much foreign-language programing is because of pressure from Congress and constituents with strong ties to countries controlled by Communist regimes.

The money spent to maintain the VOA's 36 language desks, each of which is staffed by between eight and 20 specialists, could be saved and better spent elsewhere, Mr. Allen said. His remarks were contained in a guest article carried by the *New York Herald Tribune* on Sunday (Aug. 4).

Mr. Allen's suggestions didn't sit well with Representative John Rooney (D-N.Y.), chairman of the House appropriations subcommittee which pretty well controls the USIA budget. "He [Mr. Allen] never suggested a way to save a nickel when he was there [as director]." Representative Rooney said in an interview Thursday (Aug. 8). There is plenty wrong with the USIA,

but it's not in the use of foreign languages for the VOA, he said.

"I've said several times," Representative Rooney continued, "that the Lord Himself couldn't come down from on high and run that agency without somebody criticizing Him."

Edward R. Murrow, described as the agency's "able director" by Mr. Allen, would not comment on the article last week. He was understood, however, to be willing to discuss it if requested by the Senate appropriations subcommittee which has yet to hear his agency's budget request for fiscal 1964. (The subcommittee reported last week no date has been set for that hearing.)

In his article Mr. Allen, now president of the Tobacco Institute, said the VOA's trouble today is the same one he encountered when he ran it—its multi-language propaganda effort satisfies the emotional urge of America's refugees from Communism to "damn the dictatorship from which they fled." But this is "largely a waste of time and effort," Mr. Allen says, because foreign audiences know that the programs are especially prepared in their own languages and the audiences discount them as propaganda.

"An Israeli friend of mine, in commenting on the VOA programs he heard in Israel, said he always wondered what we were telling the Arabs," he said.

"Above all, let there be no more crusades," Mr. Allen said. The massive attack on Cuban Premier Fidel Castro during the missile crisis last year, to which 10 U. S. commercial

stations contributed their facilities (BROADCASTING, Oct. 29, 1962, et seq.), "actually did more harm than good . . . and nothing could have helped Castro more," he said.

Voice broadcasts "should be, to the maximum extent feasible worldwide in scope, should be applicable to American as well as foreign ears, and should be as unemotionally objective as the first news agency dispatch intended for publication in any newspaper, anywhere. Then and only then, will [the] USIA gain maximum credibility."

Commenting further on Mr. Allen's suggestions, particularly on his contention that reduction of foreign language programing could save money, Representative Rooney said, "He never suggested a way to save a nickel when he was there. . . . He has tried more ways to extract money from the U. S. Treasury than anyone else in the State Department."

Asked about Mr. Murrow's statements earlier this year that the House cut his budget request, Representative Rooney said, "Every dime they've ever asked for has been granted in the years the Voice has been around. . . . They've never been cut 15 cents."

Henry, Lee, Loevinger at Chicago bar meeting

Three members of the FCC are among speakers appearing before the annual convention of the American Bar Association in Chicago. Commissioner Robert E. Lee spoke Friday on allocations (see AT DEADLINE) and this Wednesday Chairman E. William Henry and Commissioner Lee Loevinger are to speak.

Chairman Henry will address the ABA committee on communications at 10 a.m. Wednesday at the Conrad Hilton. Henry thrice declined ABA's invitation because of other business but finally was induced to appear at the behest of a personal friend, Jefferson Davis, general counsel of Southern Bell Telephone Co., Atlanta, an ABA source said.

Mr. Davis heads the ABA communications committee which concerns itself with the legal aspects of all forms of electronic communication. Mr. Henry is expected to discuss international communications developments.

Mr. Loevinger is to talk before ABA's special committee on electronic data retrieval at 9:30 a.m. Wednesday at the Sheraton-Blackstone. He had accepted the invitation while still assistant attorney general with Justice Department's antitrust division.

The ABA meetings last week and this include numerous events by 17 groups and 70 different committees. About 15,000 lawyers are attending.

A dream-come-true bill for politicians

An idea that may bring much joy to major political candidates is being entertained by FCC Chairman E. William Henry. Chairman Henry's idea, if enacted, would require television stations to provide free time in direct proportion to the amount of time purchased by candidates.

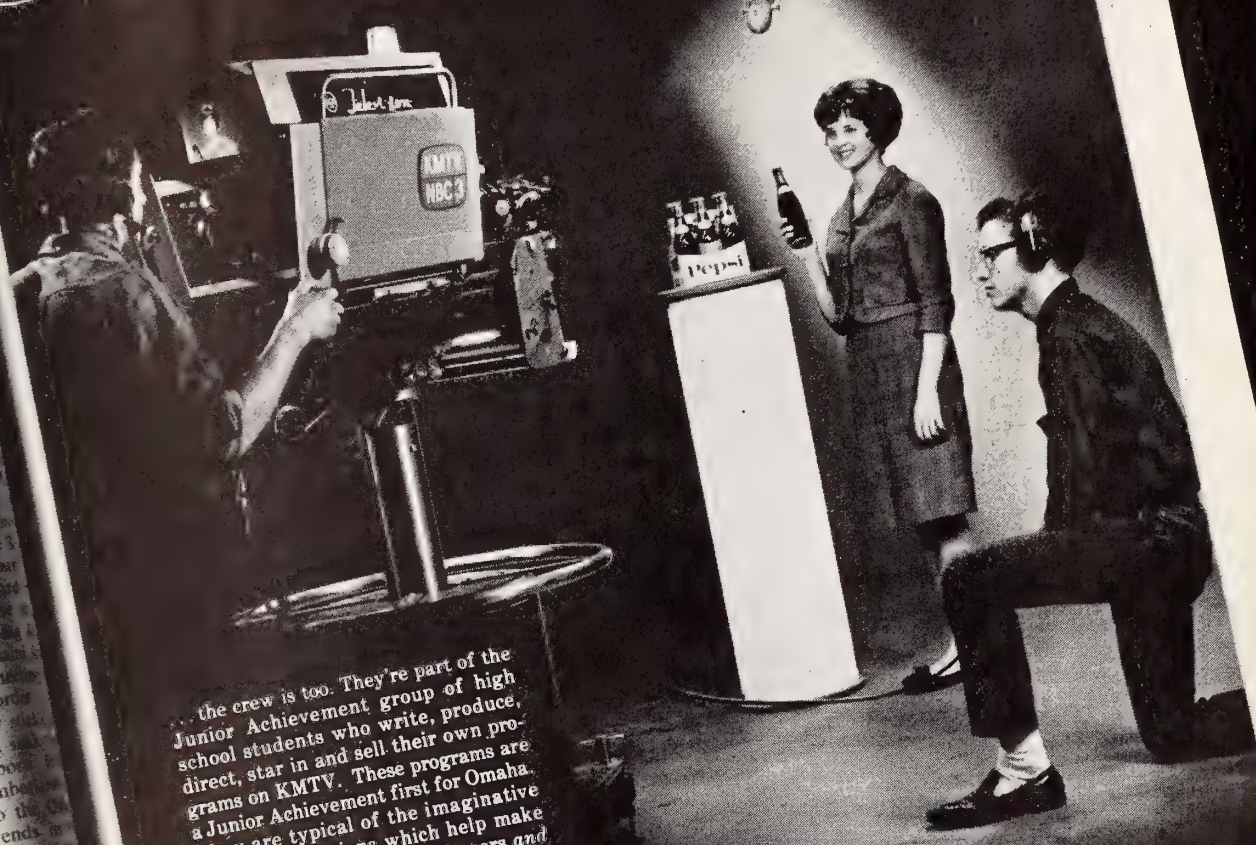
The idea, which was described as being only that, could conceivably cut political campaign television costs by half. Television expenditures in the 1962 primary and general campaign were \$12.5 million, according to the FCC (BROADCASTING, June 10).

Such a proposal is not new and has often been discussed when the subject of political campaigns has arisen in Congress and elsewhere.

Senator Thomas H. Kuchel (R-Calif.) has conducted his own investigation into a free time proposal, particularly at the grass roots level. Senator Kuchel reportedly sought broadcaster views. Although he has not released a report, at least one recipient of his inquiry said he was opposed to any government mandate that he give free time to candidates and questioned why print media should not be subject to a similar requirement.

Chairman Henry had in mind only major political candidates and has not been in touch with Senator Kuchel during the latter's study. He also has not discussed the matter, at least not officially, with the other commissioners.

the announcer is 17 ...



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Achievements of all KMTV programs are listed in the current ARB.* For example, ARB's Spot Buying Guide shows KMTV has more top-rated availabilities than the other Omaha stations combined.

For greater achievements in Omaha, see Petry about KMTV!

*Jan. '69

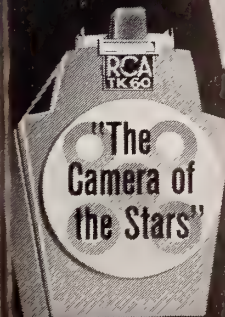
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...the Camera, the TK-60!

You'd expect it to be! Wherever TV achievement and youthful imagination are highlighted, this deluxe new RCA camera is pretty sure to be at the scene.



The Most Trusted Name in Television



Two San Diego congressmen bury the hatchet

Two feuding U. S. Representatives from San Diego, one a liberal Democrat and a former broadcast newsman, and the other a Republican party leader and still an advertising executive, have called off their once-bitter conflict and agreed to forget the whole thing as best they can.

Representative Lionel Van Deerlin (D-Calif.), the newsman, and Representative Bob Wilson (R-Calif.), chairman of the Republican Con-

gressional Campaign Committee, signed a statement which recognizes that the two men retain their partisan differences but pledges them to work for their community.

Representative Van Deerlin has been a news director and commentator for radio and television stations in the San Diego area. Representative Wilson has remained a partner in Champ, Wilson and Slocum, a San Diego advertising agency.

The men have been political foes since Representative Van Deerlin tried to unseat Representative Wilson several years ago and failed. He remained critical of the congressman in his role as a commentator and newsman.

In the heat of last year's campaign in which Representative Van Deerlin defeated Representative Wilson's brother Dick in a contest for a new district seat, the Democrat filed a libel suit against four persons, including both Wilsons. The suit claimed that 100,000 copies of a right-wing "smear sheet" were distributed just before election day last year which charged Mr. Van Deerlin with "sympathy for Communist organizations and Communist front groups." Neither Wilson's name was connected with the pamphlet.

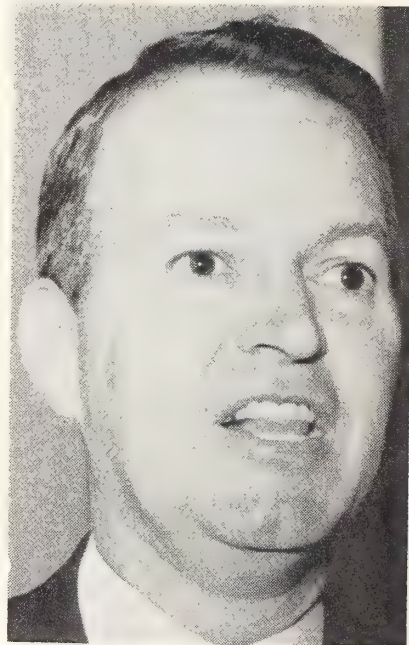
The statement of friendship which the two congressmen have signed states that Representative Van Deerlin has dismissed his suit. The document also said, "Bob Wilson states

that he has known Van Deerlin a long time—and, while differing with him politically, has never felt Van Deerlin to be anything less than a loyal American."

Representative Van Deerlin said last week that the agreement had been worked out by the two congressmen's lawyers. Both had been told by San Diego leaders that the feud was detrimental to the city's representation in Congress.



Representative Wilson



Representative Van Deerlin

Obscenity bill revived by District committee

A renewed effort of the House District of Columbia Committee to enact broad legislation in Congress against indecency would make it a crime to televise "obscene, lewd or indecent . . . or immoral" material.

Similar legislation originated in the committee last year and was defeated by presidential veto (BROADCASTING, Oct. 22, 1962). Now the committee has passed a sweeping omnibus crime bill which includes a re-worked version of its 1962 anti-indecency legislation. The new bill, HR 7525, was introduced by Representative Basil L. Whitener (D-N.C.) and is scheduled to be brought to the House floor today (Monday).

A communications lawyer whose firm fought last year's bill says the new version is unnecessary because anti-obscenity laws already exist. However, if police authorities seize on some phrases in the new bill to go beyond prohibiting

obscenity, they would certainly be acting unconstitutionally, according to Vernon C. Kohlhaas, a partner in Pierson, Ball & Dowd, Washington law firm which opposed last year's obscenity bill for WDC-AM-FM Washington.

Some committee members have attacked almost all of the bill's provisions, including the "indecent publications" section, which is the one of concern to broadcasters.

If the bill passes the House—and opponents have pledged a strong fight—the Senate's District committee intends to hold hearings of its own, especially on the indecent publications section. The Senate unit has differed with its House counterpart in earlier attempts to legislate in the indecency area. The House group held hearings on certain provisions of the crime bill this spring, but its only public sessions on the indecent publications section were conducted last summer (BROADCASTING, Aug. 6, 1962).

Representative John Dowdy (D-Tex.), author of last year's bill and

prime mover on the 1963 indecency section, has said that its supporters hope that the law would serve as a model for other communities. It is not aimed at broadcasters, Representative Dowdy said, but at purveyors of pornography and similar obscene materials.

But it is clear that the bill's language includes broadcasting and other media. It would make it a crime punishable by up to \$5,000 fine and two years imprisonment to exhibit lewd or indecent materials, to advertise their display or anything "containing obscene, indecent, or lascivious language, postures or suggestions or otherwise offending public decency."

These broad phrases, notably "otherwise offending public decency," are subject to wide interpretation and they are what opponents find especially objectionable. Mr. Kohlhaas pointed out that the U. S. Supreme Court has very carefully limited the definition of obscenity; many phrases in the bill are not within that definition.

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The W-TEN tower has been moved to the heart of this \$3 billion metro marketing area . . . providing a more efficient advertising buy than ever before on a facility second to none!

Your BLAIR-TV man has all the facts about "better-reach" in this vital market of over 1,000,000 viewers. See him now . . . in time to cash in on the new selling season!



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Comsat criticizes FCC 'interference'

WANTS TO START SALE OF STOCK EARLY NEXT YEAR

The Communications Satellite Corp. told the FCC last week—politely of course—that it ought not to stick its nose into other people's affairs. At the same time, in answer to an FCC inquiry late in July (BROADCASTING, Aug. 5), it said it hoped, under the proper conditions, to begin selling stock in the corporation in the early part of 1964.

This position was expressed in a letter to FCC Chairman E. William Henry from Comsat chairman Leo D. Welch which answered FCC charges that the corporation has been slow in offering stock to the public. The commission implied that the incorporators are making decisions that rightfully should be left to directors who will operate the corporation after stock is sold.

Mr. Welch wrote last week that Comsat is striving to make a stock offer just as soon as it will be practicable. He said that there are many technical and economic factors involved which must be thoroughly studied before an offer is made. Mr. Welch assured the commission that "In recognizing the essential nature of these factors, the directors are not seeking to prolong their own tenure."

Mr. Welch pointed out the youth of the corporation as well as the fact that space communications is in only an

"experimental" state of development. This is only the first step in creating a "commercial" system of space communications, he said.

Impeding Progress ■ Mr. Welch was disturbed by the stipulations that the commission attached to an order issued July 24 authorizing Comsat to borrow \$600,000. The FCC said that only \$100,000 could be used for operating expenses and that the rest was for research and design study contracts. The agency also said that it would probably not authorize further loans until definite plans for a stock issue have been made. Mr. Welch said that "the subjection of the corporation in the future to specific directions of this nature would place the commission in direct management of the corporation's affairs."

This was not intended by Congress when it passed the Communications Satellite Act, Mr. Welch contended. He said that he hoped the commission would recognize "that such an invasion of the managerial functions of the corporation would make impossible the effective discharge of the responsibilities of those charged with the conduct of the corporation's affairs."

Mr. Welch suggested that in the future any differences of opinion should

be mutually discussed by the corporation directors and representatives of the government, including the FCC.

Comsat last week announced the first corporation study awards to AT&T, Hughes Aircraft Co. and RCA.

A group of senators, who have fought Comsat since it was established after prolonged debate last year, forced the Senate to postpone a vote on a space budget authorization bill Thursday (Aug. 8).

Senator Estes Kefauver (D-Tenn.), principal opponent to the private corporation and spokesman for 14 senators supporting his position, introduced an amendment to the bill, which would authorize the National Aeronautics and Space Administration to spend \$5.5 billion in fiscal 1964.

The Kefauver amendment, expected to be voted on Friday (Aug. 9), would require the space corporation to reimburse NASA for a "fair share" of research and development of communications satellites. Since the corporation has a government-guaranteed monopoly in the field, it is the only party which stands to benefit from government research, Senator Kefauver said.

The bill, as approved by the Senate Aeronautical and Space Sciences Committee, authorizes \$44 million for communications satellite research.

FCC advises TV station to be a little patient

The FCC, acting as referee in the scrimmage between CBS-TV and WPSD-TV Paducah, Ky., has told the station to be patient in awaiting the agency's decision.

CBS-TV's refusal to allow the telecast to the Paducah area of the home games of the St. Louis (football) Cardinals has prompted the NBC-TV outlet to protest to the FCC and file complaint with the Justice Department asking for an antitrust investigation (BROADCASTING, July 15, 8). The Paducah station had asked the commission to reach a decision before the start of the National Football League season.

WPSD-TV is 135 miles from St. Louis and KFVS-TV Cape Girardeau, Mo., a CBS-TV outlet, is 85 miles away. The stations' coverage areas overlap, and the Kentucky station asks that CBS-TV allow one of the stations to carry the games so area football fans can have the opportunity to see Cardinal home games. KFVS-TV is blacked out because of its proximity to St. Louis, although it does not fall within the 75-mile radius usually denied football games.

The commission's decision to go slow noted that the antitrust complaint filed by WPSD-TV "entails liaison with the Department of Justice."

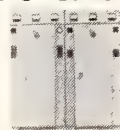


Party celebrates WTTG's new studios

The humor of Bennet Korn, president of Metropolitan Broadcasting Television, broke up FCC Chairman E. William Henry and two other guests at a party honoring his visit to WTTG-TV Washington's new studios last week. Left to right: Mr.

Korn, Chairman Henry, Senator Estes Kefauver (D-Tenn.) and FCC Commissioner Lee Loevinger. The party was held at the Georgetown home of Lawrence Fraiberg, vice-president and general manager of the Washington TV station.

Continental's 5/10 kw AM Transmitter uses the "Regulinear*" cathode-follower screen modulation circuit.



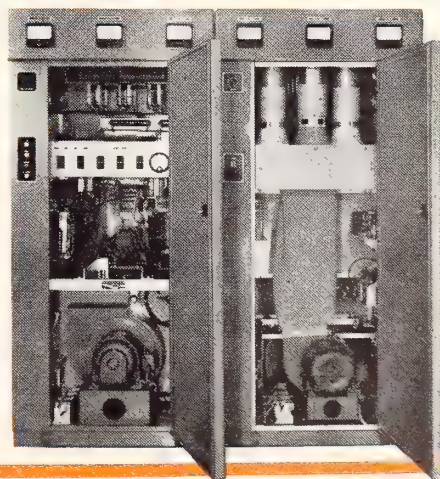
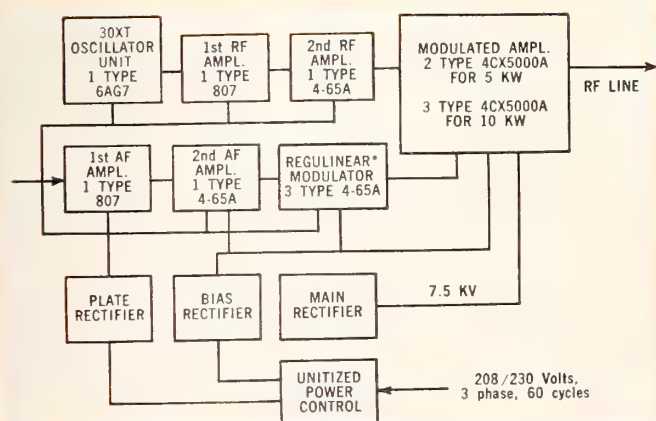
Using modern tetrodes and small low-powered modulation tubes, it is simpler than plate modulation and has no iron core components.



It permits overall feedback from transmitter output to audio input which results in very low noise and harmonic distortion. It eliminates the necessity of neutralization. By virtue of its constant power consumption regardless of percent of modulation, it minimizes power line regulation problems and carrier shift is less than 1%. It withstands overmodulation of continuous tone at any audio frequency for long periods without damage. End result? The Sound of Quality.



*U. S. Pat. No. 2,918,631



Continental Electronics Co.

MANUFACTURING COMPANY • MAILING ADDRESS: BOX 17040 • DALLAS 17, TEXAS
4212 S. BUCKNER BLVD. • EV 1-7161 • LTV SUBSIDIARY OF LING-TEMCO-VOUGHT, INC.
Designers and Builders of the World's Most Powerful Radio Transmitters



FACTS PROVE

CONCLUSIVELY!

K-NUZ

IS HOUSTON'S

No. 1 ADULT

AUDIENCE

BUY!

Here are the latest facts and figures on cost per thousand—

TOTAL ADULT WOMEN IN MORNING TRAFFIC TIME

delivered by Houston radio stations. K-NUZ again is conclusively Houston's NO. 1 BUY!

MON.-FRI. — 6-9 AM

STATION	COST PER THOUSAND
K-NUZ	\$2.74
Ind. "A"	\$4.08
Net. "A"	\$5.80
Ind. "B"	\$7.08
Ind. "C"	\$6.76

SOURCE:

First Houston LQR-100 Metro Area Pulse, Oct., 1962, women 35 years and over. Based on schedule of 12 one-minute announcements per week for 13 weeks, from rates published in SRDS, Feb., 1963.



**THE
KATZ AGENCY
INC.**

NATIONAL REPRESENTATIVE

IN HOUSTON call

DAVE MORRIS

JA 3-2581

K-NUZ

Proposed conclusions filed in Miami case APPLICANTS ATTACK WLBW-TV'S BID FOR RENEWAL

The status of L. B. Wilson Inc. as an applicant for renewal of the license of WLBW-TV (ch. 10) Miami, was attacked last week by three other applicants for the VHF facility.

In proposed conclusions filed with Hearing Examiner H. Gifford Irion, the three applicants for the WLBW-TV facility contended that L. B. Wilson Inc. must be considered just another applicant. This is due, they claimed, because the FCC gave WLBW-TV an initial four-month license (instead of the usual three years).

In rebutting this argument, L. B. Wilson maintained that it has a special position in the proceedings as a licensee applying for renewal. Under FCC policy and equity, L. B. Wilson said, it should be granted a renewal of its license unless there are "compelling reasons" otherwise.

The Wilson company received the Miami channel 10 grant in 1960 after the FCC disqualified the other contenders in the original hearing (including National Airlines which received the 1957 grant for the same facility) because they were found to have engaged in off-the-record contacts with FCC commissioners.

In issuing the grant to L. B. Wilson, the only one of the four original applicants found to be untarred by the ex parte charges, the commission awarded the initial license for only four months.

When the short-term license came up for renewal, three applicants filed against WLBW-TV: Miami Television Corp. and Civic Television Inc., both with a large number of local businessmen as stockholders, and South Florida Television Corp., 80% owned by William B. MacDonald Jr., a financier with real estate investments and other interests.

L. B. Wilson is principally owned by C. H. Topmiller, Thomas A. Welstead and Jeanette Heinze. It also owns WKCY Cincinnati.

No Recommendation ■ The Broadcast Bureau filed no conclusions in the case. It submitted a statement, however, that it considered Civic Television and South Florida Television financially qualified. This was one of the issues in the hearing.

L. B. Wilson claimed it should have its license renewed because it showed superior qualifications in integration of ownership and management, broadcast experience, past broadcast record, and above all, it stressed, "none of the other applicants have been able to 'contrive' a paper proposal superior to Wilson's actual record."

Miami Television claimed it should receive preference because of the civic

and governmental activities of its stockholders in the Miami area, diverse interests of its stockholders, their scheduled participation in local programming through working committees and their relative youth.

Civic Television claimed it should be preferred because of its integration of ownership and management, the civic participation of its stockholders and their experience in the operation of TV stations.

South Florida contended that it should be preferred because of local ownership, participation of stockholders in local activities, diversity of business interests, integration of ownership and management and the broadcast experience of stockholders.

The other applicants also claimed generally that L. B. Wilson should be denied its renewal primarily because it was deficient in local ownership and in programming. Two of the applicants, Civic and South Florida, stressed a possible conflict of interest involving Sol Taishoff, editor and publisher of BROADCASTING and TELEVISION magazines. Mr. Taishoff, through a family trust, is an 11.3% owner of L. B. Wilson Inc. This interest was a bequest from Mr. Wilson who died in 1954.

WPAZ asks federal court to hear news case

WPAZ Pottstown, Pa., has asked a federal court to hear the suit filed against it by the Pottstown Mercury charging that the station was "pirating" the newspaper's news. The station filed a petition in the U.S. District Court in Philadelphia asking that the federal court assert jurisdiction on the ground that the newspaper's allegations involve the federal copyright laws.

The newspaper charges that WPAZ used local news items from its pages without permission. This is denied by the radio station. WPAZ asked the local court to dismiss the complaint because of the copyright angle, but this the local court refused to do. A Pennsylvania Supreme Court ruling last month upheld the local court (BROADCASTING, July 8).

Bill would require airing of national anthem

Radio and television stations would be required to play the "Star Spangled Banner" at the opening and close of each broadcast day under terms of a bill introduced Thursday (Aug. 8) by Representative John W. Wyder (R-N.Y.).

The bill, HR 8010, provides that stations which broadcast 24 hours a day,

would carry the national anthem at least once a day. Many U. S. stations open and close with the anthem.

Another congressman, Representative Frank T. Bow (R-Ohio), noted on the floor of the House late last month that he had been told some stations were signing off and on the air with Lester Lanin's recording of "Hail to the Chief," a presidential salute.

Mr. Lanin's office in New York said last week that the recordings were mailed out as a promotion. The office said neither it nor Mr. Lanin had any idea how many stations are using it.

FCC actions concern microwave and CATV

Microwave relay stations designed to serve community antenna television systems last week figured in three separate actions by the FCC.

Hearing Examiner Asher H. Ende in an initial decision advocated denying renewal of licenses for common carrier microwave facilities which serve CATV outlets at Page, Winslow, Holbrook and Cottonwood, all Arizona.

The hearing examiner found that the microwave facilities, owned by Bruce Merrill, could not show public need for their services. When the licenses came up for renewal several years ago, Mr. Merrill owned the CATV systems as well. When the commission enunciated the policy that microwave stations in the common carrier band had to devote 50% or more of their services to the public in order to qualify for automatic renewal, Mr. Merrill sold the microwave and CATV systems to Vumore Inc. (RKO General), though he leased the microwave operations back, Examiner Ende said, so the two enterprises would be under separate control.

Examiner Ende said that Mr. Merrill had wanted to devote his time and money to other business, and retained nominal control of the microwave facilities only to allow Vumore to use them for CATV purposes. Hence, the hearing examiner said, the microwave services are not justified by public need and should therefore not be renewed.

The relationship between the owners of microwave facilities and CATV systems also figured in a decision by the FCC's Review Board. W. A. Henley's applications to build common carrier stations near Kerrville and Midway, both Texas, were referred by the board to a hearing examiner with an admonition to inquire into the control of Mr. Henley's company and the CATV system he is to serve, Junction Cable View of Junction, Tex.

The only microwave grant—in the Business Radio Service, a different section of the electronic spectrum than

New!

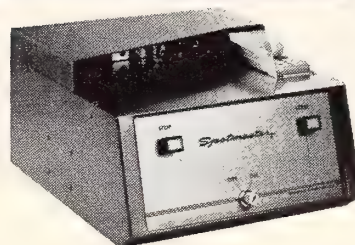
from SPOTMASTER the 500A and 505A Cartridge Tape Systems



500A—complete recorder playback unit



505A—playback unit



Now advanced design and modular construction assure split-second operation, outstanding dependability, high fidelity reproduction.

With sleek new eye-appeal to match its ease of operation, the 500A series joins the SPOTMASTER family of equipment. On five continents, more stations use more SPOTMASTERS than any other cartridge tape systems.

Features: Compact Design . . . Quality Engineered . . . Field Tested, Field Proven . . . Modular Construction . . . Easy Maintenance . . . Most Complete Line . . . Competitive Prices . . . Lease or Purchase . . . Iron-clad, Full Year Guarantee.

AND NOW— "INSTANT CENSORING"

... with the optional SPOTMASTER 500 DL Delayed Programmer. Designed to permit a 6-second to 16-minute delay in the broadcast of program material, the 500 DL lets you delete objectionable language, preserve continuity of programs interrupted for local news bulletins, and meet many other delayed programming requirements. With the DL function turned off, the unit operates as a complete 500A recorder/playback.

For complete details and specifications, write or phone:



BROADCAST ELECTRONICS, INC.

8800 Brookville Road, Silver Spring, Maryland

Area Code 301: JUniper 8-4983

Sold nationally by:

VISUAL ELECTRONICS

356 W. 40th St., New York, N.Y.

Canada:

**Northern Electric
COMPANY LIMITED**

branches from coast-to-coast in Canada

How DO You snare a Gold-Crested Budgetspender?

Here is a story with a purpose:

Once upon a short time ago there was this fellow, you see, and he built up quite a reputation for himself by the way he kept capturing that most elusive of all birds, the gold-crested budgetspender. The other ornithologists (who were usually happy enough just having a lark) began to grow jealous. "How," they asked archly—his name is Fred K. Archly—"do you manage to find so many gold-crested budgetspenders?"

"Well, sir," said Fred (a quiet, courteous fellow), "I just ask myself: 'If I were a gold-crested budgetspender, where would I go?' Then I do. And they have. It's all just a simple matter of media strategy!"

Your advertising story has a purpose, too.

That's why this thinly-disguised allegory carries a message for you. There are all kinds of gold-crested budgetspenders flying around the firmament of the broadcast business. Some have bigger wingspreads than others—which makes them more desirable (albeit more elusive).

As everyone knows, a gold-crested budgetspender in the hand is worth a whole flock hidden behind a door marked "Radio-TV Department" or "General Manager" (depending which side of the street you're selling). And—at risk of scuttling Fred K. Archly's secret—you just have to know **when** and **where** you can find gold-crested budgetspenders at rest. Then you go there. And they're receptive.

The "**when**" is the time they happen to be in need of specific, up-to-date, indubitably accurate facts about the broadcast business. Which, in their case, is often.

The "**where**" is the place most of them go to find such information—a rich feeder of factual nourishment known to them (and, we hope, you) as BROADCASTING Yearbook. Like the reliable oak tree, it's a perennial mainstay that puts forth new,

fresh foliage every year. It has been doing this more and more comprehensively for the past 33 years—which is only **one** reason why so many gold-crested budgetspenders are attracted to its authoritative boughs . . . uh, pages. (Allegory can sometimes be tricky.)

And—would you believe it?—WE also have a purpose.

The 1964 BROADCASTING Yearbook will displace the best selling 1963 BROADCASTING Yearbook come next December 1. Every gold-crested budgetspender worth his salt will then send the old, frayed copy to his company's Reference Library, putting the bright, mint-new, bigger-than-ever edition within easy reach on his desk.

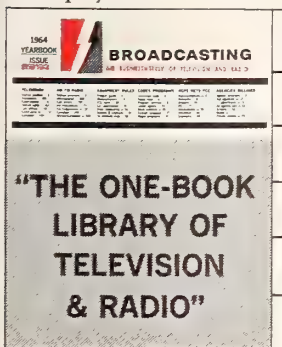
When he opens it (which could be a dozen times a day), his mind attuned to matters of budget-spending—will you be there? With **your** story? With the kind of facts about yourself to influence his decisions?

Fred K. Archly will. He's already sent in his space reservation for the 1964 BROADCASTING Yearbook, smart fellow. But there are quite a few other prominent, advantageous positions still open. We can't guarantee for how long. (Here is a happy case where the early bird gets something really worthwhile for his foresight.) Lots of people are interested in making profitable contact with gold-crested budgetspenders. Some of them are probably those birds of prey you call competitors.

You can read a frank appraisal of the 1964 BROADCASTING Yearbook's virtues in the column at right. The average reader will absorb all the facts in 47.3 seconds. But if you read faster, you can reserve your space that much sooner. Never put off until tomorrow what you can do **TODAY**—particularly when you're invited to call your nearest BROADCASTING office collect. (We also accept postage-due mail.)



Some anonymous genius (with a flair for descriptive precision) has aptly called this—



WHY? Because the 1964 BROADCASTING Yearbook is a veritable library of 50 separate directories, comprising the most complete assembly of information about the radio and TV business ever published . . . yet all compacted with editorial skill into a single, easy-to-use volume.

The 1964 BROADCASTING Yearbook (biggest yet) will have nearly 650 pages, two-thirds of a million words, all tabbed for instant reference under six main sections:

- A. Television Facilities
- B. AM/FM Radio Facilities
- C. Broadcast Equipment/FCC Rules
- D. Codes/Program Services
- E. Representatives/Networks/Trade Groups
- F. Agencies/Advertisers/Billings

In short, this unique one-book encyclopedia covers every possible background fact needed by people who work with, and in, the world of broadcasting. No other reference work even approaches the thoroughness with which it documents the radio-TV business, including associated arts and services.

Your advertisement, strategically placed in the 1964 BROADCASTING Yearbook, will keep making multiple impressions throughout the whole 12-month life of this remarkable source book. It can be one of your most successful promotional investments because it delivers your story at the very times the people who buy are most receptive.

Circulation: 20,000 copies

Publication: December 1

Rates: same as BROADCASTING Magazine.

Deadline: final date is October 1; if advance proofs are required, September 15.

Special Positions: subject to immediate space reservation. Write, wire or phone your nearest BROADCASTING advertising office (Washington, New York, Chicago or Hollywood).

Recommendation: Reserve the position you want—**TODAY**—before somebody else gets it!



BROADCASTING YEARBOOK

1735 DeSales Street, N.W., Washington 6, D. C.

New York — Chicago — Hollywood

common carrier reservations — was made by the Safety and Special Radio Services Bureau to I. W. Brayer. Mr. Brayer is the owner of a CATV system at Williams, Ariz. The grant was conditioned to the stipulations, voluntarily accepted by Mr. Brayer, that the CATV facility would not broadcast simultaneously or 30 days in advance the programs of any TV station if the station's Grade A contour included the CATV operation. The CATV system must also carry the signal of such a station without any material loss of quality if the station requests. These conditions are contained in the FCC's proposed rule-making on CATV (BROADCASTING, Dec. 17, 1962), recently challenged by Wenetronics Inc. (BROADCASTING, July 1).

A watchdog for the budget

A bill to set up a Joint Committee on the Budget, made up of seven members each from the appropriations committees of the House and Senate, was introduced in the House Tuesday (Aug. 6) by Representative Seymour Halpern (R-N.Y.). In addition to preparing analyses of the budgets of all U. S. agencies, the committee would review all fiscal and budgetary information and messages prepared by the executive branch.

Senate votes \$7 million for ETV KILLS PROXMIRE AMENDMENT TO CUT \$2 MILLION

Federal funds for educational television are headed for a Senate-House conference committee following Senate action last week recommending \$7 million for the program during fiscal 1964. This is \$2 million more than voted by the House as part of an overall appropriations bill for the Department of Health, Education and Welfare.

A program of matching federal funds for ETV was authorized by Congress in 1961 to be administered by HEW and \$1.5 million was appropriated last year. The department has not made any grants under the program. Three additional applications for federal money were filed last week, making a total of 17 pending. A HEW spokesman said the first grants probably would be made late this month. The 17 applications seek a total of \$3,155,418 for either the construction of new ETV stations or the improvement of existing facilities.

The \$7 million voted by the Senate is intended to provide 27 grants for new stations and 18 for expansion of existing stations. Senator William Proxmire (D-Wis.) offered an amendment on the Senate floor reducing the appropriation to the \$5 million approved by the

House. The amendment was defeated.

Also last week, the National Association for the Advancement of Colored People withdrew plans to protest three applications now pending with HEW (BROADCASTING, Aug. 5). NAACP had received an extension until Aug. 30 to comment on requests for federal funds for WHRO-TV Hampton, Va., and new outlets in Charleston and Greenville, both South Carolina. In asking for the extension, the NAACP said that the stations are located in areas which practice school segregation and that most likely the TV stations would be used in the same way.

In withdrawing its plans to file a protest, the NAACP said that it did not want to prevent the stations involved from completing their plans or obstruct them in any way.

New applications received by HEW:

University of Utah for \$246,131 to expand the facilities of KUED (ch. 7) Salt Lake City.

Miami (Ohio) University for \$127,504 to improve WMUB-TV (ch. 14) Oxford, Ohio.

Delta (Michigan) College for \$187,049 to build a new station on channel 19 in Bay City, Mich.

THE MEDIA

GRAHAM'S WIDOW GETS 'POST' CONTROL

Will retain present management and policies

Voting control of the Washington Post Co. (Post-Newsweek Stations) has passed to Mrs. Katherine Meyer Graham, widow of Philip L. Graham, president and chief executive officer,

who took his own life Aug. 3. Mrs. Graham controls 55% of the voting stock of the company, all of which is in a trust. The details became known last week when Mr. Graham's will was

filed in federal court in Washington.

Mrs. Graham announced last Wednesday that the policies and management of the company would remain unchanged. She is the daughter of the late Eugene Meyer who bought the failing Washington newspaper at public auction in 1933.

The Washington Post Co. owns WTOP-AM-FM-TV Washington, WJXT(TV) Jacksonville, Fla., publishes the *Washington Post*, and owns *Newsweek* and *Art News* and *Portfolio* magazines.

John S. Hayes, president of the Post-Newsweek Stations, is an executive vice president, chairman of the executive committee and a member of the board of the Washington Post Co. Also a member of the Washington Post Co. board is Glenn H. Marshall Jr., president of WJXT.

Mr. Graham was an active leader in Washington and national affairs. He was a friend of both President Kennedy and Vice President Johnson and was said to have had a hand in arranging the Kennedy-Johnson ticket at the 1960 Democratic National Convention.

A long-time resident of Florida, Mr. Graham is understood to have been instrumental in suggesting the name of Governor LeRoy Collins to the NAB committee seeking a president for the association following the death in 1960



Mrs. Graham



Mr. Graham

your salesmen
Caught with our personalities showing...



Howard Tupper



Dave Kidd



Charles John Stevenson



Leon Kelly



Bill Edwardsen



Don Tuttle



Martha Brooks



Randy English

We're caught and rather proud of having one of the most versatile groups of special people in radio. This is a favorite page from the family album of the area's foremost station, WGY.

From dawn 'til long after dark WGY's personalities pinpoint your sales message to specific buying groups. Full range programming makes WGY the most listenable station in the Northeastern New York and Western New England market.

810 KC • 50 KW
WGY
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY
Represented by Henry I. Christal Company

TV 'reruns' teach copyediting

Reruns have invaded the closed circuit educational television field, and while the shows are old, the students are new.

At the University of Missouri School of Journalism, 22 teachers taking courses under a *Wall Street Journal* grant have learned copyediting through TV. The teachers saw eight taped lectures of the 30 shown to the regular beginning copy classes.

The instructor, Dale R. Spencer, said using TV in this manner "to teach one of the basic disciplines of journalism" allows him to do some

of the things that are not possible in a regular lecture session.

By watching the television set the students see Mr. Spencer editing copy and can then follow the markings and editings on their copy. In addition to the taped classes, there are two weekly local live lab periods.

The eternal scholastic problem of keeping textbooks current with the times is also found on the television courses. But the revision may be simpler and less costly. Four or five new tapes will be made for use in the fall semester, bringing the subject up to date.

of Harold Fellows.

Governor Collins, who just returned from Europe, issued a statement last Tuesday from Tallahassee, Fla., in which he said Mr. Graham's death was an "extremely heavy" personal loss and leaves "a real void in the whole communications industry."

Memorial services for Mr. Graham were held last Wednesday at Washington Cathedral (Episcopal) in Washington. Among those attending was President Kennedy.

Born in South Dakota. ■ Mr. Graham was born July 18, 1915, in South Dakota, but was taken to Florida by his parents when he was six years old. He was graduated from the University of Florida in 1936, and Harvard Law School, where he was editor of the *Law Review*, in 1939. He was a law clerk to U. S. Supreme Court Justices Stanley Reed and Felix Frankfurter.

In 1942 he enlisted in the Army Air Corps as a private and when the war ended in 1945 he was a major in the intelligence staff of the Far Eastern Air Force.

He married Katherine Meyer in 1940. He was named president and publisher of the *Post* in 1946. He relinquished the title of publisher in 1961.

Under Mr. Graham's leadership the *Post* became one of the country's leading newspapers and entered television and radio seriously. In 1954 it bought out its only morning competition, the *Washington Times-Herald*, from the late Colonel Robert McCormick. In 1961 it acquired *Newsweek* magazine, and last year *Art News* and *Portfolio*.

Although it had owned the then WINX-AM-FM in Washington for several years, in 1950 the *Post* and CBS (as a 45% owner) bought the channel 9 WOIC(TV) from Bamberger Broadcasting Service, Inc. for \$1.4 million. Four years later the *Post* bought out the CBS interest for \$3.5 million. In 1953, it bought the then WMBR-AM-FM-TV Jacksonville from Ed Norton, Frank

WFIL-TV wants fewer ratings reports

Larger samples and fewer reports might spell greater accuracy in broadcast ratings, WFIL-TV Philadelphia has suggested to the American Research Bureau, which now supplies the station's television data.

The proposal advanced by the station asks for a reduction of ARB reports on the Philadelphia market from 10 to four a year, but a sample enlarged from 490 units to 2,400 units. The revenue realized by ARB would remain the same.

WFIL-TV said the adoption of its suggestion would "provide greater stability and validity to demographic data" and would keep the cost of the reports within the economic limits of both the stations and the research organization. And whenever it uses ARB statistics in printed matter, the station said, it will include a note cautioning that the figures are only estimates.

Pulse realigns method of audience measurement

The Pulse Inc. announced last week that it was discontinuing coincidental interviews and increasing its roster reconstruction (aided recall) interviewing in its audience measurements. It said the change, yielding a larger sample for each quarter-hour's ratings base, was effective Aug. 1 in most markets, and will be made Sept. 1 in the rest.

Pulse said its two years' experience with coincidental interviewing showed that it added nothing to the information gained by the firm's roster reconstruction interviewing. The change, officials said, is "part of a continuing process whereby radio audience research may have a maximum of clarity, dependability and usefulness as a tool in management and sales."

Rough waters for WAME, but it won't give up

WAME Miami, suing two major broadcast audience research companies, had its complaint against The Pulse Inc. dismissed from the Circuit Court of Dade county Monday (Aug. 5), but the station's lawyers promised that WAME would bring charges in the U.S. District Court. A Pulse motion to dismiss because of lack of jurisdiction was pending when WAME asked dismissal.

Later in the day the station was told that its complaint in the same federal court against the A. C. Nielsen Co. was too lengthy and too broad. WAME was given 30 days to amend its filing.

The station filed separate suits against

King and Glenn H. Marshall Jr. for \$2.47 million; later it sold off the radio stations to WWDC Inc. (WWDC-AM-FM Washington) for \$375,000. Only three months ago, WWDC Inc. sold the Jacksonville radio stations to Charles E. Smith (WTMA-AM-FM Charleston, S.C.) for \$400,000.

Comsat Chairman ■ Mr. Graham's interests and activities ranged far. When the Communications Satellite Corp. was first established, Mr. Graham was named by the President as chairman of the incorporators. He resigned last January due to his ill health.

He also was a director of the National Press Building Corp. and of the Advertising Council Inc., a trustee of the Committee for Economic Development, the University of Chicago, George Washington University (in Washington) and the RAND Corp. He was a member of the National Press Club, Metropolitan Club and Burning Tree Club.

In addition to his widow, Mr. Graham leaves four children.

Jefferson Standard gives gear to S.C. ETV

Jefferson Standard Broadcasting Co. has donated TV equipment valued at more than \$47,500 to the South Carolina Educational Television Center, according to Charles H. Crutchfield, Jefferson Standard Broadcast president.

Equipment includes a complete television transmitter and associated parts, projectors, monitors and other gear. The South Carolina Educational Television Commission is planning a channel 29 UHF at Greenville and a channel 7 VHF in Charleston.

R. Lynn Kalmbach, general manager of the television center, noted the timeliness of the donation "since my budget was cut nearly \$65,000 in this legislative session."

Jefferson Standard owns and operates WBT-AM-FM and WBT(TV) Charlotte, N.C., and WBTW(TV) Florence, S.C.



Check here for happy results

Your listening audience is the most valuable asset you have. Keeping them happy and loyal is a combination of many things, not the least of which is the equipment you have in your station. Happy listeners mean happy advertisers. □ With Collins equipment, you broadcast the cleanest sig-

nal on the air. We've added two new pieces of equipment to our line... the 900C-1 FM Stereo Modulation Monitor and the 26U-2 Stereo Limiting Amplifier. □ When quality sound is what you're after, go Collins. Let us tell you what Collins transmitters, stereo generators, broadband exciters, the

new monitor and limiter can do for your station. Call or write today.

COLLINS RADIO COMPANY
Cedar Rapids • Dallas • Los Angeles
• New York • International, Dallas



both companies in the circuit court this spring (BROADCASTING, May 6, et seq), but has been unable to get beyond defendant motions for dismissal. WAME is asking \$250,000 each from Nielsen and Pulse, charging them with misrepresenting their surveys for metropolitan Miami between 1959 and 1963.

Irving J. Whitman, WAME attorney, said last week that the station's early difficulties in shaping its complaint and getting into the proper court have not been unexpected. He explained that there is no precedent for the actions.

WAME brought the suits against Pulse and Nielsen in the midst of a lengthy hearing on audience research which was conducted by the House Special Subcommittee on Investigations, headed by Representative Oren Harris (D-Ark.) (BROADCASTING, Feb. 18, et seq.). Both firms were principals in the subcommittee hearing.

Pulse gives Tucson group some 'courtesy' answers

The Pulse Inc. has informed Tucson (Arizona) Broadcasters Inc. that questionnaires, with respondents masked out, upon which a March Pulse rating of Tucson stations was based, are available for inspection in New York.

Nine of 10 Tucson radio stations had questioned the survey, which showed

Kintner tours Europe

Robert E. Kintner, president of NBC, was to leave New York last Friday (Aug. 9) on a three-week trip to Europe where he will meet with NBC News officials and correspondents in four cities.

Mr. Kintner will inspect NBC operations in Rome, London, Paris and Berlin. In Rome, Mr. Kintner will meet with correspondent Irving R. Levine. He will confer with correspondent Kenneth Bernstein and Gerald Adler, director of European operations of NBC International, London. He will then travel to Paris where he will meet with Bernard Frizell, bureau chief and to Germany for meetings with correspondent Welles Hangen and Gary Stindt, chief of NBC News Film in Central Europe.

one station jumping from seventh to first in the market with no promotions or change in format (BROADCASTING, July 1). TBI had asked Pulse for a satisfactory explanation of "procedures" used in the March survey and of the "radical difference" in ratings since an October 1962 survey of the same mar-

ket. They also asked for a description of the sample size, how it was selected and the names of those interviewed.

Dr. Sydney Roslow, president of Pulse, replied that "as a matter of courtesy, I am affording you answers to those questions which we as a responsible organization may give you." He said sample size is explained in the report itself, which shows 193 plus 45 roster reconstruction interviews totalling 238 and 781 house-to-house coincidental interviews. Sample areas were selected by a counting procedure, using 1960 census data, Dr. Roslow said.

The Pulse letter to TBI did not discuss the "radical differences" in the two surveys, six months apart. TBI has formed a special investigating committee on the Pulse survey headed by Harry Chambers, president of KTN. KTKT had ordered both the October and March Pulse ratings and it dropped from a 48 share of audience at night to a 13 share last March.

Changing hands . . .

ANNOUNCED ■ The following sales of station interests were reported last week subject to FCC approval:

■ KVII(TV) Amarillo, Tex.: Sold by Trigg-Vaughn group to John B. Walton Jr. for \$1.25 million. Mr. Walton owns KVKM-AM-TV Monahans-Odessa, and KFNE-FM Big Springs, both Texas. Trigg-Vaughn (Cecil L. Trigg, Jack C. Vaughn) owns KROD-AM-TV El Paso, KOSA-AM-TV Odessa, both Texas, and KRNO San Bernardino, Calif. The Trigg-Vaughn group acquired KVII in 1958 from John L. McCarty and associates for \$136,052. KVII, on channel 7, began operating in 1957 and is affiliated with ABC-TV.

■ WKTG Thomasville, Ga.: Sold by Mrs. Eunice M. Martin and associates to Mrs. Lem J. Clark of Macon, Ga., and group for \$95,000. WKTG operates on 730 kc with 1 kw daytime only. Broker was Chapman Co.

Russells buy CATV system

Frank M. Russell, former NBC Washington vice president, and his wife, Phoebe, have purchased CATV systems in Norton and Appalachia, Va. The price was not disclosed. This gives them their third interest in a cable system. Mrs. Russell owns 50% of a CATV operation in Ellington, Wash. The Virginia systems, which are interconnected, have about 1,000 connections. They were bought from Harold C. Bailey, who owns a system in Pineville, Ky. Mr. Russell, since his retirement as NBC vice president July 1, 1958, has acted as Washington consultant for RCA-NBC, Jerrold Electronics and other entities.

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CBS, IBEW stop contract talks

Negotiations between CBS and the International Brotherhood of Electrical Workers have been broken off, following a failure of company and union representatives to agree on terms of a new contract for the technical employees at the CBS radio and TV networks and the CBS-owned radio and TV stations, to succeed the agreement that expired at midnight of July 31. Work has continued without interruption since that date under an agreement that the terms of the former contract shall remain in effect until a new one is adopted or until formal notice is given of a desire for termination.

Breakdown of negotiations, which had been held in Hollywood during the last two weeks in July, are reportedly the result of differences in the company and union views of a satisfactory wage increase over the present base scale of \$200 a week. IBEW is said to have proposed a new two-year contract calling for an increase of \$15 the first year and another increase of the same amount the second year. CBS is reported to have proposed a three-year agreement, with an increase of \$8 the first year, \$3 the second and none the third year. CBS negotiators are also said to have flatly rejected the IBEW demand for a four-day, 32-hour work week. The company, in what was described as a "precedent-breaking proposal," offered a sabbatical vacation plan for workers with 25 years or more of service, which would give these men 10-week vacations with pay every five years.

The previous contract was a 2½-year agreement that went into effect Feb. 1, 1961, at which time the IBEW members employed by CBS received a \$10 weekly increase (from \$190 to \$200) plus fringe benefits including medical and hospitalization insurance and substantial improvements in the arrangements for severance pay for those workers laid off by the company (BROADCASTING, Feb. 20, 1961).

TIO's Danish has high hopes for future

Roy Danish, director of the Television Information Office, expressed the hope last week that "the day may yet come" when broadcasters will be accorded the respect and confidence given to other professional men.

"Ordinarily there is a presumption in favor of the competence and professional judgment of the attorney, the doctor, the accountant," he told the commencement convocation of the Syra-

Way to make more dough

Broadcasting and baking ovens may not seem to go together, but there's one broadcaster who has made the move. He's J. B. Fuqua, owner of WJBF(TV) Augusta, Ga., who has bought 100% of Claussen Bakeries Inc., for more than \$5 million. The 122-year-old baking firm is headquartered in Augusta and serves Savannah, Charleston and Greenville areas.

The present \$400,000 Claussen advertising budget, Mr. Fuqua said, will be increased, with greater emphasis to be placed on the broadcast media. At present Claussen uses 12 TV stations and a large number of radio stations in South Carolina and Georgia.

The bakery officially was bought by Georgia-Carolina Broadcasting Co., licensee of the channel 6 Augusta station. Mr. Fuqua also owns WROZ Evansville, Ind.

cuse (N.Y.) University Radio-TV Center last Thursday.

But with broadcasters, he noted, the

government grants a license and then seems to say: "Well, we don't really trust you—or our own judgment. So we'll just have to keep a careful eye on you."

Mr. Danish also disclosed that a recent TIO survey of TV station executives discovered, among other things, that the average broadcaster spends "at least an hour each day in community activities."

Radio banned on buses

The portable radio, banned from Baltimore city buses earlier this year, now finds itself unwanted on Columbus, Ohio, public conveyances. Declaring "the world we live in is noisy enough," C. Howard Johnson Jr., the city's utilities director, has placed signs requesting passengers to keep the sets off. If the request doesn't work, warns Mr. Johnson, more drastic steps will be taken.

KBAT to join ABC

KBAT San Antonio, Tex., will be affiliated with ABC starting Sept. 16. The station operates with 50 kw daytime and 10 kw nighttime on 680 kc. KBAT is owned and operated by Texas Star Broadcasting Co. Roy Hofheinz is president; W. Robert McKinsey is station manager.

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SUNNY WESTERN STATE

—Fulltime, high powered, radio station with regional coverage of strong growth area. Present owners put this facility on the air many years ago but equipment is new. \$35,000.00 of land and building included. Showed \$40,000.00—plus cash flow on gross of \$164,000.00. Priced at \$310,000.00 with 29% down and balance over ten years. **Contact—John F. Hardesty in our San Francisco office!**

MIDWEST

—Daytime only radio station serving trading area of 100,000. This well equipped facility grossed close to \$50,000.00 in 1962 and is priced at \$80,000.00 with 29% down. **Contact—Richard A. Shaheen in our Chicago office!**

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Negroes step up drives on radio-TV

CORE BIDS FOR JOBS IN COMMERCIALS; NAACP MAKES BROAD DEMANDS

Two powerful Negro movements are converging on television and radio to gain added recognition for their race in employment and representation in programs and commercials.

In Los Angeles, the National Association for the Advancement of Colored People—which has been negotiating with employers and unions in film production—turned its attention to broadcasting last week. At a meeting scheduled for last Friday (Aug. 9), the NAACP was to present demands to advertising agencies, broadcasters and labor groups in radio and television. That the NAACP attached special significance to the Los Angeles meeting was indicated by the planned appearance of Roy Wilkins, NAACP president. Mr. Wilkins has not been present at the meetings with the film industry.

In New York, the Congress of Racial Equality (CORE) has begun a

campaign to place Negro performers in commercials. The campaign has already had results. Lever Bros. has prepared a commercial featuring a Negro for presentation on network television next fall.

NAACP in Los Angeles ■ Arrangements for Friday's meeting in Los Angeles were made by that city's local of the American Federation of Television and Radio Artists, acting at NAACP's request. AFTRA sent invitations to some 300 representatives of advertising agencies, stations, networks, unions and other organizations in the broadcast field.

James Tolbert, president of the Hollywood-Beverly Hills chapter of the NAACP, said earlier in the week that he hoped to persuade the broadcasting business in the West that the integration of Negroes was "good business as well as good morals." Mr. Tolbert said

that the sizable Negro population in the Los Angeles area "represents a good market for the goods and services of organizations that the Negro feels treat him fairly.

"The inclusion of Negroes along with whites in training and orientation programs set up by stations, networks, agencies and unions is long overdue," Mr. Tolbert said.

CORE in New York ■ In the East the campaign for Negro representation in television advertising made progress when it was revealed that Lever Bros. had taped a commercial featuring a Negro performer for showing on CBS-TV's *Art Linkletter's House Party* next fall. The commercial is for Lever's All detergent.

It was also learned that the New York chapter of the Congress of Racial Equality plans to meet with another major TV advertiser early this week to

How public service cartoons do a job for professional groups

"Almost overnight we've become the country's largest producer of public service television spots. And it all started because my wife wore her big feathered hat to the Radio-Television News Directors Association's 1961 fall convention in Washington."

That's how Charles A. Ranallo, vice president of Television News Art Inc., Cleveland, recalls his young company's brief but successful history in the TV cartoon animation business for several major professional organizations. He described the firm's new public service cartoon

series of spots for the American Bar Association last Friday during an ABA public relations institute in Chicago. FCC Commissioner Robert E. Lee also participated (see **AT DEADLINE**).

"It seems that the feathers in my wife's hat tickled the eye of Dick Reinauer, then radio-TV director for the American Medical Association," Mr. Ranallo said. Mr. Reinauer halted his inspection tour of the RTNDA exhibits long enough to comment about the hat and discover Mr. Ranallo and his company's cartoon product.

The result of that chance 1961 RTNDA meeting: Television News Art dropped its growing business of supplying some two dozen TV stations with still cartoons each day on current news events and went into cartoon animation.

The initial product was a public service spot series for the American Medical Association.

The AMA series of educational TV spots deals with such broad topics as medical quackery, the medicine chest at home, sun bathing, artificial respiration etc. They are produced one each month and now run



discuss that company's plans on the casting of Negroes in its television commercials.

The company will be selected from a number of prominent broadcast users, including Procter & Gamble, Colgate-Palmolive, General Foods, General Mills and Best Foods, according to a reliable source.

A spokesman for CORE pointed out that the companies being reviewed are all heavy television advertisers and manufacturers of consumer products. The choice of the firm will be based on the amount of money it spends in television advertising, its record on representation of Negroes in its commercials, and the significance attached to its corporate name.

Threat of Boycott ■ He said that CORE was ready to initiate its program of "selective purchasing" if it could not come to a favorable agreement with the company. In this effort, he added, CORE has enlisted the support of a number of community organizations and unions including the Protestant Council of New York, United Federation of Teachers and the Brotherhood of Sleeping Car Porters.

Lever Bros. has been reviewing the

matter, however, since last May in an effort to discover whether it "might be good business to use a broader representation of America in its advertising," the company spokesman said.

James Farmer, national director of CORE, and P. Jay Sidney, a Negro actor and consultant to the organization, met with officials of Lever earlier this month. Lever informed Mr. Farmer that it was making the commercial and agreed to have it on the air between Sept. 15 and Sept. 30, according to a reliable source.

The commercial will feature Art Linkletter standing in the audience with a Negro woman who says that she is a user of All.

Lever, in addition to making the new commercial, is sending letters to its six advertising agencies informing them of its decision to "take affirmative action" in the representation of minority races on TV.

The company, which is the third largest advertiser in television, reportedly is also notifying the networks and independent producers of its desire to "mirror fully a representative cross-section of America" in its programs.

The Film Campaign ■ Although the

NAACP in Los Angeles was primarily interested last week in its new move against broadcasting, it has not abandoned its campaign for recognition in the production of television and theatrical films.

The association has met with film producers and unions (BROADCASTING, Aug. 5, July 29, 22). Asked about progress on that front, the NAACP's Tolbert said last week that the immediate goal "is to make everyone in the film industry aware that the time has come to give employment opportunities to Negroes. We expect the guilds and unions to alert their members through their various bulletins and publications. Personal contacts will be used to get the message to studio heads, production officials and that kind of executive in employer organizations. We've been promised this kind of cooperation and we expect to get it."

No date has been set for the next meeting of the studio producers committee established at the meeting of July 31, he said, but one probably will be held within the next week or two.

Mr. Tolbert said that although a number of studio unions have held meetings to discuss the proposal that they add Negro members at least in the one-to-nine proportion of Negroes in the U. S., none of them had reported to the NAACP what the outcome of the meetings has been. Mostly, it has been negative, with the adoption of resolutions expressing sympathy with the aspirations of Negroes to work in motion pictures, but stating that such hopes are impractical at this time.

Publicists' Action ■ One exception was the action taken last week by the Publicists Association, Local 818 of the International Alliance of Theatrical Stage Employees, whose executive board issued a statement expressing "the basic right of all qualified persons of any race, creed or religion to belong to any union and be given equal opportunities for employment without any designation as to the proportion of races or minority representation on individual crews or projects."

Pointing out that its own membership has always been open to all, the publicists' board proposed that "the interest of all minorities in regard to employment opportunities in the motion picture industry should be safeguarded by an overall committee representing all of the unions who, in turn, will work with all bona fide representatives of minority groups."

The proposal that decertification actions be filed with the National Labor Relations Board against unions discriminating against Negroes will not be acted on immediately, Mr. Tolbert said. Robert Carter, general counsel of the NAACP, will be in Los Angeles following the demonstration scheduled to

on 330 television stations.

Additional cartoon public service spots now are being produced and distributed by TNA for the American Dental Association (200 stations), American Veterinary Medical Association (205 stations) and the American Bar Association (started in May and now on about 250 stations). Mr. Reinauer is handling radio-TV for ABA this week during the group's convention in Chicago.

Mr. Ranallo formerly was TV producer-director for Storer Broadcasting Co. for 11 years, working at WJW-TV Cleveland. It was at WJW-TV that he got to know Rick Reinert, who now is president of TNA. Mr. Reinert was art director for Storer there and earlier had been with MGM's Terrytoons in Hollywood. They left Storer and formed TNA in 1960. TNA also has done industrial cartoon films for Chrysler Corp. and Republic Steel.

Mr. Ranallo said that six months after the AMA spots started he surveyed the TV stations carrying them and found they were being used an average of 13 times a month per station. AMA's spots in 1964 will include four in color. All TNA animations for TV until now have been black-and-white.

Television's great public service

spirit was cited by Mr. Ranallo during his talk before the ABA institute Friday. He explained that ABA has just embarked upon a regular spot series as a result of the tremendous station response to the initial spot distributed earlier this year in behalf of ABA for "Law Day, May 1, 1963." Local bar groups help defray print costs for ABA in some areas.

"The ABA and broadcasters may not be in agreement on Canon 35 which stops radio and television from courtroom coverage," Mr. Ranallo observed, "but there certainly is no disagreement over the importance of public service."

ABA's spots deal with such topics as jury duty, legal responsibilities when one gets married, auto accidents, credit cards etc.

Mr. Ranallo told the ABA meeting he has just surveyed stations using the new ABA spots and has found the frequency rate on 110 out of some 250 stations carrying them averages nine exposures per month per station. If bought commercially the monthly time costs to ABA would top \$400,000, he estimated.

And that is a lot of feathers for television's cap, too, Mr. Ranallo told the ABA.

take place Aug. 28 in Washington, and the matter will be reviewed by him then. Meanwhile, Mr. Tolbert reported, the NAACP is encouraging Negroes with the qualification for membership in the studio craft unions to apply for membership.

"No union is going to be able any longer to hide behind a statement that the only reason is has no Negro members is that no Negro has applied for membership," the NAACP official stated. "We're going to see that membership applications are filed, and we'll know who filed them, and we'll also know what action was taken on them. Then we can guide ourselves accordingly."

CBS has problems with Garland show

For the second time in three weeks, CBS-TV found itself in the market for a producer last week.

The resignation of George Schlatter, producer of the *Judy Garland Show*, and his staff of three writers, marked the second of the network's new programs for the fall to lose its producer in mid-stream.

Earlier, John Houseman resigned his post as producer of *The Great Adventure* series, after the completion of six of the programs, and he was replaced by Bert Granet.

Mr. Schlatter's resignation followed completion of five taped programs, and was prompted by what the network called a difference of opinion about the future course of the production. CBS-TV moved quickly to fill the vacancy by offering Norman Jewison the post as executive producer and Gary Smith

the job of producer, but as of late last week no word had been received from either of the men. According to the offer, the new producers would appoint their own writers to complete the show's staff.

Writers resigning from the Garland show were John Bradford, head writer, and Tom and Frank Waldman. One report indicated that Cy Howard had been asked if he would be interested in writing special material for the show, but he made no immediate answer.

Actors' pact may be reopened for pay TV

If subscription television becomes a reality, the way is cleared for a return trip to the negotiating table to pinpoint the method of payment to union screen actors.

The new collective bargaining agreement reached by negotiating committees of the Screen Actors Guild, the Motion Picture Producers Association and the Alliance of Television Film Producers sets the framework for such definitive talks at any warranted time even though the news actors' contract runs for two years.

The pact, subject to ratification by the boards of the three organizations and by the membership of SAG, provides that it may be reopened for a discussion of terms for pay TV by either party, on due notice after Dec. 31, 1963. And, if no agreement is reached within 60 days, either side may cancel the entire contract. It also calls for any producer of motion pictures intended primarily for pay television to negotiate terms with SAG before employing any

actors and, if no agreement is reached within 60 days, SAG may tell its members not to work for that producer.

This falls far short of the SAG demand at the opening of contract negotiations in March. At that time, the guild announced that it was asking for payment to actors of 6% of the worldwide gross receipts from pay TV (minus distribution expenses of not more than 40% of the gross) in addition to the original pay the actors receive for making the picture. SAG also asked that when the picture was first released to pay TV, the producer pay each actor a sum not less than 75% of the applicable minimum compensation as a "nonreturnable advance" against his share in the worldwide gross. (The SAG contract continues the previous provision that actors receive 6% of world gross [less 40%] resulting from the sale of theatrical movies to free TV, but without advance payment.)

The new contract is retroactive to Aug. 1, 1963, and runs through July 31, 1965.

The contract also calls for a nondiscrimination policy in casting by the producers. A new provision in the contract permits the present 50-50 allocation of employers' contributions to the SAG health and welfare plan and its pension plan to be changed by mutual agreement between the guild and the producers.

Warner Bros. Records, Sinatra's Reprise merge

Warner Bros. Records and Reprise Records Co. will merge into a single company, Warner Bros. Records-Reprise Co., early next month, it was announced last week by Jack L. Warner, president, Warner Bros., and Frank Sinatra, owner of Reprise Records.

John (Mike) Maitland, president of Warner Bros. Records, will be president of the combined company and Morris Ostin will continue to head operations of the Reprise division, with both labels remaining active and no changes contemplated in distributors, foreign licensees or personnel.

A separate agreement calls for the employment of Mr. Sinatra as a consultant on theatrical and TV pictures to Warner Bros. Pictures. A third deal, still under discussion, would have Warner Bros., finance and distribute films produced by Sinatra Enterprises.

Drama specials get sponsors

United Artists Television reported last week that its six one-hour Wolper-UA-TV dramatic specials, scheduled for distribution in November 1963, are already fully sponsored in 33 markets. The company reported further that stations in 36 markets had cleared prime time for their presentation.

RADIO DRAMA TO RETURN ON ABC

Network schedules daily anthology series for fall

ABC Radio today (Aug. 12) announced its plans to schedule dramatic programs in the fall (CLOSED CIRCUIT, July 15).

Frank Maguire, who heads the network's newly created special program feature department, said ABC Radio will inaugurate a "modern, daily drama anthology" series. The series — *The Mind's Eye*—will be broadcast Monday through Friday at 10:05-10:55 p.m., each show being completely independent of any others in the series. The dramatic productions will be in the mystery category ranging from science fiction to horror to detective thrillers. The programs will be offered to affiliates for sale to local clients.

Robert R. Pauley, ABC Radio's president, said a go ahead was given plans after affiliates showed favorable response in a polling (the network

broadcast a five-minute segment closed-circuit to stations asking for their response—76 initially responding in the affirmative).

Mr. Maguire said a five-minute pilot would be broadcast closed-circuit to affiliates within the next two weeks. It was indicated that ABC Radio is considering its new series as a "showcase" for actors and authors. A 16-man production staff is being organized to assure two production units, each operating simultaneously but on different individual programs within the series.

Mr. Maguire emphasized that the planned series will not represent a return to "old-time" radio drama but, with it, he said, "we are stepping way out front in programing procedure." He asserted the series will make use of creative ideas and top production values.

Even brave men tremble

It's still hard to understand that strange phenomenon in the broadcast business known as "mike fright," particularly when it affects a person whose fame rests on daredevil courage.

Craig Breedlove set a world land speed record in Utah driving his jet-engine racer at 407 miles an hour on the salt flats. He was interviewed soon after for Mutual's *The World Today* (8:05-8:30 p.m., EDT), but it was necessary to retape a four-minute segment three times because of Mr. Breedlove's extreme nervousness. He later apologized to Louise Barry, the program's producer, explaining that he was "frightened" by microphones.

Georgia ETV's to decide fate of feature movies

A special meeting of the regents of the University System of Georgia will be held in Atlanta tomorrow (Tuesday) to "take whatever action is necessary" in a dispute over the use of feature movies on Georgia's three educational TV stations.

Last spring the Georgia Association of Broadcasters protested the use of movies, some of which had been purchased by commercial outlets, during prime time on the ETV stations (BROADCASTING, May 6). A GAB spokesman said that since the earlier complaint to the regents, the three TV stations—WGTV Athens, WETV Atlanta and WXGA-TV Waycross—had reduced the use of movies to a single night per week. All three stations are programmed during evening hours by WGTV.

Tuesday's meeting has been called by James A. Dunlap, chairman of the board of regents. Raymond E. Carow, WALB-TV Albany and president of the GAB, and Jack Williams, GAB executive secretary, have been invited to attend.

WJOR loses ASCAP case

A U. S. district court in Michigan has awarded three publisher members of ASCAP a \$750 judgment against WJOR South Haven, Mich., for unauthorized broadcast of three ASCAP songs. Judge W. Wallace Kent also ordered WJOR to pay \$200 in attorneys' fees and court costs.

The songs involved are "S Wonderful" (World Music Corp.), "My Funny Valentine" (Chappel & Co.) and "The Guns of Navarone" (Columbia Pictures Music Corp.). Judge Kent also granted the publishers an injunction which restrains WJOR from broadcasting the three songs in the future.

Program notes...

Sacramento news bureau ■ KNXT(TV) Los Angeles is establishing a fulltime broadcast news bureau in Sacramento, capital of California. The bureau, consisting of a reporter-cameraman team will be located in the state capitol building to provide daily film coverage of government activities for KNXT's *The Big News*, which is extending its air time from 60 to 90 minutes Sept. 2, and other news programs. The bureau is expected to be in full operation by Aug. 19, according to Roy Heatley, KNXT director of news.

'Bachelors' for '64-'65 ■ Tandem Enterprises Inc. and United Artists Television Inc. have reached a joint agreement to produce a half-hour television comedy series for the 1964-65 season, *The Bachelors*. Bud Yorkin and Norman Lear will develop and produce the new series.

Venice award to NBC-TV ■ NBC News' *Polaris Submarine: Journal of an Undersea Voyage* was awarded the first prize for best documentary at 1963 Venice Film Festival. Aired on NBC-TV last December, the program competed with documentaries from 25 countries. It was produced by Lou Hazam. Associate producer was Daniel Karasik.

Film sales...

Debbie Drake (Banner Films): Sold to WUSN-TV Charleston, S. C.; WRAL-TV Raleigh, N. C.; KZTV(TV) Corpus Christi, Tex.; WMBD-TV Peoria, Ill. and WKBT(TV) La Crosse, Wis. Now sold in 115 markets.

Bold Journey (Banner Films): Sold to WTCN-TV Minneapolis-St. Paul; WCIA(TV) Champaign, Ill.; KOAT-TV Albuquerque, N. M. and KBLU-TV Yuma, Ariz. Now sold in 92 markets.

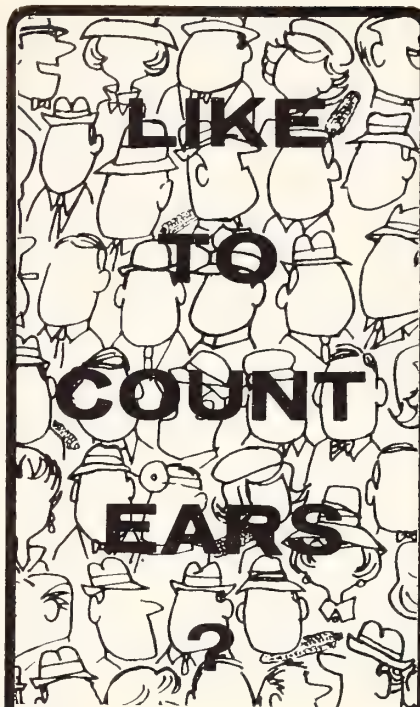
I Search For Adventure (Banner Films): Sold to KREM-TV Spokane, Wash. and WTCN-TV Minneapolis-St. Paul. Now sold in 51 markets.

Tarzan Features (Banner Films): Sold to KBLU-TV Yuma, Ariz. and WQAD-TV Moline, Ill. Now sold in 143 markets.

Jungle Girl (Banner Films): Sold to WQAD-TV Moline, Ill. Now sold in 21 markets.

Ripcord (Economee): Sold to KCOP(TV) Los Angeles; WTVN(TV) Columbus, Ohio; WAGA-TV Atlanta; WKJG-TV Fort Wayne, Ind.; KFMB-TV San Diego; KPIX(TV) San Francisco; WKBT(TV) Miami; KERO-TV Bakersfield, Calif.; WNEP-TV Scranton-Wilkes-Barre, Pa. and WDSU-TV New Orleans.

Volume 7 (Seven Arts Associated):



Then enter the most rewarding contest of all Time (Buyers)!

WANT CLUES? HERE'S AN EARFUL!

These ears represent only one five hundred thousandth of the ears to be heard from in North Carolina's Triple Rich New Bern, Greenville, Washington Market. Ears that are ready to perk up and listen to your message . . . your clients!

Want to listen to some happy sponsors? Then lend an ear to more news about the first full service ABC-TV Station in Eastern North Carolina. Coming September 1 to New Bern!

GET RICH CONTEST! 5003 PRIZES!

First Prize: A Case of Imported Martini Olives Stuffed with Cocktail Almonds.

Second Prize: A Case of Deluxe Martini Olives Stuffed with Cocktail Onions.

Third Prize: A Case of Compact Martini Olives Plain.

To the first 5,000 Runners-up—A case of genuine North Carolina wood toothpicks for use with all three classes of olives.

In case of draw—duplicate olives will be awarded. Winners may substitute lemon peels or onions (unstuffed). Send your Count-The-Ears-and-Get-Rich Entry now to:

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Greenville—NEW BERN—Washington

Sold to WTMJ-TV Milwaukee; WTVJ (TV) Miami; WLOS-TV Asheville, N. C.; WEEK-TV Peoria, Ill.; KGMB-TV Honolulu and KVIQ-TV Eureka, Calif. Now sold in 25 markets.

Volumes 4 and 5 (Seven Arts Associated): Sold to WFGA-TV Jacksonville, Fla.; WFMV-TV Greensboro, N. C. and KVKM-TV Monahans, Tex. Volumes 4 and 5 now in 83 and 81 markets respectively.

Volume 3 (Seven Arts Associated): Sold to WJW-TV Cleveland; WMTV (TV) Madison, Wis. and KVKM-TV Monahans, Tex. Now sold in 108 markets.

Volume 2 (Seven Arts Associated):

Sold to KEZI-TV Eugene, Ore. and KVKM-TV Monahans, Tex. Now sold in 117 markets.

Volume 1 (Seven Arts Associated): Sold to KVKM-TV Monahans, Tex. Now sold in 141 markets.

Superman (Flamingo Telefilm Sales): Sold to WRVA-TV Richmond, Va.; WTTG (TV) Washington; KOVR (TV) Stockton-Sacramento, Calif.; KOB-TV Albuquerque, N. M.; WLOS-TV Asheville, N. C.; WROC-TV Rochester, N. Y.; KTVB (TV) Boise, Idaho; KTBS-TV Shreveport, La.; KFSA-TV Fort Smith, Ark.; KOLO-TV Reno; KMJ-TV Fresno, Calif.; WLBZ-TV Bangor, Me.; WMT-TV Cedar Rapids-

Waterloo, Iowa; KCPX-TV Salt Lake City and KOAM-TV Pittsburg, Kan. Now in 115 markets.

'Battle Line' in 51 markets

Official Films announced last week that its new *Battle Line* series which will begin in the fall now has been sold in 51 markets. The list includes New York, Dallas, Denver, Seattle, Boston, Cleveland, St. Louis, Atlanta and Detroit.

Four of 39 episodes in the war series are completed and another four will be prepared by the September premiere date for the new series.

EQUIPMENT & ENGINEERING

First Syncom II relays labeled as successes

America's new stationary communications satellite twice last week successfully transmitted still photographs between the United States and Nigeria, as well as teletype news dispatches.

On Aug. 4, Syncom II relayed a picture of President Kennedy from Lakehurst to the U. S. S. Kingsport, anchored in Lagos harbor. A photograph of Nigeria's governor-general was simultaneously moved from Nigeria to an Army Signal Corps ground station at Lakehurst, N. J.

On Aug. 8, the Associated Press transmitted a picture of the Nigerian ambassador to the United Nations and the son of the Nigerian governor general from Lakehurst to Nigeria.

Reception of the pictures in both instances was termed excellent.

Syncom II, launched July 26 from Cape Canaveral, Fla., is in orbit about 22,800 miles above the earth. When it reaches the desired position at 55° west longitude ground commands by scientists of the National Aeronautics & Space Administration will fire gas jets to "lower" the satellite to its proper 22,300 mile high orbit, where it will "hover" over the earth with little perceptible movement. The synchronous satellite was built for NASA by Hughes Aircraft Co.

Technical topics...

New film editor ■ Harwald Co., Evanston, Ill., last week introduced a new 16mm film editing machine designed for TV stations and producers which features solid state circuits and several other improvements over its earlier model Q unit. Price: \$5,450.

Award winner ■ A portable video tape recorder designed and produced by Machtronics Inc. of Mountain View, Calif., has won the 1963 pacesetter

award for the fifth annual Wescon industrial design competition. Kurt R. Machein of Machtronics was the project engineering supervisor. The design was created and carried out by Robert Montgomery, design director, and his colleagues at the San Francisco industrial design firm of Hisata, Ishimaru, Montgomery and Marsh.

Altec Lansing expands ■ Altec Lansing Corp., subsidiary of Ling Temco Vought and a major manufacturer of amplifiers, speaker systems, microphones and other sound equipment for use in studio, stage or home, has acquired Gonset Inc., communications equipment manufacturer, formerly a division of Young Spring & Wire Corp. Gonset operations will be moved from Burbank, Calif., to a new building with more than 50,000 square feet of space at Altec Lansing's location in Anaheim, Calif.

Film protection ■ National Educational Television & Radio Center, Ann Arbor, Mich., has obtained a franchise from Panafilm Inc. for installation of that company's Perma Film and Perma New equipment at NET's Ann Arbor film center. Permafilm says it has now made 67 such installations in 24 countries.

Stereo receiver ■ McMartin Industries, Omaha, announced last week it now is producing its new TBM-1500 FM stereo rebroadcast receiver which enables an FM station to directly retransmit an FM stereo multiplex program without first demodulating and then regenerating the composite wave form. The unit first was displayed last April at NAB's Chicago convention. Price: \$450.

New all-channel converters ■ Jerrold Electronics Corp. has announced its entrance into the all-channel UHF converter market with the introduction of two models. The Super-Vista model is designed specifically for "weak signal areas" and the Vista model for strong

signal areas. Both models are mounted on top of the set and cover the complete UHF band. Jerrold also offers converters for translators.

Zenith antennas ■ Entry of Zenith into the antenna business with a full line of VHF, UHF, FM and stereo-FM antennas has been announced by L. C. Truesdell, president of Zenith Sales Corp. Complete lines of accessories also will be carried.

Low-speed hi fi stereo

A new tape recorder capable of recording high fidelity stereo sound at 1 7/8 inches-per-second (one-quarter normal tape speed) to get up to eight hours of music on a single reel of tape has been introduced by Roberts Electronics, Los Angeles. New recorder (Model 770) utilizes a third head—the Roberts Crossfield head—to separate the recording and bias functions usually combined in a single head and so prevents the erasure of high frequencies occurring in other recorders. Robert G. Metzner, Roberts president, said. Model 770 operates at speeds of 7 1/2 and 3 1/2 as well as 1 7/8 IPS (with a 15 IPS kit available) and has an automatic shutoff switch for nonattended recording. The unit can be rack mounted.

New film editor

A projectola with a large picture, permitting three or four people to sit in on the editing of 16mm sound film, has been developed by S.O.S. Photo-Cine-Optics Inc., New York and Hollywood. Priced at \$679, the S.O.S. TV News-film Projectola Editing/Timer unit has two-sprocket unitized timer/synchronizer, special circuit 10 w amplifier to mix any two tracks, built-in magnetic heads, optical soundhead, among other improvements. An alternate model, with a magnetic head built into each sprocket but without optical head, is available for \$629.

NO AUTOMATIC RENEWALS—ITA'S HILL

Current British commercial contracts expire next July

There will be no rubber-stamp approvals when the present British commercial television companies seek renewal of their broadcast contracts, according to Lord Hill of Luton, new chairman of the Independent Television Authority.

Lord Hill, who took over July 1 as head of ITA, which oversees commercial television contractors in Great Britain, sounded this warning last week at his first news conference since becoming chairman. He emphasized that "present companies and new companies are to apply for any area they choose . . . and there will be a fair field for all."

Lord Hill pointed out that there will be a second network that could start sometime between autumn 1966 and the middle of 1967, but in the meanwhile there would be no big alteration in the structure of the commercial network.

Contracts of the 15 present companies expire at the end of July 1964. Applications will be invited for new contracts in September. Because of the possible start of a second network these contracts will have a three-year life.

subject to conditions relating to uncertainty about a new network.

Lord Hill explained that there was now a question whether there should be "a fundamental recasting of the pattern from next July, bearing in mind that a drastic reshaping is likely to occur two or three years later." It would be wrong to do anything which prejudiced the long term plan, he said. Describing the near future as "an interim period during which the second phase will be planned" and a time when the expanded competition of BBC-TV will be felt, Lord Hill said the Authority had decided not to submit commercial television to two upheavals in a few years. With a few changes, the existing allocation of days and hours in the different network areas will continue during the interim period, he declared.

Lord Hill stressed he was speaking of the pattern of broadcasting, not of companies. Present companies and new ones could apply for any area they wished.

When there is a second network there possibly could be "six or more" companies broadcasting seven days a

week, operating in competing pairs in the three major network regions, he said. An unspecified fourth region might also get all-week competition.

The new ITA chairman announced several regulatory changes in commercial television. He said he will: set up British television's first viewers' council to advise ITA on programing; regulate prices charged by big companies for programs carried by smaller companies; cut transmitter use rentals paid to ITA by smaller companies and increase those paid by bigger companies; instruct companies to screen educational programs produced by outside sources, including universities.

To make improvements and prepare for a second network, ITA will need \$22.4 million a year, \$7 million more than at present, it was said.

Calcutta transmitter poses problem to Voice

The Indian government wants to alter the terms of a contract under which the Voice of America would construct a 1 megawatt transmitter in Calcutta, Prime Minister Nehru said last week.

It was not revealed what provisions

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Compare the unmatched specifications below !
Dimensions are 6 in. wide x 6 1/4 in. deep x 4 1/8 in. high.
Weight only 5 1/2 lbs. (with A.C. power source 7 1/2 lbs.)

Superior Local and Suburban Reception with build in Mesa-Transistor super high sensitive, which gives you a brighter, clearer picture plus rich contrasts between black and white shades.
Square-cornered tube prevent picture corners from being cut off.

MICRO 6 may be used outdoors as well, and within your automobile with MITSUBISHI's special car accessories. For the image is clear and vibration proof.

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MITSUBISHI ELECTRIC CORPORATION

Head Office: Mitsubishi Denki Bldg., Marunouchi, Tokyo Cable Address: MELCO TOKYO

of the contract prompted this, but the issue seemed to hinge on India's policy of foreign nonalignment. Communist union leaders in the country organized protests on the grounds that the transmitter was "a clear infringement on our sovereignty."

The transmitter is planned to counter Communist Chinese propaganda broadcasts aimed at India, which explains in part why Communists in India strongly oppose the transmitter.

Under a provision of the contract, the Voice of America would be allowed to relay three to four peak hours daily of the station's broadcasts for the next five years, a clause which reportedly has been protested also.

Cubans jamming WBT's Russian language shows

Russian language broadcasts intended to reach Soviet personnel in Cuba and beamed from WBT Charlotte, N. C., have been subjected to extensive jamming operations, according to a letter from the Navy Department to the station.

Charles Crutchfield, president of the Jefferson Standard Broadcasting Co., which operates WBT, said the letter also revealed that the broadcasts have been monitored since May 24 at the U. S.

Naval Base at Guantanamo Bay, Cuba, and that further monitoring will be done to determine whether the jamming is effective throughout the island.

If so, the programs will be rescheduled for different, random times, to confound the jamming procedures. The programs, which began on April 15, are beamed to Cuba daily at 12:30-12:45 p.m. and 4:45-5 p.m. EST. They are prepared by Radio Liberty in New York, and narrated by Boris Orshanksy, a former Soviet Army captain. The programs are fed by land line from

Training for Colombian ETV starts in Nebraska

The University of Nebraska's KUON-TV Lincoln is being used this month as a technical guinea pig by the U. S. Peace Corps for a pilot project to train nearly three dozen people who will later operate an educational TV system in Colombia. The training program began last Monday.

Peace Corps Director Sargent Shriver said during an interview on KUON-TV Aug. 2 that if the Colombia ETV project is successful it may be duplicated in a number of under-developed areas around the world. The trainees, including 18 Americans and

16 Colombians, are to operate two ETV stations in Bogota which are expected to reach 85% of the country's 16 million people.

During their training at KUON-TV this month, the Peace Corps members will study live production, film and video-tape techniques. Some also will study receiver servicing and station maintenance. Part of the time when KUON-TV is off the air it will function as a closed-circuit preview of the eventual Bogota operation. Network feeds for the training are being supplied by KOLN-TV Lincoln.

New York to Charlotte, and feature news and background on international events, as well as coverage of the Soviet domestic scene.

Abroad in brief...

New film service ■ Editing Associates has been formed at Toronto to provide complete editing services to producers of TV commercials, TV film programs and motion pictures. Donald Ginsberg, formerly of the National Film Board, Ottawa, has formed the new company at 47 Dundonald Street, Toronto 5. Company does work in both English and French.

Rep appointments ■ CKEY Toronto, Ont., has appointed All-Canada Radio & Television Ltd., Toronto, as representatives in the United States and Canada, except Toronto. CFPA Port Arthur, Ont., has appointed Cam Logan & Associates Ltd., Toronto and Montreal, as station representative.

Nielsen survey ■ A. C. Nielsen Co. of Canada Ltd., Toronto, is to make a cross-Canada study of radio and television station audiences during November and December for release early in 1964. About 50,000 homes are to be sampled for both radio and TV reception by mail ballot for in-home as well as out-of-home listening and viewing for all family members. Total daytime and nighttime circulation of each station will be reported, as well as the weekly circulation.

Canadian fact book ■ A 40-page fact book on broadcasting in Canada has been prepared and published by All-Canada Radio and Television Ltd., Toronto, Ont. The booklet gives a brief history of Canadian broadcasting, its various royal commission inquiries, broadcasting legislation and regulations, sales and audience measurement services, market data by provinces, networks, and lists all radio and television stations. The last two pages are de-

WAVE RADIO AND TV
PROGRAM FOR THE
VERY BEST
AUDIENCE
LOUISVILLE
BOTH NBC

BOTH REPRESENTED BY THE KATZ AGENCY

(Antique type from the Robinson-Pforzheimer Collection.)

voted to the representative firm and the All-Canada offices in Canada and the United States.

Parliament on TV? ■ Prime Minister Harold Macmillan has suggested that there should be inter-party talks when the British Parliament meets again next October on the advisability of televising a short edited program of proceedings in the House of Commons. Labor leader Harold Wilson has said his party would be glad to take part. Insisting that this was a matter for the whole House and not just the government, Mr. Macmillan said the talks would be aimed at getting the general view of the House.

Swedes in New York ■ A New York studio will be opened in December by the Swedish Broadcasting Co., Sweden's noncommercial radio-TV network. It will be located in the Sperry Rand Building, 1290 Avenue of the Americas. The studio will tape television interviews and broadcast radio news reports directly to Sweden. The network, which has been represented in New York for more than 10 years, also has an office in Washington.

K&E in Central America ■ Kenyon & Eckhard-Novas, Interamericana, has been appointed for Colgate-Palmolive products in Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica and Panama. K&E has set up operating subsidiaries in Central America to service the account.

Promotion group ■ An association aimed at promoting the interests of the 11 smaller television companies in the United Kingdom has been formed. It is called the British Regional Television Association. Marquess Townshend, chairman of Anglia Television Ltd., is the chairman of the new association for the first year.

Rate increase ■ The Austrian Broadcasting Service has announced a rate increase of 30% to 40% for its commercial television operations. The Austrian service is still fighting a financing gap which is resulting from a low growth rate in TV set circulation. Service is paid partly by set license fees and partly by commercial income. The number of licensed TV sets in Austria is now estimated at over 500,000 with a monthly increase rate of an estimated 20,000.

Commercial TV's audience ■ Three out of every four homes in the United Kingdom commercial network areas can now watch commercial television. Latest Television Audience Measurement Ltd. figures show that commercial network programs can be seen by 12,633,000 homes, 91% of all television homes in areas covered by the network. TAM

estimates that 41,020,000 viewers are now able to watch commercial television in the United Kingdom.

BBC-TV cuts reruns ■ During this summer repeat programs will account for 3.4% of prime viewing time, 7:30 to 10 p.m. on BBC-TV. This compares with 3.5% last year and 4.8% in 1961.

Films on display ■ The semi-annual International Film, TV-Film and Documentary Market exhibit will be held in Milan, Italy, on Oct. 14-24. Distributors in TV films and motion pictures may make arrangements to show their product by writing MIFED, Largo Domodossola 1, Milan, Italy. Last April 179 distributors from 54 foreign countries, including the U. S., displayed 1,526 TV and motion picture subjects.

Sales of own sets up

Made-in-Canada receiving set sales in the first five months exceeded the same period last year, according to the Dominion Bureau of Statistics, Ottawa. TV set sales totalled 146,970 in the January-May period this year as against 140,509 last year. Canadian-made radio receiver sales totalled 272,944 this year, compared with 237,648 in the first five months of 1962. Sales of radio sets were up in all categories except portables.

International role of radio-tv cited

Donald H. McGannon, president of Westinghouse Broadcasting (Group W) called for "an electronic rainbow of hope" throughout the world instead of "a rain of fall-out" last week in an address to a communications specialist seminar in Boston.

Mr. McGannon said the mushrooming number of radio and television receivers throughout the world is leading to stronger international bonds in both educational and entertainment areas. With broadening international understanding, he said, governments may someday use the electronic media for "round tables of the world" effectively aiding the work of the United Nations.

British programmer awards \$32,200

Southern Television Ltd., one of Britain's commercial television companies, has made grants totaling \$32,200 in the past year to the arts and sciences. Among the awards were \$3,500 each to the Universities of Southampton and Sussex, \$2,800 each to the Chichester Festival Theater and Bournemouth Symphony Orchestra.

11 of the Top 15 Shows in Sioux City are on KTIV

If you want to reach the big Sioux City market: Buy KTIV! ARB's March 1963 study reveals that 11 of Sioux City's top 15 shows will be carried by KTIV this Summer. This viewership, plus our proven sales ability, makes KTIV the best station for your Siouxland schedule.

And you can count on KTIV for continuing leadership in Siouxland. From Fall '58 through Spring '63, KTIV ranked first in 10 straight ARB studies!



National Representative:
George P. Hollingbery

Regional Representatives:
Harry S. Hyett Co.,
Minneapolis
Soderlund Co., Omaha
Eugene F. Gray Co.,
Kansas City, Mo.

Russians stop jamming Voice of America

The present feeling of a goodwill on the part of the Soviet Union would seem to have gone a step further with announcement that it has ceased to "jam" Voice of America programs directed behind the Iron Curtain.

An American diplomat in Moscow last week reported that the Soviet Union has notified the International Telecommunications Union that the jamming was stopped. This is the first time the jamming has been ceased since Premier Nikita Khrushchev's 1959 visit to the United States. However, Soviet satellite countries are still jamming.

The BBC also announced that its Russian language programing is now getting through intact, although this is not the case with Radio Free Europe or Radio Liberty.

German firm courts Yanks

Bavaria Atelier GmbH, German TV and film production company, is offering American producers use of its studios in Munich for independent pro-

duction and has also announced interest in co-production deals with American companies.

The German producer reported last week that negotiations are in progress for distribution of some of its TV productions in this country.

Brochures mailed for commercial contest

The fourth annual International Broadcasting Awards competition, sponsored by the Hollywood Advertising Club, has been officially opened by this year's general chairman, John T. Reynolds, CBS-TV senior vice president, Hollywood. Brochures announcing the competition, open to all commercials for radio and television produced anywhere in the world and broadcast between Dec. 1, 1962, and Nov. 30, 1963, are going into the mail this month to 12,000 broadcasters, advertising agencies and commercial production firms. Return postcards included with the brochures will bring kits with full information to anyone interested in entering one or more commercials in this year's competition. Deadline for entries is Dec. 1. Awards to the best-of-class

commercials in 14 TV and 8 radio categories, plus special trophy awards for the best use of color, best use of music and the best public service spots, as well as sweepstake awards for the world's best radio and TV commercials, will be presented Feb. 25, 1964, at an IBA banquet at the Hollywood Palladium.

Brochures and entry kits can be obtained from the Hollywood Advertising Club, 6362 Hollywood Blvd., Hollywood 90028, California, USA. Cable address is HADCIBA.

CBC names Weed U.S. rep

The Canadian Broadcasting Corp.'s owned and operated English language TV stations have appointed Weed & Co., New York, as sales representative in the United States effective last week.

According to the rep firm this marks the first time the CBC has appointed a U. S. representative for its stations. The TV stations to be represented by Weed are CBLT Toronto, Ont.; CBMT Montreal, Que.; CBUT Vancouver, B.C.; CBOT Ottawa, Ont.; CBWT Winnipeg, Man.; CBXT Edmonton, Alberta; CBHT Halifax, N. S. and CBYT Corner Brook, Newfoundland.

FINANCIAL REPORTS

Zenith 6-month profit exceeds \$7.6 million COLOR TV SALES RESPONSIBLE FOR NEW RECORD

Sparked by a rapid growth in color television, Zenith Radio Corp. established a 45-year company record in both sales and earnings for the first half of 1963.

Distributor unit sales to dealers of Zenith color TV receivers increased nearly 100% over the similar 1962 period. In the black-and-white TV set field, Zenith factory shipments and distributor sales to dealers reached new highs for a six month period. New first half records were also established in production, factory shipments and distributor sales of Zenith stereo high-fidelity instruments.

Production of color TV picture tubes

has begun at a recently completed addition to the Rauland Corp.'s manufacturing facility in Chicago. Rauland is a subsidiary of Zenith.

Net consolidated earnings for six months ended June 30:

	1963	1962
Earned per share	\$.84	\$.77
Total sales	166,289,000.00	145,997,000.00
Net earnings after federal income tax	7,654,000.00	6,983,000.00

Trans-Lux near '62 pace

Trans-Lux Corp. reports net income after taxes for the six months ended June 30 of \$343,092. This includes

\$92,546 of nonrecurring net income and is the equivalent of 48 cents a share on 718,037 shares of common stock outstanding at the close of the period. For the corresponding period last year, net earnings were \$358,795, including \$11,100 of nonrecurring net income, equal to 50 cents a share.

Macfadden-Bartell turns from loss to profit

An increase in broadcasting revenues and profits helped Macfadden-Bartell Corp. turn losses to profits in the past six months. The company's three radio stations increased operating profits from \$94,104 to \$294,282, a gain of 213% in the first half of 1963 compared to the similar period in 1962.

The company's report for the six months ended June 30:

	1963	1962 (loss)
Earned per share*	\$ 0.394	\$ (0.20)
Net revenue	12,083,250	11,229,928
Expenses	11,353,587	11,461,554
Operating profit before depreciation	729,663	(231,626)
Depreciation	102,656	162,003
Net income after taxes	627,007	(393,629)
Cash flow generated from operations	729,663	(231,626)

*Based on 1,591,472 shares outstanding as of June 30, 1963, compared to 1,968,598 shares outstanding at same period in 1962.

July SEC report on stock transfers

The following purchases and sales of common stock by officers and directors of registered companies in broadcasting and allied fields have been announced by the Securities & Exchange Commission in its July *Official Summary*:

American Broadcasting - Paramount Theatres—W. P. Marshall, bought 100, holds 313.
Capital Cities Broadcasting Corp.—

Lowell J. Thomas, sold 64,003, retains 52,764 (BROADCASTING, May 20).

H&B American Corp. (controlled by RKO General)—David E. Bright, bought 29,400, holds 215,180; Video Independent Theatres (RKO General subsidiary), bought 122,500, holds 466,355; Video Independent Theatres, bought \$6,130 6% convertible debentures, holds \$1,164,034.

Macfadden-Bartell—Gerald A. Bartell, bought 305, holds 222,377.

Plough Inc.—H. R. Krelstein, acquired 8,000 through option, holds 14,000.

Reeves Broadcasting & Development Corp.—T. J. Stephenson Jr. Corp., sold 50,000, holds none.

Audio Devices Inc.'s first half report

Audio Devices Inc. reports initial commercial sales of an improved lubricated tape for use in cartridges have been good. It also announced that it has made arrangements to purchase the assets of Sound Corp. of America, Worcester, Mass., manufacturer of cartridges for magnetic tape.

Six months ended June 30:

	1963	1962
Earned per share*	\$ 0.28	\$ 0.26
Sales, less returns, discounts and allowances	4,004,449.56	4,070,102.60
Costs of goods sold and selling, general and administrative expenses (including depreciation of \$105,271.31 in 1963 and \$97,118.63 in 1962 on fixed assets)	3,503,293.81	3,585,545.39
Interest expense (net)	31,551.20	38,361.34
Net income before federal income taxes	469,604.55	446,195.87
Provision for federal income taxes	227,000.00	223,000.00
Net income	242,604.55	223,195.87

*Based on 868,371 shares outstanding as of June 30.

Crowell-Collier unit reports good first half

The broadcasting division of Crowell-Collier Publishing Co. had "good gains in sales and profits" in the first half of 1963, Raymond C. Hagel, president of the company, has reported in issuing six months financial figures.

Six months ended June 30:

	1963	1962
Earned per		

share*	\$.28	\$.26
Sales and revenues	47,627,107.00		39,976,276.00	
Income before federal and foreign income taxes	1,891,972.00		1,939,559.00	
Net income	912,972.00		898,859.00	

*On 3,257,881 shares outstanding as of June 30.

Admiral report cites color set sales rise

Color TV receiver sales for Admiral Corp. during 1963's first half were double the same period last year, Admiral said last week in a report showing improved sales and profits for the Chicago firm as a whole. Admiral also said the outlook for consumer product sales during the second half is better than at any time in recent years.

Six months ended June 30:

	1963	1962
Earned per share after taxes	\$.60	\$.35
Earned before taxes	3,006,922	2,590,784*
Consolidated sales	100,418,045	94,740,193

*Restated to exclude accounts of Admiral Italiana subsidiary closed at end of 1962.

Strong second quarter

Teleprompter Corp., New York, has issued a report for the six months ended June 30:

	1963	1962
Earned per share	\$.09	
Gross revenues	2,715,040.00	
Net income (including non-recurring gain from sale of Houghton, Mich., CATV)	69,224.00	

For second quarter, ended June 30:

	1963	1962
Earned per share	\$.20	
Sales	1,472,045.00	
Operating profit	7,317.00	
Net earnings (including special credit of \$142,594 from sale of Houghton, Mich., CATV)	149,911.00	

No quarterly report was issued in 1962.

FATES & FORTUNES

BROADCAST ADVERTISING

Charles J. Allen, executive VP of John W. Shaw Adv., Chicago, elected president and chief executive officer, succeeding **John W. Shaw**, head of his own agency since 1946, who is retiring but will continue as consultant. **Norman R. Anderson** and **Jaye S. Niefeld**, both senior VP's, have been given new assignments. Mr. Anderson becomes executive vice president for client services; Mr. Niefeld becomes executive vice president for marketing and administration.

Ron T. Smith, former president and partner of Smith and Dorian Inc., New York advertising agency, joins Martin R. Klitten Co., Los Angeles advertising agency, as vice president.

Stanley G. Swanberg retires as executive VP, director and manager of San

Francisco office of Botsford, Constantine & Gardner.

Joel S. Seiden, account supervisor at Friend-Reiss Adv., New York, elected to newly created post of VP in charge of internal services. **Catherine Jackson**, media supervisor, promoted to director of research and media.

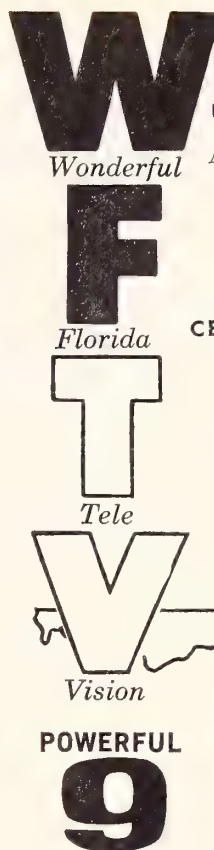
Ellis O. Moore, former VP and director of press and publicity for NBC, joins public relations department of Standard Oil Co. of New Jersey, effective Sept. 3, with headquarters in company's New York offices. Mr. Ellis resigned NBC post last month (BROADCASTING, July 8) over differences in policy. He was replaced at NBC by Merryle S. Rukeyser Jr., former director of program publicity for NBC press department. Mr. Moore joined NBC in 1952 and was elected VP in December 1962.



Mr. Allen



Mr. Moore



UNDUPLICATED

ABC-TV Coverage

of 18 counties

in the

rich expanding

CENTRAL FLORIDA

commercial,

agriculture and

SPACE AGE

MARKET

ORLANDO - FLORIDA

Phone: Adam Young, Inc.

SPOTMASTER Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22½" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$94.50, with Tape Timer \$119.50.

Write or wire for complete details.

Spotmaster

BROADCAST ELECTRONICS, INC.

8800 Brookville Road
Silver Spring, Maryland

Cyril Wagner, central sales manager for NBC-TV, elected president of Chicago's Broadcast Advertising Club, replacing **Bill Wyatt**, A. C. Nielsen Co.

J. K. Billings, formerly head of his own creative consultant firm, Emprise Associates, Evergreen, Colo., elected VP of Savage-Dow Inc., Omaha advertising agency.



Mr. Gorey

Thomas R. Gorey and **John C. Trindl Jr.** elected VP's of Needham, Louis & Brorby, Chicago. Mr. Gorey is an art supervisor; Mr. Trindl is associate copy director.



Mr. Trindl

Robert A. Bott, member of New York staff of Young & Rubicam, appointed manager of agency's newly formed field contact department. New department will provide 13 fulltime advertising representatives who will work exclusively with Chrysler and Imperial dealers throughout country. Assisting Mr. Bott will be **E. P. Simoni**, assistant manager, who will have supervision over Detroit; **Paul J. Dougherty**, eastern area supervisor; **James A. Gundry**, southeastern area; **Alan A. Appleton**, midwest area; and **Edwin R. Ratcliffe**, western area. Mr. Bott joined Y&R in Detroit in 1956.

Newell T. Schwin, VP of Associates Investment Co., South Bend, Ind., and former director of sales for production department of CBS-TV, joins Pacific Finance Corp., Los Angeles, as VP and manager of PR and advertising.

Martin J. Foody, member of media department of Ted Bates & Co., joins advertising department of Liggett & Myers Tobacco Co., New York.

Donald E. Lindstrom, advertising manager of James B. Beam Distilling

Co. for past year and before that with Edward H. Weiss & Co., joins Clinton E. Frank Inc., Chicago, as account executive. **Logan M. Sellers**, formerly TV art director at Young & Rubicam, Chicago, joins Frank as art director.

The Advertising Research Foundation New York, announced last Wednesday that due to increased technical workload, five individuals have been added to ARF technical committee. They are **Donald A. Chase**, Kimberly-Clark Corp.; **Joseph Denny**, Fletcher Richards, Calkins & Holden; **August A. Fink Jr.**, Medical Economics Inc.; **Edgar Gunther**, *Fortune* Magazine; and **Arthur Koponen**, Colgate-Palmolive Co.

David Nagata, film production supervisor for Saul Bass & Associates, named TV production supervisor at Doyle Dane Bernbach, Los Angeles.



Mr. Kramer

C. Frank Kramer Jr., executive VP of Reuell Estill & Co., New York public relations and development firm, appointed VP and chief executive officer of New York operations of Reuter & Bragdon Inc., Pittsburgh-based advertising and marketing agency. The appointment was announced by Henry F. Reuter, president of agency, which recently purchased New York firm of Carl P. Oswald & Associates. All New York operations are being consolidated in new offices at 527 Madison Avenue. Mr. Kramer is former executive VP of U.S.O.

H. Earl Hodgson, former president of Aubrey, Finley, Marley & Hodgson, Chicago, joins Fuller & Smith & Ross, that city, as VP. **John J. Poister**, FSR-Pittsburgh VP and group supervisor in charge of Aluminum Co. of America account, elected senior VP for client service, a newly created position, at FSR corporate headquarters in New York. **George Sapin**, account execu-

tive in FSR's Boston office, elected VP. Mr. Sapin joined agency in 1960. **William Caro**, who left San Francisco office of FSR last year to join Dancer-Fitzgerald-Sample, named media buyer for FSR in Los Angeles.



Mr. Maggini

Donald J. Maggini joins Geyer, Morey, Ballard Inc., New York, as VP. Mr. Maggini had been vice chairman of plans board at Kenyon & Eckhardt, that city.

Michael G. McDonald, previously with McCann-Erickson, joins J. M. Mathes Inc., New York, as account executive. **Gabriel Massimi**, copy group head at BBDO, joins Mathes in same capacity. **Frada Sklar** named copywriter. She was formerly senior copywriter for *Esquire* Magazine.

Ted Pollack, sales development director at WISH-TV Indianapolis, joins Bob Long Associates, advertising and public relations firm, that city, as radio-television director.

Lyn Gross, media director, transfers from San Francisco headquarters of Guild, Bascom & Bonfigli, to agency's Seattle office. Mr. Gross assumes duties of media director on Carling Brewing Co., Pacific Northwest Bell Telephone and Seattle Trust & Savings Bank accounts. **Jerry Gilley**, of GB&B's Seattle media staff, moves to San Francisco as associate media director.



Mr. Hoblar

Edward W. Hoblar, VP with Needham, Louis & Brorby, Chicago, joins Foote, Cone & Belding there as account supervisor on Kitchens of Sara Lee products.

Daniel I. Knight resigns as broadcast director of MacManus, John & Adams, Chicago.

Bill Sassos and **Bill Hines** appointed media buyers at Fuller & Smith & Ross, New York. Mr. Sassos was formerly space buyer with Doyle Dane Bernbach. Mr. Hines had been with Lenzen & Newell, both New York.

R. D. Nardelli named assistant to director of media planning at Street & Finney, New York. Mr. Nardelli was formerly with Ogilvy, Benson & Mather, that city, as media buyer.

Paul Keller, research director of Reach, McClinton & Co., New York, appointed to new post of director of research and media. Reporting to Mr. Keller in new alignment will be William Overmyer, media director, and Barbara Marsak, associate research director. Mr.



Keller, who also is vice president and secretary of corporation, joined Reach, McClinton in 1957.

Philip S. Reach, formerly account supervisor at Fletcher Richards, Calkins & Holden, San Francisco, named marketing director in BBDO's Los Angeles office.

A. E. Roeder joins Sullivan, Stauffer, Colwell & Bayles, New York, as marketing group supervisor. Mr. Roeder was formerly merchandising supervisor at Benton & Bowles, that city.

Dale Clark, William Tompkins and Murray Head join Franznick-Meden Inc., New York, as administrative director, art director and production manager, respectively.

Theresa Falgiatore appointed media director of Wermen & Schorr Inc., Philadelphia, in realignment of agency's media department which consolidates print and broadcast media responsibilities. She succeeds **Helen Carroll**, who retired June 1. Miss Falgiatore joined Wermen & Schorr in 1961 from Richard K. Manoff Inc., New York. Assisting her will be **Peter Holland** and **Grace Mathias**, and **Shirley Weiner**, who joins W&S from Lennen & Newell, New York, where she served as media coordinator.

Clare Acton joins Leo Burnett Co., Chicago, as copy supervisor. Mr. Acton formerly had been with BBDO and McCann-Erickson there.

THE MEDIA



Mr. Carnegie

Jack Carnegie, for past two years station manager of KXYZ-AM-FM Houston, elected VP and general manager. **Dick Morrison**, KXYZ sales manager since last November, promoted to regional sales manager and director of merchandising for KXYZ and KBEA Mission, Kan. Both stations are owned by Public Radio Corp. Prior to joining KXYZ Mr. Carnegie was program director of KABL San Francisco. Mr. Morrison is former VP of Richard H. Ullman Co., national program distributors.

Bill Sadler appointed manager of KELI Tulsa, Okla.

Richard A. Keating, account executive at WNAC Boston and former New England manager for The Bolling Co. and Henry I. Christal Co., elected president and sales manager of Bill Creed Associates, Boston-based radio-TV sta-



Miss Falgiatore

AM Radio Sales adds 4 in expansion program



Mr. Busch



Mr. Hodges



Mr. Dragomier



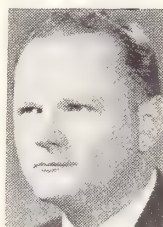
Mr. Sloan

AM Radio Sales announced expansion moves last week affecting company's offices in New York, Chicago and San Francisco.

John F. Sloan joins firm's New York office as account executive. He was formerly VP-sales manager of WPAT Paterson, N. J. **John Dragomier**, TV sales manager at Venard, Torbet and McConnell, is added to AM Radio's Chicago office as account executive. **Pat Hodges** moves

from sales position at KSFO San Francisco to account executive duties at AM Radio in same city. **Max Busch**, formerly in sales promotion department of CBS Radio, named director of sales presentations in new business and marketing department of rep firm's New York office. **Wilmot H. Losee**, president of AM Radio Sales, said increased volume of business had dictated expansion program.

tion representative. **William A. Creed** remains as treasurer and general manager and **George B. Cookman**, account executive, elected vice president.



Mr. Sundberg

WMBD-AM-TV Peoria, Ill.

James E. Szabo, former general manager of WABC-TV New York, joins WOR-TV, that city, as manager of special sales. **Leslie L. Dunier** joins sales staff of station. He was previously VP in charge of radio-TV at Mogul, Williams and Saylor, New York.

Harold C. Sundberg elected VP and general manager of WZZM-TV Grand Rapids, Mich. Mr. Sundberg joined station in January as general sales manager after serving for two years as general manager of

James A. Gunn appointed general sales manager of KMCS-FM Seattle, Wash. Mr. Gunn formerly served as general sales manager of KONA-TV Honolulu, Hawaii, and general manager of KVAN Portland, Ore.

Carl C. Smith, former account executive at KAKC Tulsa, Okla., joins KRAV, that city, as sales manager.



Mr. Tincher

Robert R. Tincher, VP of broadcasting division of Cowles Magazines and Broadcasting, New York, transferred to Cowles station WREC-AM-TV Memphis as director of public affairs. Mr. Tincher joined Cowles in 1935, serving with various broadcasting properties. He moved to New York headquarters of parent company in

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January 1961. **Billy W. Miller** joins WREC-AM-TV in newly created position of business manager.

James E. Watson, sales analyst with NBC Radio since 1960, promoted to manager of sales development.

Lewis C. Greist, with The Katz Agency in New York, joins WKDN Camden, N. J., as commercial manager.

Jack Taylor appointed national radio sales executive in San Francisco office of RKO General Broadcasting.

Jack D. Pohle appointed manager of Peters, Griffin, Woodward's radio office in Los Angeles, replacing **Robert G. Hinds**, who resigned. Mr. Pohle joins PGW after seven year association with CBS in Los Angeles, having served as merchandising manager and national sales representative for CBS-owned KNX-AM-FM, and subsequently account executive with CBS Radio Spot Sales.



Mr. Pohle

Barry D. Stigers, program manager of WBEC Pittsfield, Mass., promoted to sales service manager.

Gerard Riley, timebuyer with Leo Burnett Co., Chicago, joins WBBM-TV there as account executive. **Steven Orr**,

formerly sales service manager for Blair TV, also joins WBBM-TV sales staff.

Richard H. Wheat, account executive with WMAQ Chicago for two years, named to Chicago sales staff of NBC Radio Spot Sales.

George H. Williams, assistant sales manager of KDKA-AM-FM Pittsburgh since December 1961, promoted to sales manager. **Richard K. Ross**, KDKA account executive, succeeds Mr. Williams as assistant sales manager. Before joining Westinghouse's Pittsburgh radio outlets, Mr. Williams served as national sales manager for WWJ Detroit. Mr. Ross joined KDKA in 1957 from KQV, that city, where he was account executive.



Mr. Williams

Leo Collins, promotion manager and director of press information and public affairs at WXYZ Detroit, joins WABC-TV New York as director of advertising and promotion. **Mary Coyne** appointed director of community affairs for WABC-TV. She was formerly on-the-air promotion manager at station.

Robert Shea, formerly of Sports Network Inc., New York, joins WKBW-TV Buffalo as staff director.

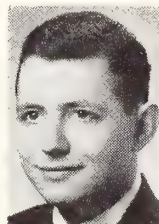


Mr. DeMuth

Thomas A. DeMuth, local sales manager of WAVE Louisville, Ky., promoted to sales manager. Mr. DeMuth joined station in January 1959 as member of sales staff and was appointed to his present post in December 1962. His responsibilities will include local, national spot, and network sales.

Bill Sikes, producer-director with KAKE-TV Wichita, Kan., named program director of KARD-TV there and Kansas State Network.

Larry Saunders, local sales manager of WTAR - AM - FM Norfolk-Newport News, Va., since Sept. 1961, promoted to general sales manager. **Ronald W. Philips**, WTAR-TV account executive since 1959, appointed local sales manager for that outlet. Mr. Saunders joined WTAR in 1955 as announcer. Mr. Philips is former sales manager of WBOF Virginia Beach, Va.



Mr. Saunders

William McLean Jr., formerly of WTAR-TV Norfolk-Newport News and WAVY-TV Portsmouth, both Virginia, joins WNBE-TV New Bern, N. C., as producer-director and set designer.

Bob Martin elected VP of KOOL Radio-Television Inc. (KOOL-AM-FM-TV Phoenix) and assistant to president of KOLD-AM-TV Tucson, Ariz. Stations are owned by Gene Autry group. For past two years Mr. Martin has served as director of programing, promotion and operations for Arizona Broadcasting Network, comprised of KOOL-AM-FM-TV and KOLD-AM-TV, and has been dividing his time between stations. He began his broadcast career with CBS-TV network in 1946.



Mr. Martin

Carl Barger, former program director and air personality at WDFB Flint, Mich., joins air staff of WJR Detroit.



Mr. Jones

Donald (Gene) Jones, member of sales department of KMOX St. Louis, appointed manager of St. Louis regional office of Avery-Knodel Inc., national radio-TV sales representatives. Before joining KMOX Mr. Jones was timebuyer for KPLR-TV St. Louis.

Bob Palmer, formerly of KMPC Los Angeles, joins KLAC-AM-FM, that city, as creative director. **Ken Reed**, KWK St. Louis, joins KLAC as air personality. Mr. Reed replaces **Stan Warwick**, who moves to station's news department.

James E. Blake appointed general sales manager of KSTP-AM-TV Minneapolis. **Byron E. Anderson**, radio sales manager, succeeds Mr. Blake as national sales manager of stations.



Mr. Blake

Stanley Levey appointed correspondent on CBS Radio's *This Week In Business* series (Saturdays, 10:30-10:35 a.m.).

Richard A. Feleppa named sales promotion manager of WOR-AM-TV Boston.

Jack Devereaux and **Hans B. Peterson** join WPRO-TV Providence, R. I., as art director and assistant promotion director, respectively. Mr. Devereaux was art director for past six years for WJAR-TV Providence. Mr. Peterson was just released from U. S. Air Force.

Marshall (Mike) Leckner elected VP of New York office of Vic Piano Associates. Mr. Leckner was formerly director of 40-Plus of New York Inc. **Lou Allen**, VP for Midwest division of rep firm, moves to new office 35 East Wacker Drive, Chicago.

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581-9020 (Area 212)

Bill Wright, national sales manager of WHN New York, joins WIBG Philadelphia as air personality.

Richard F. Polgreen, account executive at WNYS-TV Syracuse, N. Y., promoted to local sales manager. Mr. Polgreen, former assistant general manager and director of sales for WFBL Syracuse, joined WNYS-TV in Sept. 1962.



Mr. Polgreen



Mr. Winckler

Reavis Winckler, publicity director of KTTV(TV) Los Angeles for past 10 years, appointed director of promotion and public relations. He will be responsible for press information, advertising, broadcast publicity, and sales and station promotion, under outlet's new organizational setup. Before joining KTTV in 1953, Mr. Winckler was director of public relations and advertising for Jerry Fairbanks Productions.

Stephen R. Rintoul, vice president and New York radio sales manager of Venard, Torbet & McConnell, station representative, moves to firm's Chicago office as radio sales manager and is succeeded as New York sales manager by **Brock Petersen**, account executive in New York office past four years. **Dan Ruffo**, of firm's Chicago radio sales force, moves into Chicago TV office. **Lloyd George Venard**, president, said transfer of Mr. Rintoul was designed to enable Howard B. Meyers, Midwest vice president, to devote more time to television.

EQUIPMENT & ENGINEERING

M. E. Karns appointed to newly created position of VP in charge of licensing for RCA, New York. **Stephen S. Barone** named division VP for license operations of RCA International division, filling vacancy created by Mr. Karns' promotion. Mr. Karns, a veteran of 30 years service with RCA, was appointed to his former post in 1960. Mr. Barone was licensing manager for corporation's international division. He joined RCA in 1945 as attorney in law department.



Mr. Karns

D. Brainerd Holmes, whose resignation as director of nation's manned space flight program becomes effective Sept. 15, elected senior VP and director of Raytheon Co., Boston. Mr. Holmes will join Raytheon Oct. 1. Prior to joining

RCA appoints 5 to newly created division

RCA announced five staff appointments to its newly created commercial receiving tube and semiconductor division. They are: **Frank R. Buchanan**, formerly controller of semiconductor and materials division, named financial and planning controls manager; **Harold A. DeMooy**, manager of receiving tube operations for RCA electron tube division, to manager of receiving tube operations department; **Norval H. Green**, manager of commercial semiconductor products department of semiconductor and materials division, to manager of commercial semiconductor operations department; **George J. Janoff**, manager of mar-

ket planning for entertainment tube products department of RCA electron tube division, to manager of marketing department; and **Kenneth M. McLaughlin**, manager of computer products department for RCA semiconductor and materials division, appointed manager of memory products staff at Needham, Mass.

The new division, one of five operating units of RCA electronic components and devices organization, is responsible for engineering, manufacturing, marketing, and sales of receiving tubes, memory products and semi-conductors for communications, computers, consumer products and TV picture tubes.

ing NASA he was with RCA. **George Ingram Jr.**, vice president in charge of finance for Raytheon, elected senior vice president and director.

Frank B. Parrish, sales promotion manager of Gates Radio Co., Quincy, Ill., named advertising manager. Mr. Parrish joined Harris-Intertype Corp., parent company, in 1961.



Mr. Parker

Thomas A. Parker, a 25-year veteran in broadcast tower construction field in both the U. S. and Canada, appointed construction manager at Tower Communications Co., Sioux City, Iowa. Mr. Parker will be responsible for all field construction within continental U. S. for Tower Communications Co.

Dr. Robert R. Moats, director of cross field device department at Sylvania Electric Products, Mountain View, Calif., joins Eitel-McCullough Inc., San Carlos, Calif., as senior research scientist.

PROGRAMING

Jack Allen appointed national sales representative for Alexander Film Co. of Colorado Springs, Colo., with headquarters in Indianapolis.

Morty Guntz signed to host *The Funny Company*, children's show on WOR-TV New York (Monday-Friday, 3:30-5 p.m.).

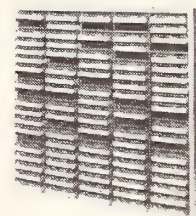
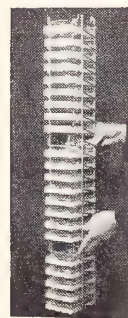
James F. Hoffman, director for promotion and research for KTTV(TV) Los Angeles, resigns to become West Coast sales manager for newly established Los Angeles sales headquarters of Peter M. Robeck & Co., distributors and producers of TV programs. Mr. Hoffman, with KTTV for 11 years, for-

merly served as assistant national sales manager and local account executive.

Wallace R. Fanning, moderator of WRC-TV Washington's *Georgetown University Forum* (Sundays, 12:30-1 p.m.) and *NBC Farm Review* on NBC Radio network (Sundays, 11:15-11:30 a.m.), assumes added duties at WRC-TV as editor-producer of *News 4 Washington*, station's expanded early evening half-hour news program starting this fall (Monday-Friday, 6-6:30 p.m.).

SPOTMASTER

Tape Cartridge Racks

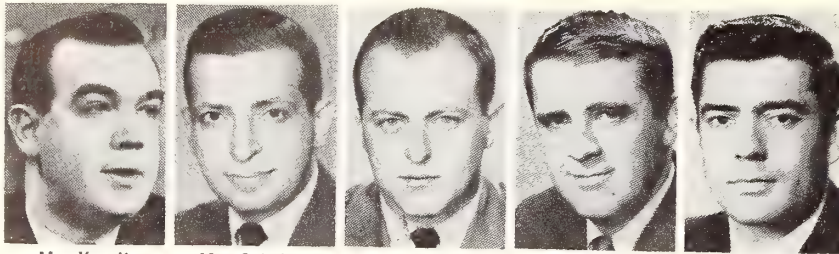


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Mr. Kuralt

Mr. Schakne

Mr. Eismann

Mr. Rudd

Mr. Rather

CBS shuffles newsmen, forms news bureau

Assignment changes involving several CBS News correspondents (CLOSED CIRCUIT, Aug. 5) were announced last week by CBS News President Richard S. Salant.

Charles Kuralt, who has covered Latin and South America for CBS News for past two years, named chief West Coast correspondent in Los Angeles. **Robert Schakne** named West Coast bureau manager, with **Irving Drasnin** as field producer; **Murray Fromson**, reporter; and **Jerry Sims**, cameraman, in addition to current staff headed by Fred Dieterich. **Bernard Eismann**, chief correspondent of CBS News' Midwest bureau (Chicago), has been assigned to New York bureau. Replacing Mr. Eismann in Chicago will

be **Hughes Rudd**, formerly chief correspondent of southern bureau. **Russ Bensley** appointed Chicago bureau manager.

The Southern and Southwest bureaus will be consolidated and based in New Orleans, with **Dan Rather**, formerly chief correspondent of Southwest bureau, as chief correspondent in New Orleans. **Nelson Benton** has been appointed bureau manager, and **Lew Wood**, field producer.

The CBS News bureau will be housed in new facilities now being constructed by WWL-TV, the CBS-TV network affiliate in New Orleans. Assigned to the New Orleans bureau will be camera crews in Texas, Kansas and Alabama.

Leonard Soforo, chief engineer and staff announcer at KGRT Las Cruces, N. M., joins Snazelle Productions, San Francisco, as sales manager for newly formed Kinescope Recording division.

Don Redell, formerly of Producers Studio and Radio Features Associates, joins Tele-Tape Productions, New York, in sales and production capacity.

Joe McKay, formerly with CBS, Grant Adv. and Kling Studios, joins sales staff of Shield Productions, Chicago. **James Rhodes**, formerly of WISE Asheville, N. C. joins Shield's production staff.

Dennis Marlas joins Film-Makers

Inc., Chicago production company, as producer-director. Mr. Marlas was formerly with Fred Niles Communications Center, that city.

Walter Burr, formerly producer-director of commercials at Leo Burnett Co., appointed director of live action film commercial division of Hanna-Barbera Productions, Hollywood.

Marion Hargrove named writer for pilot episode of *John Stryker*, hour-long espionage series being developed for CBS-TV by Daystar Productions. **Walter Grauman** will direct pilot to be produced by Daystar President **Leslie Stevens**, who will serve as executive

producer of series, with Mr. Grauman as producer.

William Gordon, assistant story editor of *The Richard Boone Show*, named acting editor-in-chief. He temporarily replaces **Clifford Odets**, who is recovering from recent operation.

Joseph Dackow, most recently associated with CBS-TV, joins Warner Brothers as producer of new TV series, *Temple Houston*, co-starring Jeffrey Hunter and Jack Elam for NBC-TV. Mr. Dackow formerly served as executive assistant to Martin Manulis at 20th Century-Fox and as producer of *The Outlaws* for NBC-TV.

Robert Lane named producer NBC-TV's new color show, *Merv Griffin's Word For Word* (Monday-Friday, 10:30 a.m. EDT). He has been head writer on *Play Your Hunch* for five years.

Luis Santeiro appointed treasurer and **Lois Talbot** named research director of America's Productions Inc., producers of Spanish radio programs for U. S. government and commercial purposes, Miami, Fla.

Ferdinand L. Manning, former lighting director at CBS-TV, New York, for 11 years, joins staff of Videotape Productions of New York Inc.

NEWS

Jack E. Krueger appointed to newly created position of manager of radio-TV news for The Journal Co. Stations (WTMJ-AM-FM-TV Milwaukee). **Arthur L. Olszyk** named editor of radio-TV news, and **James Schlosser** continues as assistant editor.

Malcolm R. Johnson, night manager, appointed manager of NBC News, New York. Mr. Johnson joined network news division in April 1962.

Joseph T. Loughlin, director of news and public affairs for WTVT-TV Tampa-St. Petersburg, Fla., named director of news for WCBS-TV New York. Mr. Loughlin will head department which will function independent of network operation in reorganization which goes into effect September 2.

David McLean, news producer at KPIX-TV San Francisco, joins news department of KGO-TV, that city, as writer-producer for station's new *90 For News* program. Before joining KPIX Mr. McLean was radio-TV director of Meyer Adv. in Louisiana.

David A. Dary, news director for KWFT Wichita Falls, Tex., joins WRC-AM-FM-TV Washington as manager of local news. He succeeds **Wallace Fanning**, who moves to editor-producer post.

Dan Bloom named producer of CBS News special reports. Mr. Bloom, currently producer of *CBS Sunday News*

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with *Harry Reasoner* and the *CBS Saturday News with Robert Trout*, will handle special reports of major national and international events, presidential news conferences, and other news material for network news division.

Jack Bates, former news director of KFOR Lincoln, Neb., joins news staff of KRON-TV San Francisco.

Bob Guidry, air personality and assistant news director at KROD El Paso, Tex., promoted to news director.

James W. Smalling, former news director at WWNC Asheville, N. C., joins WLOS-TV, that city, as news reporter and photographer.

Brook Stevens, for two years night news editor at WNOR Norfolk, Va., joins staff of WPET Greensboro, N. C.

Al Knight joins news staff of WTAR-AM-FM-TV Norfolk-Newport News, Va.

J. Paul Huddleston joins news staff of KLAS-AM-FM Los Angeles.

Mel Pinsler joins news staff of KTVU (TV) Oakland-San Francisco. He had previously served as news writer at KIDD Monterey, KTVR Turlock and KGO-TV San Francisco, all California.

INTERNATIONAL

R. H. M. Kindersley, **R. Telford** and **Dr. E. Eastwood** elected to board of directors of Marconi's Wireless Telegraph Co. Ltd., London. Mr. Kindersley is managing director of Lazard Brothers and Co. Ltd. Messrs. Telford and Eastwood serve respectively as general manager and director of engineering and research for Marconi Co.

James J. Drain, creative director of Foote, Cone & Belding, Toronto, elected VP. Mr. Drain has been with agency 13 years and formerly served in Chicago office.

Terry Bate, national sales manager of CHQM Vancouver, B. C., named manager of newly formed Quality Broadcast Sales Ltd., Toronto station

representative firm. Mr. Bate will represent CHQM and CJQM-AM-FM Winnipeg, Man., when that station goes on air in November. **John Grant**, retail sales representative at CHQM, promoted to national sales manager.

Bruce McLeod named manager of CHIC Brampton, Ont., succeeding **John Fox**, who resigned.

Dennis Scuse, U. S. representative for British Broadcasting Corp. since last July, appointed general manager of BBC Television Enterprises, succeeding **Ronald Waldman**, who becomes managing director of British Commonwealth International Newsfilm Agency (Visnews), London. Mr. Scuse, who joined BBC in 1947, previously held executive positions with planning and light entertainment departments. BBC Television Enterprises is jointly owned by BBC, Australian Broadcasting Commission, Canadian Broadcasting Corp., Rank Organization and Reuters, the British international news agency.

Alex R. Findlay, formerly of CKRC Winnipeg, Man., and **Ronald A. Gauley** join television sales staff of All-Canada Radio and Television Ltd., Toronto.

Karl Haas, director of fine arts for WJR Detroit, takes leave of absence to serve as consultant for new cultural development project of Ford Foundation in Berlin, Germany.

ALLIED FIELDS



Dr. Strohmeier

Dr. Gustav H. Strohmeier elected VP of IIT Research Institute, Chicago. Dr. Strohmeier will continue as director of IITRI's defense research and also as director for branch offices and area representatives in Washington, D. C., Los Angeles, Dayton, Houston, Huntsville and Paris, France. He joined organization in 1955 as research consultant after serving as scientific consultant to Air Material Command in Dayton, Ohio. IIT Research Institute's new Washington office was opened last month at 1755 Massachusetts Avenue, N.W., under supervision of **Andrew D. Farrell**, former Washington representative for Bendix Corp. Four IITRI research directors were promoted to new VP posts: **Virgil H. Disney**, electronics; **George S. Gordon**, chemistry; **Donald J. McPherson**, materials; and **Leonard Reiffel**, physics.

Peter L. Raphael, project director at Alfred Politz Research Inc., joins Audits & Surveys Co., New York, as project director in consumer survey division.

W. H. Mullen, director of magazine advertising bureau of Magazine Pub-

lishers Association, joins media audit service of Alfred Politz Research as account executive.

Jack R. Crosby, community antenna TV operator and general manager of KDLK Del Rio, Tex., named chairman of research council of National Community TV Association. Mr. Crosby succeeds **Al Ricci**, Keene, N. H., who remains as member. Added to council, raising membership to 11, were **George Barko**, Meadville, Pa., former NCTA president, and **M. William Adler**, Weston, W. Va.

Herbert E. Forrest, member of Washington, D. C., communications law firm of Welch, Mott & Morgan since August 1955, named partner. Mr. Forrest received his LL.B. degree from George Washington



Mr. Forrest

University Law School in 1952. Books he has written include "Governmental Regulation of the Program Content of Television Broadcasting."

GOVERNMENT

Otis T. Hanson, chief of emergency communications systems division of FCC's Office of Emergency Communications, named chief of changed aural facilities branch, Broadcast Bureau.

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DEATHS

Robert P. Lytle, 53, VP and director of Public Relations Counselors Inc., Pittsburgh, died Aug. 6 of heart attack at his home in Whitehall, Pa. Mr. Lytle, former VP and general manager of New York office of Ketchum, MacLeod & Grove, joined Public Relations Counselors, a subsidiary of Vic Maitland & Associates, in 1960 as managing director. He was elected VP in 1962.

Stanley Schlenker, 56, VP and general manager of Fort Worth, Tex., office of Fuller & Smith & Ross, died July 6 of heart attack while undergoing routine physical examination.

William J. O'Donnell, 55, VP and management supervisor at BBDO, New

York, died July 31 of heart attack. Mr. O'Donnell joined agency in 1925. He subsequently moved to media department, becoming media director in 1939, account executive in 1942 and was elected vice president and assistant to president in 1958.

Helen Shields, character actress in TV and Broadway roles, died Aug. 8 in St. Clare's Hospital, New York. Miss Shields held leading character parts on daytime TV in *From These Roots*, *As The World Turns*, and *Edge of Night*.

Harry M. Anger, an old-time vaudeville performer who became executive producer of Perry Como TV show, died July 22 at his home in New York. In 1930's and '40's Mr. Anger aided in production of Red Skelton and Abbott

and Costello movies in Hollywood. In 1947 he joined General Artists Corp. and became VP in 1950. Later he formed Harry Anger Associates.

Robert Mears Jr., 84, president of his own New York advertising agency, died Aug. 3 of cancer at St. Mary's Hospital in Galesburg, Ill. Mr. Mears formed agency in 1915.

Fern Gable, former home service director at wowo Ft. Wayne, Ind., died July 31 at Parkview Memorial Hospital, that city.

Anthony Sebastian, 35, production manager of WHOT Youngstown, Ohio, died July 30 as result of injuries sustained in West Virginia automobile accident. He also served on staffs of WJET Erie, Pa., and WEEP Pittsburgh.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 1 through Aug. 7 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity. Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New AM stations

ACTIONS BY FCC

Cathedral City, Calif.—Glen Barnett. Granted CP for new AM on 1340 kc, 250 w, unl.; conditions. P. O. address Box 2805, Palm Springs, Calif. Estimated construction cost \$14,410; first year operating cost \$41,340; revenue \$55,000. Mr. Barnett, sole owner, is radio engineer. Action July 31.

Kissimmee, Fla.—Radio Florida Broadcasters. Granted CP for new AM on 1080 kc, 5 kw-D; P.O. c/o Edward C. Allmon, 824 King Richard Road, Eau Gallie, Fla. Estimated construction cost \$35,150; first

year operating cost \$31,200; revenue \$36,000. **Edward C. Allmon**, sole owner, also owns WBGC Chipley and WNSM Valparaiso-Niceville, both Florida. Action July 31.

Geneseo, Ill.—Geneseo Broadcasting Co. Granted CP for new AM on 1500 kc, 250 w-D. P.O. address 116 1/2 South State Street, Geneseo. Estimated construction cost \$34,533; first year operating cost \$36,000; revenue \$40,000. Principals: Ernest G. Swint and Dale R. Swanson (each 50%). Mr. Swint owns two-way radio firm; Mr. Swanson owns drugstore. Action Aug. 2.

Paoli, Ind.—King & King. Granted CP for new AM on 1560 kc, 250 w-D; conditions. P.O. address R. R. 2, English, Ind. Estimated construction cost \$10,428; first year operating cost \$23,099; revenue \$40,000. Principals: Z. Denzel King and Virginia A. King (each 50%). Mr. King is electrician and minister; Mrs. King is housewife. Action Aug. 2.

Kennett, Mo.—Boothel Broadcasting Co. Granted CP for new AM on 1540 kc, 1 kw-D. P. O. address William L. Miller, 408 N. Thompson, Hemet, Calif. Estimated construction cost \$18,729; first year operating cost \$28,000; revenue \$36,000. Applicant is William L. Miller, former 50% owner of KHSJ Hemet, Calif. Jan. 30 initial decision looked toward grant. Action July 31.

Existing AM stations

APPLICATIONS

KLMO Longmont, Colo.—CP to change frequency from 1050 kc to 1060 kc, increase power from 250 w to 10 kw, install new trans. and change ant. from shunt to series excited. Ann. Aug. 6.

WPRY Perry, Fla.—CP to increase daytime power from 250 w to 1 kw, install new trans. Ann. Aug. 7.

New FM stations

ACTIONS BY FCC

Belgrade, Mont.—Christian Enterprises Inc. Granted CP for new FM on 96.7 mc, 16 kw. Ant. height above average terrain 195 feet; conditions. P. O. address 21 North 27 Street, Billings, Mont. Estimated construction cost \$10,672; first year operating cost \$5,900; revenue \$5,900. Principals: non-profit religious organization's board of directors. Also see grant in Billings below. Action July 31.

Billings, Mont.—Christian Enterprises Inc. Granted CP for new FM on 97.1 mc, 16 kw. Ant. height above average terrain minus 30 feet; conditions. P. O. address 21 North 27th Street, Billings. Estimated construction cost \$17,677; first year operating cost \$5,900; revenue \$5,900. Principals: non-profit religious organization's board of directors. Also see Belgrade, Mont., grant above. Action July 31.

APPLICATIONS

***Mount Vernon, Iowa**—Cornell College. 89.7 mc, channel 209, 10 w. Ant. height above average terrain 88 feet. P. O. address Mount Vernon. Estimated construction cost \$4,800; first year operating cost \$1,600. Principals: board of trustees. Ann. Aug. 1.

Sedalia, Mo.—Yates Broadcasting Co. 92.1 mc, channel 221, 2.67 kw. Ant. height above average terrain 278 feet. P. O. address Radio Station KSIS Sedalia, Box 207. Estimated construction cost \$13,061; first year operating cost \$22,500; revenue \$35,000. Principals: Carl W. Yates Jr. and Christine Yates (each 50%), equal owners of KSIS. Ann. Aug. 6.

San Antonio, Tex.—Harry Pennington Jr. 96.1 mc, channel 241, 29.925 kw. Ant. height above average terrain 213.4 feet. P. O. address 134 Aguirre Street, San Antonio. Estimated construction cost \$27,450; first year operating cost \$3,600; revenue \$17,500. Mr. Pennington, sole owner, does contract photographs and sound recordings. Ann. Aug. 6.

Ownership changes

ACTIONS BY FCC

KKTU(TV) Colorado Springs—Granted transfer of control of licensee corporation, TV Colorado Inc., to Communications Systems Inc. For other information see KFMH (FM) Colorado Springs and KGHF Pueblo, Colo., grants below. Action July 31.

KFMH(FM) Colorado Springs—Granted transfer of control of TV Colorado Inc. (parent corporation of licensee, KFMH Inc.) to Communications Systems Inc. For other information see KKTU(TV) Colorado Springs and KGHF Pueblo, Colo., grants. Action July 31.

KGHF Pueblo, Colo.—Granted transfer of control of TV Colorado Inc. (616 shares issued), (parent corporation of licensee, KGHF Inc.) from Gifford Phillips (280 shares), James D. Russell (130), Betty Z. Russell (150) and Robert D. Ellis (56) to Willard W. Garvey (100%), tr/as Communications Systems Inc. Consideration \$885,000. Price also includes KKTU(TV) and KFMH(FM) Colorado Springs, Colo. Also see those grants above. Mr. Garvey

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ET

has extensive investments outside broadcast industry. Action July 31.

KNDR(FM) Des Moines, Iowa—Granted assignment of license from New Directions Broadcasting Corp. to Charles Funaro (100%), trustee in bankruptcy. No financial consideration involved. Action July 31.

KUXL Golden Valley, Minn.—Granted assignment of license from C. J. Lanphier (100%), d/b as C. J. Lanphier Inc., to Edward Skotch (100%). Consideration \$100,000. Mr. Skotch is freelance radio producer. Action Aug. 1.

APPLICATIONS

KAAB Hot Springs, Ark.—Seeks transfer of control of licensee corporation, Phoenix Inc., from Harmon I. Moseley II (100%) to W. E. Hussman (26.66%) and others, tr/as Camden Radio Inc. Consideration \$500 and assumption of debt. Principals of assignee (licensee of KAMD Camden, Ark.) have interests in KCMC Texarkana, Tex., KTAL-FM Shreveport, La., KTAL-TV Shreveport-Texarkana and wide holdings in Southern newspapers. Ann. Aug. 1.

KTVU(TV) Oakland, Calif.—Seeks transfer of control of licensee corporation, San Francisco-Oakland Television Inc., from Ward D. Ingram, William D. Pabst, Edwin W. Pauley (each 25%) and others to Miami Valley Broadcasting Corp. (100%), large corporation with no majority stockholder. Consideration \$12,360,000. Miami Valley owns WHIO-AM-FM-TV Dayton, Ohio, and WSOC-AM-FM-TV Charlotte, N. C.; minority stockholders have wide broadcast interests. Ann. Aug. 5.

KSMN Mason City, Iowa—Seeks assignment of license from Donald F. Blanchard and Harry Campbell (each 50%), d/b as Land O'Corn Broadcasters Inc., to Hayward L. Talley (100%), tr/as North Central Iowa Broadcasting Co. Consideration \$170,000. Mr. Talley is majority owner of WSMI-AM-FM Litchfield, Ill., and owns KXGI Fort Madison, Iowa. Ann. Aug. 5.

WPHN Liberty, Ky.—Seeks assignment of CP from J. T. Whitlock (52%), W. B. Kelly and J. B. Crawley (each 24%), d/b as Patrick Henry Broadcasting Co., to Messrs. Whitlock, Kelly and Crawley (each 33 1/3%), tr/as company of same name. Consideration: partners will assume equal share of expenses. Ann. Aug. 6.

WVOC Battle Creek, Mich.—Seeks assignment of CP from Don F. Price (100%) to Mr. Price (75%), Evangeline and B. Burdette Price (20% and 5% respectively), tr/as WVOC Inc. No financial consideration involved. Ann. Aug. 6.

WPNC Plymouth, N. C.—Seeks assignment of license from Harry A. Epperson Sr. (100%) to son, Ralph D. Epperson (100%). Consideration \$53,000. R. D. Epperson owns WPAQ Mt. Airy, N. C. Ann. Aug. 2.

KVII(TV) Amarillo, Tex.—Seeks assignment of license from Cecil L. Trigg (25.72%), Dave G. Scribner (20%) and others, d/b as Southwest States Inc., to John B. Walton Jr. (100%). Consideration \$1,250,000. Mr. Walton owns KVKM-AM-TV Monahans and 1/2 of KFNE-FM Big Spring, Tex. Ann. Aug. 1.

WNNT Warsaw, Va.—Seeks assignment of license from Patricia P. Headley, executrix of estate of Graydon Headley (100%), deceased, to Mrs. Headley (100%), tr/as Northern Neck & Tidewater Broadcasting Co. No financial consideration involved. Ann. Aug. 2.

KCDI Kirkland, Wash.—Seeks transfer of control of permittee corporation, Carl-Dek Inc., from Carl E. Raymond (51%), Dexter Raymond and Jack H. Goetz (each 20%) and Arthur Balingier (9%) to Gordon B. Sherwood Jr., Edward R. Hoppie and Media Management Corp. (each 33 1/3%); Media Management is owned 50% each by Jack L. and Ada Stoll. Messrs. Sherwood and Hoppie have interests in KWAC Bakersfield, Calif.; Mr. Stoll owns media brokerage firm. Ann. Aug. 2.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of William D. Mangold, d/b as Pinellas Radio Co., for new daytime AM on 570 kc, 500 w, DA, in Pinellas Park, Fla.; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419, and program tests not to be authorized until permittee has shown William D. Mangold has divested all interest in and severed all connection with WILZ St. Petersburg Beach, Fla. Action Aug. 1.

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of Southwestern Broadcasting Co. of Mississippi to increase power of WAPE McComb, Miss., from 1 kw to 5 kw, continued operation on 980 kc, D; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. Action Aug. 1.

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of KDIA Inc. to increase power of KDIA Oakland, Calif., on 1310 kc, unl., from 1 kw to 5 kw, DA-1; condition. Action Aug. 1.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Wells, Waller & Ballard Inc. to increase daytime power of KEEB Jacksonville, Tex., from 250 w to 1 kw, continued operation on 1400 kc with 250 w-N; conditions. Action Aug. 1.

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward denying for failure to prosecute application of Hugh Jordan Stock for new AM on 740 kc, 1 kw-D, in Riverton, Wyo. Action Aug. 1.

DESIGNATED FOR HEARING

■ Commission designated for hearing applications for assignments of KGLC Miami, Okla., from Miami Broadcasting Co. to Miami Newspapers Inc. Issue is to determine whether grant would create concentration

Two from FM table

The FM table of assignments adopted by the FCC and released on Aug. 1 (BROADCASTING, July 29) has been reduced by two assignments. Channel 247 in Lake Charles, La., and channel 287A in Lynn, Mass., were deleted by the commission in taking final action on the table.

of control of media of mass communication in Miami contrary to public interest. Comr. Bartley not participating; Comr. Lee dissented. Action Aug. 1.

OTHER ACTIONS

■ Commission postponed from Sept. 19 to Oct. 4 oral argument on various petitions for reconsideration of May 29 report and order which denied short-spaced VHF channel drop-ins for Johnstown, Pa.; Baton Rouge; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C. Action Aug. 1.

■ By memorandum opinion and order, commission denied petitions by King Broadcasting Co. (KGW-TV, ch. 8) and Oregon Television Inc. (KPTV-TV, ch. 12), both Portland, Ore., for stay of June 26 action granting application of Fisher Broadcasting Co. to change trans. site of KATU (TV) (ch. 2) Portland from site about

14 miles northeast of city on Livingston Mountain to site in Portland, and increase ant. height from 1,090 feet to 1,550 feet. Petitioners failed to substantiate claim that areas beyond mountains are receiving any usable signal therefore alleged creation of "white" area is not substantiated, and have not raised matters which were not considered at time June 26 action was taken. Consequently, commission is of view no basis has been shown for believing petitioners are likely to succeed on merits of pending petitions for reconsideration. Comrs. Bartley and Lee dissented. Action Aug. 1.

■ Commission denied motion by Paducah Newspapers Inc. for expeditious action on complaint that CBS, in combination with National Football League, have imposed TV "blackout" upon WPSD-TV Paducah, Ky., and Paducah area and so deprived people of half of otherwise available telecasts of NFL football games. Action Aug. 1.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Billy Walker, Prattville, Ala., to extend time to Aug. 22 to file replies to exceptions to initial decision in proceeding on AM application and that of Prattville Broadcasting Co., Prattville. Action Aug. 6.

■ Granted petition by Broadcast Bureau to extend time to Aug. 12 to reply to opposition of James S. Rivers Inc. (WJAZ), Albany, Ga., to appeal of Broadcast Bureau from ruling of hearing examiner in proceeding on WJAZ's AM application. Action Aug. 6.

■ Granted petition by C. M. Taylor, Blountville, Tenn., to extend time to Aug. 26 to file opposition to Holston Broadcasting Corp., Elizabethton, Tenn., petition to enlarge issues in proceeding on AM applications. Action Aug. 5.

■ By memorandum opinion and order, granted joint petition by Kansas Broadcasters Inc. and Salina Radio Inc., applicants for new AM stations on 910 kc, 500 w, DA, D, in Salina, Kan., for approval of agreement to extent whereby Kansas Broadcasters would withdraw application in consideration of merger in which Kansas' stockholders would trade shares for 50% stock interest in Salina Radio; dismissed Kansas Broadcasters application with prejudice; retained in hearing status Salina application. Action Aug. 5.

■ By memorandum opinion and order denied motion by O. K. Broadcasting Corp. (WEEL), Fairfax, Va., to enlarge issues in proceeding on AM application. Board Member Nelson not participating. Action Aug. 1.

■ Granted petition by Arthur D. Smith Jr. (WMTS), Murfreesboro, Tenn., to extend time to Aug. 19 to file oppositions to petition by North Alabama Broadcasting Co. to enlarge issues in proceeding on WMTS' AM application. Action Aug. 1.

■ By memorandum opinion and order in proceeding on AM applications of Southern Radio & Television Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, both Florida, in Docs. 14909-10, (1) granted petition by Broadcast Bureau to modify and enlarge issues to extent that (a) hearing issues No. 6 is modified to determine whether present or proposed 25 mv/m contours of applicants would overlap, in contravention

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of Sect. 3.37 of rules, and if so whether circumstances exist which would warrant waiver of section; (b) enlarged issues to determine whether instant proposal of Southern Radio would provide coverage of city sought to be served, as required by Sect. 3.188(b)(2) of rules, and, if not, whether circumstances exist which would warrant waiver of section; (2) ruled that bureau's request for determination of extent of coverage which Southern proposal would provide to city of Fort Myers should in first instance be addressed to examiner rather than to Review Board; and (3) accepted bureau's late filed pleading. Board Member Nelson not participating. Action July 31.

■ By members Nelson, Pincock and Slone, adopted decision denying application of Wright & Maltz Inc. to change operation of WBRB Mt. Clemens, Mich., on 1430 kc with 500 w, from daytime to unl., DA-2. April 26 initial decision looked toward granting application. Action July 31.

ACTIONS ON MOTIONS

■ Commission, by office of opinions and review, granted petition by Kent-Ravenna Broadcasting Co. to extend time from Aug. 5 to Aug. 12 to file replies to exceptions to initial decision in Kent-Canton-Kent-Ravenna, Ohio, AM proceeding. Action Aug. 2.

**By Chief Hearing Examiner
James D. Cunningham**

■ Designated Examiner H. Gifford Irion to preside at hearing in proceeding on applications for assignments of KGLC Miami, Okla., from Miami Broadcasting Co. to Miami Newspapers Inc.; scheduled prehearing conference for Sept. 17 in Washington and hearing for Oct. 14 in Miami. Action Aug. 2.

■ Designated Examiner Sol Schildhouse to preside at hearing in proceeding on applications of WEAT-TV Inc. (WEAT-TV) and Scripps-Howard Broadcasting Co. (WPTV [TV]), both West Palm Beach, Fla., to change trans. location, increase ant. height, and make other changes; scheduled prehearing conference for Sept. 17 and hearing for Oct. 22. Action Aug. 1.

■ Designated Examiner Thomas H. Donahue to preside at hearing in proceeding on

AM application of S & S Broadcasting Co. (WTAQ), La Grange, Ill.; scheduled prehearing conference for Sept. 13 and hearing for Oct. 8. Action July 30.

■ Designated Examiner David I. Kraushaar to preside at hearing in proceeding on AM application of Raul Santiago Roman, Vega Baja, P. R.; scheduled prehearing conference for Sept. 13 and hearing for Oct. 3. Action July 30.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau to accept proposed findings of fact and conclusions filed one day late in proceeding on AM application of WKYR Inc. (WKYR), Cumberland, Md. Action July 30.

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreements reached at July 31 hearing in proceeding on AM application of James S. Rivers Inc. (WJAZ), Albany, Ga., scheduled Sept. 6 for record to be automatically closed unless Broadcast Bureau timely files request for further hearing, Sept. 20 to file proposed findings, and Oct. 10 for replies. Action Aug. 1.

By Hearing Examiner Charles J. Frederick

■ Granted joint motion to correct transcript of record filed by Central Wisconsin Television Inc. and Midcontinent Broadcasting Co. in proceeding on Central Wisconsin's application for additional time to construct WCWT (channel 9) Wausau, Wis., and for assignment of license to Midcontinent. Action Aug. 6.

By Hearing Examiner Walther W. Guenther

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico, in Docs. 14977-8, dismissed as moot (a) request by Abacoa for consideration of opposition to (1) Mid-Ocean Broadcasting Corp.'s motion for issuance of order by hearing examiner that depositions not be taken as desired by Abacoa; and (2) Broadcast Bureau's opposition to notice, submitting similar motion; and (b) opposition to referenced pleadings. Action Aug. 2.

■ By memorandum opinion and order in proceeding on AM applications of Abacoa

Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico, in Docs. 14977-8, (1) denied request by Abacoa for oral argument on notice to take depositions in San Juan, (2) granted motions by Mid-Ocean and Broadcast Bureau, respectively, requesting issuance of order by hearing examiner that depositions not be taken, (3) ordered that depositions shall not be taken and (4) ordered that grant of motions is without prejudice to issuance of another notice by Abacoa in compliance with requirements of Sect. 1.122 of rules. Action July 31.

By Hearing Examiner Isadore A. Honig

■ Granted request by Verne M. Miller, Crystal Bay, Nev., that examiner issue further order providing for submission of another progress report on taking of pertinent field intensity measurements in proceeding on AM application, and directed applicant to submit further progress report by Sept. 10, together with proposal of date for further hearing conference, with service of copies to be made to all other parties. Action Aug. 1.

■ Granted request by Delaware Valley Broadcasting Co. (WAAT), Trenton, N. J., to extend from Aug. 2 to Aug. 9 time to file proposed findings and from Aug. 16 to Aug. 23 for replies in proceeding on AM application. Action Aug. 2.

By Hearing Examiner Jay A. Kyle

■ Accepted and received in record proposed stipulation by Radio Elizabeth Inc. in Matawan-Somerville-Elizabeth, N. J., AM proceeding. Action Aug. 1.

**By Hearing Examiner
Chester F. Naumowicz Jr.**

■ Granted request by Broadcast Bureau to extend time to Aug. 13 to file proposed findings and to Aug. 21 for replies in proceeding on AM application of Golden Triangle Broadcasting Inc. (WEPP), Mt. Oliver, Pa. Action Aug. 1.

By Hearing Examiner Sol Schildhouse

■ Pursuant to agreements reached at July 31 prehearing conference in proceeding on AM application of WGUN Inc. (WGUN), Decatur, Ga., in Doc. 15116, scheduled certain procedural dates and continued Sept. 11 hearing to Sept. 24. Action July 31.

BROADCAST ACTIONS by Broadcast Bureau

Actions of Aug. 6

WTTT Amherst, Mass.—Granted license and redescribe trans. and main studio location.

WKWK Wheeling, W. Va.—Granted license covering increase in daytime power.

WOC Davenport, Iowa—Granted licenses covering installation of new main trans. and installation of old main trans. as aux. trans.; redescribe trans. location.

WJPA Washington, Pa.—Granted licenses covering increase in daytime power, installation of new trans. (specify type trans.), specify main studio location and redescribe trans. location; and use of old main trans. as aux. trans. at main site; remote control permitted.

WSWN Belle Glade, Fla.—Granted license covering change in ant.-trans. location and studio location, and make changes in ground system.

WKBI St. Marys, Pa.—Granted licenses covering use of presently licensed trans. as main trans. daytime and nighttime, and use of presently licensed trans. as aux. trans.

WLAR Athens, Tenn.—Granted license covering installation of old main trans. as aux. trans.

WCTC New Brunswick, N. J.—Granted aux. trans. license covering use of old main trans. as aux. daytime and alternate main nighttime trans. at main trans. site.

WMOC Chattanooga—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted; redescribe trans. and main studio locations, and specify remote control point.

WEPA Plainfield, N. J.—Granted license covering installation of new aux. trans. and specify type trans.

WBBL Richmond, Va.—Granted mod. of license to change name to Grace Covenant Presbyterian Church, James W. Gordon Jr., Legal Agent.

WRIZ Coral Gables, Fla.—Granted extension of completion date to Dec. 20.

Actions of Aug. 5

KDSN Denison, Iowa—Granted license covering change in frequency, change from

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 7

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,813	47	158	336
FM	1,096	24	90	190
TV	522 ¹	53	85	115

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 7

	VHF	UHF	TOTAL TV
Commercial	484	91	578
Non-commercial	47	21	68 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC June 30

	AM	FM	TV
Licensed (all on air)	3,809	1,090	519
CP's on air (new stations)	51	30	56
CP's not on air (new stations)	137	87	85
Total authorized stations	3,997	1,207	660 ¹
Applications for new stations (not in hearing)	210	178	67
Applications for new stations (in hearing)	146	13	53
Total applications for new stations	356	191	120
Applications for major changes (not in hearing)	254	90	47
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	308	93	55
Licenses deleted	0	2	0
CP's deleted	1	2	0

¹Does not include six licensed stations off air

²Includes three stations operating on unreserved channels

DA to non-DA and make changes in ground system.

KXO El Centro, Calif.—Granted license covering changes in ant. system.

KZUN Opportunity, Wash.—Granted license covering changes in ant. system (increase height).

KCID Caldwell, Idaho—Granted license covering installation of old main trans. as alternate main nighttime and aux. daytime trans.

KBUR Burlington, Iowa—Granted license covering installation of former main trans. for KMCD Fairfield, Iowa, as aux. trans.

WTND Orangeburg, S. C.—Granted license covering installation of new trans. for aux. purposes only.

KBBW(FM) San Diego—Granted license covering changes in ERP, frequency, ant. height, ant.-trans. and studio location, type trans. and type ant., and ant. system; remote control permitted.

KFBK-FM Sacramento, Calif.—Granted license covering use of old main trans. as aux. trans.

KOOL-FM Phoenix, Ariz.—Granted license covering increase in ERP and installation of new trans.

Hubbard Broadcasting Inc., St. Paul—Granted CP and license to install 2 Comrex trans. and specify power as 0.6 w for low power aux. station.

***WTHS(FM) Miami**—Granted CP to make changes in transmitting equipment.

KIKK Pasadena, Tex.—Granted CP to change ant.-trans. and main studio locations, make changes in ground and ant. systems; conditions.

KHAR Anchorage, Alaska—Granted CP to change ant.-trans. and studio locations, and make changes in ground system; remote control permitted.

KMEN San Bernardino, Calif.—Granted CP to install aux. trans. at main trans. site.

WRGB(TV) Schenectady, N. Y.—Granted mod. of CP to install precise frequency control equipment (main trans. and ant.).

WLSB Copperhill, Tenn.—Granted extension of authority to sign-off at 8 p.m. for period ending Nov. 1.

■ Granted licenses for following: **KKOK Lompoc, Calif.**, redescribe trans. location

and specify main studio location same as trans. locations; **KGKO Benton, Ark.**, redescribe trans. location and specify type trans.

■ Granted licenses for following: **KRGN (FM) Las Vegas** and redescribe trans. and studio locations; **WCMR-FM Elkhart, Ind.**; **KCKN-FM Kansas City, Kan.**

■ Following stations were granted extensions of completion dates as shown: **WMBO-FM Auburn, N. Y.**, to Dec. 28; **KCHV Coachella, Calif.**, to Nov. 2; **WPRT Prestonsburg, Ky.**, to Dec. 10; **WTOB Toledo, Ohio**, to Aug. 31; **KMIA Milan, N. M.**, to Feb. 5, 1964; **WIVI Christiansted, V. I.**, to Nov. 26; **WBLF Bellefonte, Pa.**, to Oct. 30; **WKRC Cincinnati, Ohio**, to Dec. 5; **KABL Oakland, Calif.**, to Jan. 29, 1964; **KOAD Lemoore, Calif.**, to Nov. 11.

Actions of Aug. 2

KCRM Crane, Tex.—Granted CP to change frequency from 1380 kc to 970 kc, continued operation with 1 kw-D, make changes in ant. system (increase height) and in ground system; condition.

***WARC(FM) Meadville, Pa.**—Granted license.

WCRO Johnstown, Pa.—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

K79AV Nashua and Fort Peck, both Montana—Granted license for UHF TV translator station.

Upper Colorado River TV Association, Derby Mesa (near Burns), Rural area between Dotsero and Carlsburg, all Colorado—Granted CP's for new VHF TV translator stations, on chs. 9 and 12, to translate programs of **KFBC-TV (ch. 5) Cheyenne, Wyo.**

K73BB, K77BH, K83AT Farmington-Bloomfield Highway and Huerfano-Bloomfield Highway area, both New Mexico—Granted CP's to replace expired permits for new UHF TV translator stations.

■ Granted licenses for following: **WYDD (FM) New Kensington, Pa.**, and redescribe trans. location as Glassmere, Pa.; **WEND-FM Ebensburg, Pa.**

■ Granted licenses for the following Montana VHF TV translator stations:

K09EE, K11FF, Superior TV Booster Club, Superior; K09AV, Swan Hill T.V. Club Inc., Rural Area of Swan River and Swan Lake; K07FL, K09FQ, K11FQ, Thompson Falls T.V. District, Thompson Falls and Thompson River area; K11EQ, Rocky Point TV Club, Alzada; K09CB, K06BG, Roy T.V. Tax District, Horse Ranch area, Roy and rural area East of Roy; K07AM, Loma TV Club, Loma; K10DA, Winnett Community TV System, Winnett; K09EL, K11AP, Tru-Vue Television Association, White Sulphur Springs; K08AI, St. Regis TV Booster Club, St. Regis, and change type ant.; K12AN, Scobey Television Corp., Scobey and vicinity, Poplar Valley area, Four Butte area and Julia area; K07EN, Somers TV Translator Club, Somers; K07CC, Warland TV Club, Warland; K11FS, K13AN, Roundup Television Association Inc., Roundup.

■ Granted CP's to replace expired permits for following new VHF TV translator stations: **K02CZ, Junior Chamber of Commerce, Neligh, Neb.; K06BK, Rocky Point TV Club, Rocky Point-New Haven, Wyo.**

■ Following TV stations were granted extensions of completion dates as shown: **KNMT Walker, Minn.**, to Dec. 15; **WIBF-TV Jenkintown, Pa.**, to Dec. 31.

KLMR Lamar, Colo.—Granted request to continue existing pre-sunrise operation with non-DA and reduced power of 1 kw between 4 a.m. and local sunrise until final decision is reached in Dec. 14419 or until directed to terminate such operation, whichever occurs first.

■ Granted licenses for following VHF TV translator stations: **K07BO, K09AZ, Polson TV Improvement Association, Polson, Mont.**, and change type trans. for **K07BO; K13DJ, K09CP, K11CW, Park Non-Profit TV Inc., Livingston, Mont.**

Actions of Aug. 1

■ Granted licenses for following VHF TV translator stations: **K08DQ, Shelby TV Club Inc., Shelby, and change type trans.; K10ED, Lower Rosebud TV Club Inc., Lower Rosebud Creek Rural Community, and specify type trans.; K09CC, Kevin Television Association, Kevin; K07BX, Harlem T.V. Club, Harlem; K07DW, Gardiner Community TV Association, Gardiner; K11CH, Birney TV Club, Birney; K09ET, Box Elder T.V. Club, Box Elder; K06BC, K09BW, K11CB, Forsyth Community TV Relay System Inc., Forsyth; K11DX, K13DR, Denton T.V. Association, Denton; K09BF, Deer Lodge Community T.V., Deer Lodge; K08DT, Conrad TV Club, Conrad; K07CL, K09CG, Choteau Junior Chamber of Commerce, Choteau; K11CC, Checkerboard TV, Rural Area of Checkerboard; K06AA, K07AI, K10AC, Broadus TV Club, Broadus, and change primary station to **KULR-TV (ch. 8) Billings, all Montana, for K07AI; K06CD, Otter Television Association, Sayle, Quietus, Otter, all Montana and Pasaic, Wyo.**, and specify type trans.; **K12CQ, Broadus TV Club, Broadus Rural area, and change primary station to KULR-TV (ch. 8) Billings, both Montana.****

W70AH, W74AH, W72AC Eau Gallie-Melbourne, Fla.—Granted licenses for UHF TV translator stations.

K09FJ, K09FK, K09FL, K06DM Pioche, Ursine, Caliente and Panaca, all Nevada—Granted mod. of CP's to change primary TV station to **KLAS-TV (ch. 8) Las Vegas** for VHF TV translator stations and frequency to channel 6 for **K06DM**.

Actions of July 31

WAMV East St. Louis, Ill.—Granted increased daytime power on 1490 kc, from 500 w to 1 kw, continued nighttime operation with 250 w; conditions.

WNBC-TV New York—Granted renewal of license (main trans. and ant. and aux. trans.), including auxiliaries, for normal license term; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; (3) with respect to pending antitrust matters relating to NBC and RCA; and (4) without prejudice to whatever action, if any, may be taken by commission with respect to pending complaint of Liberal Party of New York State.

■ Granted renewal of licenses for following Pennsylvania stations: **WAEB Allentown; KDKA-FM Pittsburgh; WAVL Apollo; WFBG-TV Altoona; WCMR Harrisburg; WFIL-TV Philadelphia; WCRO Johnstown; WLYH-TV Lancaster; WHYI Carlisle; WTAE(TV) Pittsburgh; WLYC Williamsport; KDKA-TV Pittsburgh; WVAM Altoona; WGMR-FM Tyrone; WHAT Philadel-**

phia; WSAJ Grove City; WAMO Pittsburgh; WACB Kittanning; WWCH Clarion; KDKA Pittsburgh; WKMC Roaring Spring; WAZL Hazleton; WPIT Pittsburgh; WBUT Butler; WVCH Chester; WCHA Chambersburg; WWSW Pittsburgh; WEEP Pittsburgh; WGPA Bethlehem; WEST Easton; WYNS Leighton; WFIL Philadelphia; WESA Charlestown; WHGB Harrisburg; WFLN Philadelphia; WHP Harrisburg; WEDO McKeesport; WHUM Reading; WFLN-FM Philadelphia; WJPA Washington; WFMZ (FM) Allentown; WMGW Meadville; WFI (FM) Philadelphia; WORK York; WCHA-FM Chambersburg; WSBA York; WFIL-FM Philadelphia; *WQED (TV) Pittsburgh; WSBA-FM York; *WQEX (TV) Pittsburgh; WPBS (FM) Philadelphia; *WUHY-TV Philadelphia; WKJF (FM) Pittsburgh; *WDFM (FM) State College; WAMO-FM Pittsburgh; *WHHS (FM) Havertown; WGBI-FM Scranton; *WDUQ (FM) Pittsburgh; WJAC-FM Johnstown; *WUHY-FM Philadelphia; WHLM-FM Bloomsburg; WMSP (FM) Harrisburg; WAEB-FM Allentown, Pa.; WBRE-FM Wilkes-Barre; WBUT-FM Butler; WFBG-FM Altoona; also renewed: WKEN Dover, Del.

WJAS Pittsburgh—Granted renewal of license; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; and (3) with respect to pending antitrust matters relating to NBC and RCA.

WCAU-AM-TV Philadelphia—Granted renewal of licenses including aux., and TV station including aux.; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; (3) with respect to pending antitrust matters relating to CBS; and (4) with respect to application of Secs. 3.658(a) and (e) of commission's rules to certain amendments to affiliation contracts proposed by CBS.

K75BA, K78AY, K82AS Childress, Tex.—Granted licenses for UHF TV translator stations.

KETV (TV) Omaha—Granted mod. of license to change name to Herald Corp.

KCND-TV Pembina, N. D.—Granted CP to replace expired permit to make changes in TV station.

WTXL West Springfield, Mass.—Granted CP to change presently licensed trans. to main daytime and aux. nighttime trans.

WQIK Jacksonville, Fla.—Granted CP to change ant.-trans. location, make changes in ant. system (increase height), relocate tower at trans. site, and make changes in ground system; remote control permitted.

WCVI Connellsville, Pa.—Granted CP to install aux. trans. at main trans. location; remote control permitted.

Texhoma TV Translators Inc., Guymon and Straight, both Oklahoma—Granted CP's for new VHF TV translator stations, on channels 5, 9, and 13, to translate programs of KGNC-TV (ch. 4), KVII (TV) (ch. 7) and KPDA-TV (ch. 10), all Amarillo, Tex.

KGOL Palm Desert, Calif.—Granted mod. of CP to move ant.-trans. site 525 feet east of present site.

KGUC Gunnison, Colo.—Granted authority to operate with 7 a.m. sign-on to 7 p.m. sign-off, Mon. through Sat., for period ending Oct. 31.

WMPP Chicago Heights, Ill.—Granted extension of completion date to Sept. 30.

WNBC-TV New York—Granted license covering changes (main trans. and ant.); without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; (3) with respect to pending antitrust matters relating to NBC and RCA; and (4) without prejudice to whatever action, if any, may be taken by commission with respect to pending complaint of Liberal Party of New York State.

■ Granted CP's to replace expired permits for new VHF TV translator stations: K05BV, Silver Peak Television District, Silver Peak, Nev.; K08CT, K10DE, K12DL, Duchesne City, Duchesne City and Straw-

berry River area, Utah; K08EK, K12EE, Rangely Area TV Association, Blue Mountain, Rangely Rural Area, Rangely and Artesia, both Colorado, and change frequencies to channels 8 and 12, respectively; change type trans. and make changes in ant. system; and specify primary TV stations as KUTV (TV) (ch. 2) and KSL-TV (ch. 5), both Salt Lake City, respectively.

Actions of July 29

KXAB-TV Aberdeen, S. D.—Granted mod. of CP to change ERP to 295 kw vis. and 148 kw aur. and make changes in ant. system.

Action of July 25

WIIC Inc. Freeport, Pa.—Granted CP for new VHF TV translator station, on channel 8, to translate programs of WIIC (TV) (ch. 11) Pittsburgh.

Fine

■ By memorandum opinion and order and notice of apparent liability, commission (1) notified Herbert M. Hoppe, tr/as Tri-County Broadcasting Co., he faces forfeiture of \$100 for repeated violations of Sec. 310(b) of communications act and commission rules by effecting assignment of CP of WVAL Sauk Rapids, Minn., from Hoppe and Carl A. Nierengarten to Hoppe without first applying for or obtaining commission consent; afforded Hoppe 30 days to reply; (2) granted application to cover unauthorized assignment nunc pro tunc; (3) dismissed as moot application for extension of time to construct station; and (4) denied opposing petitions of WJON Broadcasting Inc. (WJON), St. Cloud, Minn. By telegram, authorized WVAL to conduct program test operation in accordance with CP pending further action on license application BL-9909. Action Aug. 1.

Rulemakings

FINALIZED

■ By report and order, commission finalized rulemaking in Doc. 14991 and as-

signed and reserved channel *33 for non-commercial educational use in Hazard, Ky., and deleted presently reserved channel *19 from city. Kentucky Authority for Educational Television had petitioned for substitution because of adjacent channel interference on channel *19 with WLEX-TV (ch. 18) Lexington. By separate notice of proposed rulemaking, commission severed from above proceeding amended petition by Kentucky Authority seeking assignment and reservation of channel *19 at Ashland, Ky., in addition to city's present educational channel *78. However, to be consistent with proposals which commission might make in further notice of proposed rulemaking in Doc. 14229 concerning fostering expanded use of UHF channels, commission invited comments to modified proposal to substitute channel *19 for channel *78 for educational use in Ashland and delete latter channel. Canadian concurrence would be required for channel *19 assignment. There is nothing to prevent comments in proceeding from urging that two educationally reserved channels be assigned to Ashland. Action Aug. 1.

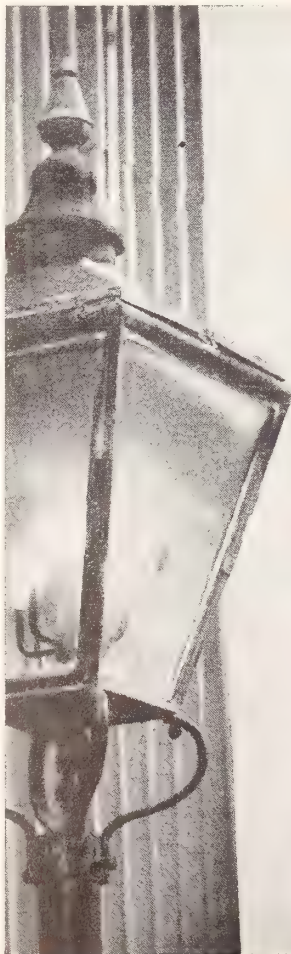
POSTPONED

■ Commission postponed for 60 days from Aug. 19 effectiveness of rules adopted July 10 in Doc. 14746 relating to trans. operator requirements for certain AM and FM stations. Postponement does not affect the commission's action of July 10 in Doc. 14661 which, among other things, instituted requirement for 5-day-per-week inspection of AM and FM trans. equipment. Action Aug. 1.

PETITIONS FOR RULEMAKINGS FILED

■ **E Pluribus Unum Enterprises Inc., Phoenix, Ariz.**—Requests amendment of rules to assign channel 14 to Phoenix from Holbrook, Ariz., and replace channel 14 in Holbrook with channel 19. Received July 25.

■ **KBMF-FM Pampa, Tex.**—Requests amendment of rules to allocate channel 261 "A" to Spearman, Tex., and delete channel 262 from Pampa. Received July 31.



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- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. *BROADCASTING* expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Management opportunity. Wanted: A sales-partner, with experience in sales field proven. Preferably family man. Must have cash to invest. 20% stock available to right party, with possibility of 50%. Station value \$75,000.00 in market of 3 other locals. Located in Utah in 2nd largest metropolitan area. 125,000 population. Box J-3, *BROADCASTING*.

Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programing departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, *BROADCASTING*.

Wanted: assistant manager for station in large Illinois city. Should be strong in programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, *BROADCASTING*.

Manager for small market station on west coast. Prefer man with first phone license, experience in sales and programing. Box K-26, *BROADCASTING*.

Manager and staff wanted for new Xenia, Ohio, am, WGIC, on air soon. Details to Box K-38, *BROADCASTING*.

Seeking manager for Iowa station. Must have successful record as manager or sales manager. Box K-126, *BROADCASTING*.

\$10,000 to \$15,000 or more as manager of successful station in upper midwest. Compensation based on cash flow. Box K-127, *BROADCASTING*.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, *BROADCASTING*.

Sales promotion writer, strong on research, sales presentation and ideas in top five market. Box H-128, *BROADCASTING*.

Salesman-announcer; excellent deal for experienced combination salesman-announcer at top-rated modern music station, medium Pennsylvania market. J-330, *BROADCASTING*.

Religious time salesman to sell preachers for Southern California's leading religious station. \$500 per mo. draw against lib. commission. Car furnished if necessary. Send resume and snapshot. Box J-333, *BROADCASTING*.

Negro-appeal radio station has opening for experienced salesman. Draw against liberal commission. In market with no competition. In top 100 markets. Southeast USA. Send photo and resume at once to Box K-68, *BROADCASTING*.

Salesman, combo engineer/announcer, salary, talent, commission. Hard intelligent work will earn ever increasing large income. N.Y. state fulltimer. Box K-83, *BROADCASTING*.

Hottest station in top 10 (New England) needs strong tiger. If you can interpret ratings and results, you'll make over \$20,000. Box K-120, *BROADCASTING*.

Help Wanted—(Cont'd)

Sales

WGEE Indianapolis, Indiana. Protected, active account list, salary plus commission, insurance program, retirement plan, opportunity for advancement in 7 station group. Write: Arnold C. Johnson, 4800 E. Raymond St.

The door's open . . . Here's an opportunity for the salesman looking for a chance to grow with a growing organization. If you can sell, follow-up, and become part of the community—Here's the doorway. A talented staff—some of the best announcers and newsmen anywhere! Management one of the nation's most active in broadcast circles. Our town is a quad city area of more than 35,000 located 75 miles from Chicago. Great place to live, great people—this may be your doorway to success. Send photo and resume to Bill Dahlsten, WLPO, LaSalle, Illinois.

Excellent opportunity at No. 1 5 kw station. Resort town. Combination salesman-announcer. Must have 1st phone ticket. Must have good voice, experienced style. Base salary for announce shift, commission on all sales. Opportunity for advancement in multi-station operation. Prefer college graduate—business administration, but not essential. Send photograph, tape, personal and business references, full background and experience 1st letter. WPCF, Box 1430, Panama City, Fla.

Southern group—5 Top-rated stations located in metro markets seeking 2 pro type executive salesman with excellent background and experience. High guarantee—insurance—moving expenses—opportunity for management. Send complete resume, late photograph, references, in confidence. McLendon Broadcasting Co., General Offices, suites 960-980 Milner Bldg., Jackson, Mississippi.

Opportunities for producers in sales and management. Get details. Write: Broadcast Employment Service, 4825 10th Ave. S., Minneapolis Minnesota. 55417.

Announcers

Classical music man with solid combo operate-announce commercial experience. Smooth delivery and voice, must be sophisticated in classical music programing. References and resume only. Box J-158, *BROADCASTING*.

Florida resort area daytimer needs announcer. Send tape, resume and snapshot. State minimum starting salary. Box J-312, *BROADCASTING*.

Swinging dee-jay for high-rated number one, top forty station, medium Pennsylvania market; salary open. Box J-329, *BROADCASTING*.

Top rated station in eastern Pennsylvania with heavy accent on news, sports, special events and specialized programming has an immediate opening for topnotch announcer with solid experience authoritative voice and ad lib ability. Excellent salary and talent. Send resume tape and picture to Box K-1, *BROADCASTING*.

Announcer with news gathering-writing ability wanted for Florida east coast fulltimer. Airmail tape, resume, sample news copy and salary requirements. Box K-3, *BROADCASTING*.

Announcer with versatility who likes small town living and can settle into small market Pennsylvania operation. Married man preferred. Send tape, details of experience, salary requirements. Box K-5, *BROADCASTING*.

Help Wanted—(Cont'd)

Announcers

Grand opportunity for experienced morning man to join progressive good music multiple station organization in upper midwest. Immediate opening. Salary open for right man. Send air-check, picture and resume. Box K-8, *BROADCASTING*.

September opening for staff announcer for upstate New York colleegetown station. dj and news experience a must. Send tape and resume. Box K-11, *BROADCASTING*.

Announcer-salesman. Small Michigan station. Salary plus commission. Excellent income for hard worker. Send tape, resume, references. Box K-62, *BROADCASTING*.

The big opportunity . . . one of the nations fastest growing stations in small middle Atlantic community with a big market . . . needs announcer-salesman at once. If you have guts and imagination and want to grow, send tape and resume to Box K-142, *BROADCASTING*.

Immediate opening at station KOH, Reno. First FCC ticket required. Permanent position, excellent company benefits. Apply in person or send detailed resume to station manager or: Personnel Department, McClatchy Broadcasting Co., 21st & Q. Sacramento, Calif.

Immediate opening experienced announcer with production experience. Character must bear investigation. No floaters. Beautiful city. Mild climate. Gateway to Sequoia and Kings Canyon parks. KONG-AM & FM, Visalia, Calif.

Applications now being accepted—Tape, resume, and picture. Fast, happy, modern operation. #1 in nine station market. No phone calls. Reply: Station director, KQEO, Albuquerque, N. M.

Immediate opening for announcer-newsman. Contact Bill Tedrick, KWRT, Boonville, Mo.

Wanted: Announcer with first class license. Station WAMD, Aberdeen, Md.

Suburban Chicago. Combo first class. Permanent. Tape, complete information now. WEAW, Evanston, Ill.

3 negro dj's wanted. Must have experience, good references for major market. Contact Program Manager, WHIH, Norfolk, Va., 625-4231, immediately.

WIRL, Peoria, Illinois needs an afternoon drive-time, seasoned, clever personality. Send resume and tape immediately.

Announcer, 1st phone—5,000 watt midwest independent has immediate opening. Emphasis on air work, little maintenance. Run own board. Send tape, photo, references, complete resume, first letter, WMIX, Mt. Vernon, Illinois.

Annecr-newsman. Ability to gather, write, and deliver local news for well equipped station; tape-recorders, beepers, remote link, etc., WNJH, Hammonton, N. J.

Annecr-engineer. Some announcing experience and first ticket for station just gone 1000 watts. WNJH, Hammonton, N. J.

Combo man, give details letter immediately. Joe Leonard WWIZ, Lorain, Ohio. Top pay.

Help Wanted—(Cont'd)

Announcers

Excellent opportunity at #1 5 kw station. Resort town. Combination salesman-announcer. Must have 1st phone ticket. Must have good voice, experienced style. Base salary for announcer shift, commission on all sales. Opportunity for advancement in multi-station operation. Prefer college grad. Business administration but not essential. Send photograph, tape, personal and business references, full background and experience 1st letter. WPCF, Box 1430, Panama City, Florida.

Announcer with 1st class license. Immediate opening. Morning shift. Tightly formatted good music station. Rush resume and tape to Mr. Irv Laing, WQTE, P.O.B. 306, Monroe, Mich.

Young announcer—salesman. Guarantee \$100 weekly to start. WSTU, Stuart, Fla.

Attention combo men: Going regional (d.a.)—need two 1st ticket announcers—start Sept. 15th. Personal audition and interview necessary—reply to Alfred Eyre, Station Manager, WTOR, Torrington, Conn. 06791.

Earn extra money. National research service needs correspondents, all areas, to keep us informed of local broadcast activities. Good fees. Write for application. Reports, Box 57, Inwood Station, New York, 34.

Top-rated negro group—needs r&b man with teenage appeal immediately. If you are a real swinger—stuck in a small market and want to move up—send tape—resume—to Program Director, Box 197, Jackson, Miss. Preference to area applicants.

Pro's needed. We serve 600 stations. Free registration. Pick your job. Broadcast Employment Service, 4825 10th Ave. S., Minneapolis, Minn. 55417.

DJ's learn the professional way to introduce a record. 300 interchangeable, intelligent intros by excellent writers for vocals and instrumentals. \$3.95. Broadcast Intros, 975 North 35th, Milwaukee 8, Wisconsin.

Technical

Chief engineer for directional am in major midwest market, who knows all phases of maintenance. Prefer one who is good announcer, and can do some production. Box J-105, BROADCASTING.

Chief engineer for full maintenance and announcing radio. Mississippi. Send tape of voice and qualifications. Box J-320, BROADCASTING.

If you are a hard working, conscientious engineer with first ticket capable of taking full charge of am and fm equipment . . . if you can handle a smooth board . . . if you know good music . . . if you would like to live in one of the finest cities in California . . . you are our man. Send tape and complete resume immediately. Box K-35, BROADCASTING.

Alert, responsible engineer-announcer-citizen. Small market, Kansas am/fm station. Good job. Send complete application. Box K-36, BROADCASTING.

Chief engineer, 1kw, 100 miles from New York, \$125. Box K-77, BROADCASTING.

Engineer would like chief job, experienced am-fm maintenance. Also mobile communications service. Prefer western, southwestern, plains or midwest states. First phone. Box K-88, BROADCASTING.

Chief engineer. No announcing. Top rated station. Major market. Must know all phases maintenance. Prefer man with Schafer automation experience. Stable, highly respected group. Box K-113, BROADCASTING.

Experienced chief engineer for Alaska atv-tv. Light announcing. Send resume to KINY, 231 S. Franklin St., Juneau, Alaska.

Help Wanted—(Cont'd)

Technical

Chief engineer needed for large operation in small market of 13,000. Opportunity to work with best equipment and design a new studio location. Salary open but a minimum of \$550 per month. Must have had 5 years chief's experience and be available for personal interview. Call or write J. A. Shepherd, KNCM, Moberly, Missouri.

Engineer capable of maintenance, remotes, etc., and preferably capable of limited announcing. WSIR, Winter Haven, Fla.

1st ticket transmitter job immediately available new 5000 watt station. Contact: Art Silver, 221 Witherspoon St., Princeton, N. J., phone 924-3600.

Engineers needed, all broadcast categories. Jobs countrywide. Write: Broadcast Employment Service, 4825 10 Ave. S., Minneapolis, Minn. 55417.

Chief engineer with some announcing duties. An ideal spot for the right man in a good, efficient small market station. Recently moved to new studios and offices, with improved equipment, in a new building. Write KTTN, Trenton, Missouri or call Elmwood 9-2261 for details.

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs Radio Transmitter and Receiver Operating and Maintenance Technicians for relay stations in Greenville, North Carolina; Marathon, Florida; Dixon and Delano, California; and Bethany, Ohio. These positions for operation and maintenance of high power transmitters and receiver stations require a minimum of five years of responsible technical operating and maintenance experience. Experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer is also qualifying. Salary determined by applicant's experience and ability. Present rate range is \$6344 to \$10,504 per year; promotional opportunity. Positions are in Career Civil Service, and therefore, appointments are made thru competitive examination. Must be American citizen. To apply for this nonwritten examination, please request Announcement No. 283B and application forms from your nearest U. S. Civil Service Commission Representative's Office or write to The Executive Secretary, Board of U. S. Civil Service Examiners, U. S. Information Agency, Washington 25, D. C.

Production—Programing, Others

News editor wanted for Ill. kilowatt metropolitan, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

Top news personality for Florida market. Must be authoritative newscaster for on air work with growing department. Write Box K-92, BROADCASTING, giving experience, salary requirements, and include photograph, audiotape, and film or vtr if available.

News Director, top 40, top rated. Must have bold voice, hard worker, build strong dept., tape, resume Box K-121, BROADCASTING.

Network affiliated station, medium metro/eastern market, needs newsmen/director who can dig out the stories, write, compile, deliver newscast with authority and personality. Send resume, picture, references and tape. Prima donnas need not apply. Box K-122, BROADCASTING.

Virginia radio-tv station needs manager for news department. Must be 35 or over and have radio—not necessarily tv—experience. Write Box K-125, BROADCASTING.

Major Michigan radio and TV combo needs capable newscaster-reporter strong on civic and government affairs. Send resume, tape and expected salary range to Box K-130, BROADCASTING.

Help Wanted—(Cont'd)

Production, Programing & Others

Major station on NYC fringe—We concentrate on news, are looking for experienced man to do same. Must have polished, authoritative delivery, must be able to gather and write local news. Opportunity to do news specials, editorials, sports, too. Only replies which include audition tape, not less than 5" reel and preferably air check, will be considered. Complete resume to Box K-141, BROADCASTING.

Experienced news director. Emphasize local coverage and airing. Some staff duties. KHAS Radio, Hasting, Neb.

2 positions open. Sportscaster must know play by play and be willing to build audience with new ideas. Weatherman needed who can speak authoritatively and is personable, send video audiotapes and resumes to KUTV, Salt Lake City.

Experienced reliable man as continuity director immediately. Prefer man who can develop and record production spots but will consider woman. Excellent working conditions. Contact Jim Heaton, KVGB, Great Bend, Kan.

News and sportscaster as assistant to news director. Will employ young man with little experience if he has good voice and eager to work. Maximum starting salary \$75 a week. Apply H. M. Thauer, WGHQ, Kingston, N. Y.

WIRK, West Palm Beach, has immediate opening for a real pro. Must be strong on production and news. Send tape of dj, news and production, plus resume. Full time, format, pop music operation.

Can you gather & write local news? Write and produce good production spots using complete sound and music libraries and then do a 2½ hour teen show that will keep 'em talking and of course furnish a good credit reference? Good your hired! Call immediately 606-789-5311 and ask for Mr. Fyffe. We need you by Sept. 1st.

SITUATIONS WANTED

Management

General/sales manager, 51 years old, 30 years in radio. . . 17 years in management. Immensely capable, experienced, cost conscious, efficient, aggressive, adaptable, diplomatic, competitive, civic-minded and ingenious. Available August 15. Present station being sold. Prefer city 50,000 or more. Write/wire Box J-313, BROADCASTING.

Pittsburgh program director strong in promotion, production, news and sales, desires station manager's position in metropolitan market. College graduate, married, 35 years old, references. Box J-367, BROADCASTING.

Mr. Station Owner . . . Looking for a heavy-weight? California major market broadcast executive seeking change to medium sized market. In-depth experience in am-fm-tv top management. Very strong on local, regional and national sales plus programming, promotion, etc. Currently vp and manager of broadcasting company. Interested in top management post with possibility of participating in ownership in California am or tv station. Outstanding reputation in industry. 35, family, college graduate. Box K-9, BROADCASTING.

Manager. Experienced. I can solve your problems. Sales, programming, promotions, personnel, public relations. Solid background. Box K-23, BROADCASTING.

Attention Texas broadcasters: 7 years in engineering, programming, management and major markets. Three years college (E.E.), first phone, and family. Want station in small but competitive market. Walt Andrus, 1317 Laurel, LaMarque, Texas. (713) WE 5-3532.

Situations Wanted—(Cont'd)

Management

Two man management team. Salesman with first phone, pd top quality announcer. Have worked together past 7 years. Total 25 years broadcast experience. Top references. Box K-78, BROADCASTING.

Management or sales—no big talker. A "doer." Have business head with 16 years experience. Consider medium or large market only. Box K-82, BROADCASTING.

Creative broadcast salesman, management executive with strong station, group, and syndication background seeking challenging position as manager or administrative assistant to manager. Top contacts agencies, reps, networks. Thorough knowledge all operational phases. Personally known at virtually every major station in U.S. and Canada. Personable, works well with people. Family, now New York but will relocate for right opportunity. Write Box K-128, BROADCASTING.

Don't forget to check K-143s display ad on page 93, this issue.

Sales

Salesman, dedicated, competent, 6 years radio, license, 5 year chain station reference, capable with copy, radio school graduate, anywhere. Box K-108, BROADCASTING.

Account executive heavy time sales experience with major New York stations. High level agency and client contacts. Sales job wanted in New York City only. Box K-131, BROADCASTING.

Announcers

Sports announcer with 8 years experience including sales. Excellent references. Strong on news. Capable dj. Box J-276, BROADCASTING.

Young announcer. One year experience. Seeking to relocate. Single, mature voice. Bright personality. Box K-27, BROADCASTING.

1st phone personality—college, draft free, 10 years experience in the top 50 markets. Box K-28, BROADCASTING.

Are you looking for a Pro? I'm your man. 10 years experience. Box K-69, BROADCASTING.

Sportscaster, dj. First phone. Experienced. Personality. College graduate. Any format. Box K-70, BROADCASTING.

Beginning announcer recently finished announcing school can do play by play in addition to news and dj work. Knows board, married will relocate. Box K-74, BROADCASTING.

Energetic sportsman who can double as dj now available. Box K-75, BROADCASTING.

First phone—play-by-play sports announcer—married with family—fantastic sports and radio background—double in news—production—sales or board work. Available immediately. Box K-96 BROADCASTING.

Country and western announcer with vast sports, play-by-play and news experience. First phone—family man—no drinker—prefer larger market—consider all offers. Box K-97, BROADCASTING.

Top 40 dj-announcer, tight production and fast board. A broadcast graduate and wants to swing. Box K-98, BROADCASTING.

Versatile, experienced radio-tv announcer—all phases. 14 years in broadcasting—9 in Cincinnati. Excel in polished, dignified approach to news and commercials. Married, 2 children, dependable. References, recommendations, and resume on request. Available immediately. Box K-101, BROADCASTING.

First phone announcer—limited experience; 6 to midnight shift only. Box K-104, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Midwest (Mich.) preferred by play-by-play specialist. Very good news, good music. Fully experienced. Box K-105, BROADCASTING.

Dj-5 years experience . . . all areas considered . . . modern format. Box K-110, BROADCASTING.

Imaginative—adaptable: first phone announcer, time sales, copy writer. College trained, ten years experience. Age 33, married, three children. Box K-112, BROADCASTING.

5 year's experience—TV live sports show, commercials, fm serious music show, am straight announce—easy, quiet delivery. Currently employed in major market 50 kw am-fm-tv at \$7,000. University BFA degree in radio/tv. Age 24, married, draft free. Seeking position with chance for advancement into programing, production. Box K-116, BROADCASTING.

First ticket announcer. 15 years experience Kentucky, Wyoming, Oklahoma. Good music or c&w personality or both. Available immediately with references. Box K-118, BROADCASTING.

Immediately! Experienced swing personality. Bright, tight, modern professional sound. Crack newsmen. Will travel. Box K-91, BROADCASTING.

Dj announcer, newsmen, combo man have restricted radio telephone permit. N. Y. area. Box K-129, BROADCASTING.

Now working in New York, seeks less frantic life for family and self. In radio since 1946. If you need an exceptional voice (but no prima donna) with a first ticket, strong on news and good music, sober, mature family man, contact Box K-132, BROADCASTING.

Modern young negro disc jockey. Currently employed in N.Y.C. Rated #2 by pulse available September. Box K-133, BROADCASTING.

Announcer with 1st phone. Desires northwest location. Wash., Oregon, Idaho, N. Calif. etc. Trained announcers training studio, N. Y. Box K-134, BROADCASTING.

Morning personality, number one all surveys, all segments. Tasteful comic approach. Big smiling voice. Box K-135, BROADCASTING.

Available October 1st—Professional network—quality newscaster, also middle of road record show. Sixteen years exp. Former general manager and station owner, desires position away from front desk and back on board or news mike. Prefer New England or middle Atlantic area, will consider any offer. If personal interview required, will share expense. If out of requested area, the trip at your expense. Tape available immediately. Will sell on own time at 20% commission. Exp. in all phases of radio. Minimum salary \$150.00 week. Box K-140, BROADCASTING.

Experienced announcer wants job. 10 years present station. 373-0974, Monroe, La.

Combo man experienced air personality with first phone available now. Don't wait, phone 305-632-3788.

Experienced top 40 personality dj with 5 years experience available August 15th. Excellent references. Happy, bright, tight, experienced. Reason for leaving gladly given upon request. Good news and production. Write Tom Shafer, KNOE, Monroe, La., or call 1-501-325-0101.

Negro, female, recent announcing school graduate. Spirituals preferred, consider other. Please call or write Eula Coss, Orchard 3-1918, 5101 Crane St., Houston 26, Tex.

C&W jock, 8 months experience, available Sept. 1st. Phone Charles Ashcraft at AL 5-8071 in mornings. Duncan, Okla.

Hire bright, happy me! First phone! Johnny Bowles, Mt. Sterling, Ky., 606-1150.

Situations Wanted—(Cont'd)

Announcers

Bright announcer/pd. 10 years experience, want to settle in east with growing outfit. Brad Harris 277 Van Siclen Ave., Brooklyn 7, N. Y., Hyacinth 8-5479.

Technical

Former engineer in charge all maintenance mega watt uhf transmitter complex, desires new construction and or maintenance position Con. U. S. or overseas. U. S. citizen, presently employed in private industry and holds security clearance. Box J-271, BROADCASTING.

First class license. No broadcasting experience. Presently radio operator. Desire broadcast engineering work. Married. No children. Box K-72, BROADCASTING.

First phone, 12 yrs. in radio, 7 as chief, want to relocate in or near coastal area. No announcing experience. \$110 min. Box K-87, BROADCASTING.

Engineer, capable, experienced, southeast, available soon due to chain reorganization. Box K-114, BROADCASTING.

Administrative chief available, 15 years experience backed by top references in the am-fm broadcast field. Can handle technical personnel group stations and license proofs with renewals. Will only consider a direct interview with ownership. Box K-123, BROADCASTING.

Chief engineer: 10 years building construction and high power directional antenna c.p. experienced. Know how on cost cutting maintenance and managerial assistance. Reliable and references. Box K-124, BROADCASTING.

Available—primary light engineering, FCC first class. Willing to learn broadcasting. Leon Bashaw, 1312 Belgrade, Orlando, Fla.

Production—Programing, Others

Sportscaster: 8 years experience play by play, all major sports. College graduate . . . family man . . . sponsors references. Box J-328, BROADCASTING.

Experienced sports announcer specializing in play-by-play basketball, please note, will do sports only and will make season commitment only. Will consider any market big or small any locality. Prefer Indiana. Box K-2, BROADCASTING.

Veteran, 25, BA degree, two years play-by-play collegiate football, basketball, hockey, baseball, seeks sports position. Box K-25, BROADCASTING.

Versatile, top-notch, sports play-by-play man with stimulating, accurate, and authoritative presentation. Major college experience in football, basketball, plus all other sports. Available immediately. Excellent references. Box K-32, BROADCASTING.

Needed—a permanent position with established radio-tv operation, preferably in news and sports—over 10 years radio, some tv. Box K-60, BROADCASTING.

News. (Gather, write broadcast) Upper-midwest. Eight years experience . . . 3 as director. Seeking larger market. Married, age 30. Personal interview preferred. Box K-73, BROADCASTING.

Attention: Station with a future! Top market personality desires position with a mature, top-idea crew that's radio minded. No madness, looking for hook-up that has its feet on the ground. Six years experience in commercial radio. Production Mgr. with north California outfit at present. Want to step up to programing. All replies answered with tape and information. Box K-76, BROADCASTING.

Can write . . . can shoot film . . . can gather and deliver news, radio or tv. Veteran newsmen with 7 years experience. No drifter, married, one child, military obligation completed. Presently employed, no chance for advancement in current job. Prefers West, will go anywhere. Write Box K-89, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programing, Others

Newsman. Announcing school and college graduate, 28. Year experience. First phone, no maintenance. Box K-53, BROADCASTING.

Sportscaster—play by play radio and/or tv. 15 years radio, 10 years tv. 10 years with present employer in large radio-tv market. Box K-90, BROADCASTING.

Copywriter: Over 7 years broadcasting experience. Prestige and gimmick copy. Production, public relations, key-account servicing. Single. Box K-99, BROADCASTING.

HA! ha! ha! ha! Two man comedy team. Guaranteed laughs—I tell 'em—he laughs. Major markets. Box K-102, BROADCASTING.

Newsman. Heavy experience. First phone. Board, sports. Middle Atlantic seaboard. Box K-103, BROADCASTING.

Director of photography . . . Seeking responsible position with organization producing tv films and documentaries. Ten years tv experience, over forty documentaries, many awards. Strong production background includes editing, directing, animation, commercials. Opportunity for advancement essential. Married, age 35, degree. Samples and resume upon request. Box K-106, BROADCASTING.

50 kw am experienced newscaster seeks hot am or tv assignment. Box K-107, BROADCASTING.

Experienced, young broadcaster is looking for an opportunity to produce commercials and special programs (and possibly program music) for an "adult appeal" radio station. Write Box K-109, BROADCASTING.

Sincere, experienced pd-dj seeks post with medium market station. Thorough knowledge of music. Pleasant voice, smooth delivery. Production-minded, detail-conscious. Mature, dependable. M.S. degree. Family man, age 26. Available now. Box K-111, BROADCASTING.

Public affairs special events director. 5 years in radio. College graduate. 30, veteran. Presently working in top 40 market station. Experienced in and can do all aspects of news. Also can write and produce low budget prestige shows. Do public relations. Can do some sports. Excellent record, references. Imagination, integrity, creativity. Excellent appearance. Box K-115, BROADCASTING.

Ambitious broadcaster seeks advancement. Desire television opportunity, radio management or program directorship in small-medium market. Programing-news-sports-production experience. Complete resume and references on request. Box K-117, BROADCASTING.

News director, sports play-by-play. Experienced all phases radio. Young, married, aggressive, want permanent position with good small or medium market station. Box K-119, BROADCASTING.

5 years experience all phases, family man, 31, mature, northeast. Box K-137, BROADCASTING.

Presently employed, news, sports director, desires change. Top references . . . mature . . . best in business . . . no small markets . . . guaranteed results. Box K-138, BROADCASTING.

40 year "old" announcer-newsman-program director, 15 years radio experience, desires to return to radio from newspaper and pr work. Available now. Prefer Southwest. Ronald F. Ripley, Box 1751, Hobbs, New Mexico.

TELEVISION

Help Wanted—Sales

WCKT-TV Miami is looking for capable local salesmen. Must have proven sales record. Good draw and commission arrangement. Reply with complete resume and recent photo to Chas. Phillips, P. O. B. 1118, Miami, Fla. 33138.

BROADCASTING, August 12, 1963

TELEVISION

Help Wanted—Announcers

Southeast network affiliate needs man with experience in public affairs programing and news. Please send resume, picture, references and audio tape to Box K-13, BROADCASTING.

Experienced announcer for commercials, weather and interviews. Send photo and tape, film or video tape to Program Director, WFRV-TV, Green Bay, Wisconsin.

Technical

Transmitter operator—Central Texas max. power vhf, RCA equipment. New installation—near large lake. Contact Bob L'Roy, KLRN-TV, Star Rt. 2, New Braunfels, Tex.

Immediate opening for first phone engineer. Technical ability important. Experience desired, but will consider inexperienced graduate of good technical school. Contact Chief Engineer, KTAL-TV, Shreveport, La.

Permanent position available immediately for engineer with first class license and experience in video switching. Contact E. M. Tink, Dir. of Eng., KWWL-TV, Waterloo, Iowa.

Immediate openings for experienced tv engineers in Ampex vtr's, camera, video and maintenance. Please forward resume and references to Mr. Cliff Paul, Tele-Prompter Corporation, Sands Office center, South Memorial Parkway, Huntsville, Alabama.

Very unusual opportunity for several aggressive and qualified electronics men to own and operate franchised branches of our 17-year-old electronics home-study school. Write for free details. CSOE, Box 10634, Jackson 9, Miss.

Production, Programing & Others

Sports director for top midwest TV station. Two station market. Send resume, picture, tape, visual material if available. References. Box K-94, BROADCASTING.

Newsman—Need experienced reporter—gathering, writing and filming news for combined radio television operation. Some on-air. Bob Ellis, KKTU-KGHH, Lincoln 2-5570, Pueblo, Colorado.

TELEVISION

Situations Wanted—Management

Mr. Station owner . . . Looking for a heavyweight? California major market broadcast executive seeking change to medium sized market. In depth experience in am-fm-tv top management. Very strong on local, regional and national sales plus programing, promotion, etc. Currently vp and manager of broadcasting company. Interested in top management post with possibility of participation in ownership in California am or tv station. Outstanding reputation in industry. 35, family, college graduate. Box K-9, BROADCASTING.

General-sales manager. Major market experience. 23 years in broadcasting, 13 TV management. Age 43. Box K-16, BROADCASTING.

TV or TV-radio general manager wants new challenge in medium market. Twenty-one years in broadcasting, last 19 same company. Currently managing 1 TV and 2 radio stations for newspaper-owned company. Reliable, dedicated, 38 years old, best references. Personal interview upon request. Box K-45, BROADCASTING.

Sales

Competent, experienced in all phases television sales. Excellent personal and business history. Full industry references. Consider right change prior to fall school term. Box K-81, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Newsman-announcer with definite "class" and style wishes to join progressive tv station in small-medium market. Conscientious, eager. Immediate availability. Will settle. Box K-71, BROADCASTING.

Technical

Permanent transmitter job wanted. Experienced transmitter operation, maintenance, construction and installation. Box J-327, BROADCASTING.

Have you opportunity for engineer with 12 years TV experience including color, planning, construction? Last 4 years assistant chief. Box K-34, BROADCASTING.

Help! Tired of dead end job! Well qualified assist. chief desires challenging position. Excellent references. Box K-86, BROADCASTING.

Chief engineer position wanted. 8 years experience am-fm-tv. 2 years as chief. Qualified to install, operate and maintain any television station. Presently in computer field. Box K-93, BROADCASTING.

Production, Programing & Others

Television sports director available. Complete knowledge of film; authoritative play-by-play; intelligent editorialist. Will create excellent image in sports minded market. Box J-296, BROADCASTING.

Television childrens show personality with proven format. A top rated, easy to sell entertaining show for kids. Available September first. Box J-306, BROADCASTING.

Experienced news director: Now heading vhf-am newsroom. Top-rated newscaster, investigative reporter. Seek news directorship/staff job major market. Box K-80, BROADCASTING.

Operations manager, strong in organization, training, personnel management. Eight years commercial, educational, military TV as producer-director-writer. Excellent references, resume. B.A., 27, available now. Box K-139, BROADCASTING.

Due to program emphasis changes this tv station has a top kid personality available effective mid-August. I can strongly recommend John Stikes as a popular emcee of live kid shows and an individual of excellent moral character. His availability does not reflect a lack of commercial success with his show or any personality conflict with station personnel, but is due to all-over program changes in our early evening period. If interested in a strong children's personality please call either John Stikes or me collect. Phone FA 2-8828, Columbus, Georgia. Joe Windsor, G.M.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, BROADCASTING.

Raytheon or RCA microwave STL wanted immediately. Box J-202, BROADCASTING or call EN 2-5680, N.Y.C.

Frequency, modulation and phase monitors, Clark 120 or RCA WX2 field strength meter. Console, turntables, limiter etc. State manufacturer, model condition and price. Box J-350, BROADCASTING.

Wanted: Used video-tape recorder, broadcast model. Contact William Lewis, Chief engineer for tv, bureau of audio-visual instruction, University of Colorado, Boulder, Colorado.

Records wanted! Top dollar for all lp's and 45's! Pop, r & r, c & w, classical, etc. Cash for all. Send approximate/library for our bid. M.T.S., 1518 Broadway, Sacramento 18, Calif.

WANTED TO BUY

Equipment

Setting up fm station. Need all equipment fr. mic. to antenna. Will pay cash. Box K-79, BROADCASTING.

AM frequency and modulation monitors in operational condition, 20 years old maximum. W. S. Cook, 2423 Airport Rd., Colorado Springs, Colorado.

Lampkin frequency meter—p.p.m.—modulation meter in good operating condition or equivalent. Box K-95, BROADCASTING.

Wanted: RCA TT-5A or Federal 5 kilowatt, high-band television transmitter. Must be in operating condition. Box K-100, BROADCASTING.

Overseas missionary organization needs audio equipment. Monitor and p.a. amplifiers, mixing board, tape recorders, microphones and components. Will gratefully accept in any condition. Donations tax deductible. Will pay shipping charges. P.O.B. 15-M, Pasadena, Calif.

Need 3 TK-31 (RCA) field camera control chassis. Contact WCCO-TV Eng. Dir., 50 South 9 Street, Minneapolis 2, Minn.

Used Nagra tape recorder. Sync or non-sync. Give condition and price in first letter. P.O.B. 15-M, Pasadena, Calif.

Wanted for ready cash—New and used transmitting tubes. Write Coloramic Electronics, 243 Harrison Ave., Garfield, N. J., 471-2022.

For Sale

Equipment

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Complete Gates remote control system RDC-10c with frequency and modulation extension meters, all necessary pads for mounting in transmitter of 1000 watts or less, and rack for mounting studio components. Best offer. KVOU, Uvalde, Texas.

Recording/film studio equipment/parts. List. Ken-Del Productions, 515 Shipley, Wilmington, Del.

10 watt, 950.5 mc G.E. model 4BT9A1—includes fm transmitter and receiver with two dishes 1 G.E. 3BT3B—3 sk fm transmitter; also 200 ft. 1 ½" feed line. Box K-14, BROADCASTING.

Complete Gates RCM20 remote system, including meters, shunts, motors. Good condition. \$500. WAAA, Winston-Salem, N. C.

Gates Sta-level 1st class condition . . . full details Box 900, Sharon, Penna.

One 30 kw 230 volt 3-phase power plant. Contact radio station WKEU, Griffin, Ga.

Mohawk Midgetape battery portable recorder, new carrying case. Complete with microphone and cartridges. Excellent condition. Cost \$200. Priced at \$70. KSEO, Durant, Oklahoma.

RCA type BA-25A AGC program amplifier currently in use, complete with schismatic and instruction book. 1st check for \$100 buys it. FOB WXVA, Charles Town, W. Va.

RCA TTU 1B uhf tv transmitter complete except for meters and blower. Needs approximately \$1000 in parts and 100 hrs. of engineers labor. Sold as is or will rebuild under contract. For info call W. S. Ward, JO 2-2000, 7505 Carroll St., Tacoma Park, Md.

For Sale—(Cont'd)

Equipment

RCA TT5A tuned to channel 2. Priced to sell quickly. Box K-84, BROADCASTING.

Package deal—all equipment like new. Gates "Gateway" audio console & desk, Gates CB 525 turntable & cabinet, Ampex model 351 recorder console, RCA model 77D microphone, 2—RCA 12 inch speakers & slopedwall enclosure. Total: \$3600.00 Box J-136, BROADCASTING.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

Audition tapes prepared, duplicated, edited. Resumes written, printed. DJ jobs available. Darden Assocs., P. O. B. 231, Roosevelt, N. Y.

We are all radio men (and women) who have decided to syndicate our shows, produce customized commercials, too. Cost? Ridiculously low. Write for details and samples. Six Twenty Nine Productions, Pensacola, Fla.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting October 9 and January 8. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

INSTRUCTIONS—(Cont'd)

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. For free brochure write: Dept. 3-B Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLJQ, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Pittsburgh. FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Help Wanted

Sales

CAN YOU DO EVERYTHING?

BRAND NEW ONE-STATION MARKET IN WEST CHESTER, PA., PHILADELPHIA VICINITY DAYTIME QUALITY MUSIC-NEWS RADIO STATION REQUIRES IMMEDIATELY COMBINATION DJ/SALESMEN AND/OR WRITERS/PROGRAMERS WITH IMAGINATION. GREAT OPPORTUNITY FOR YOUNG MEN WHO WANT TO BUILD FOR THE FUTURE. WORKING DIRECTLY WITH TOP EXECUTIVES OF THE BROADCASTING AND BUSINESS WORLD. CULTURE UNLIMITED IF YOU CAN PRODUCE. RUSH TAPE AND RESUME TO:

BOX K-148, BROADCASTING.

Announcers

Network O & O

in major market offers challenge, hard work, little pay, great opportunity to start with new all-talk format. Send resume, tape, to

BOX J-220, BROADCASTING.

TOP-NOTCH D. J.

must have 1st class ticket. Capable of handling excellent teen-age audience. We're not a top 40 operation however. We can meet demand of salary if you qualify. 5000 watt, WIOU, CBS affiliate. Only station in Kokomo, Ind. 60,000 population. Telephone collect Mr. Jeffery, evenings only GL 9-5322. Character references required and excellent voice. No amateurs please!

NEWSMAN WANTED

50,000 WATT MID-WEST METRO STATION WANTS AGGRESSIVE NEWS-CASTER WITH WRITING AND GATHERING ABILITY. MUST HAVE AUTHORITATIVE VOICE. MINIMUM OF FIVE YEARS EXPERIENCE AND COLLEGE GRADUATE PREFERRED.

SEND AUDITION, SAMPLE OF WRITING, AND SALARY EXPECTED.

BOX K-67, BROADCASTING

Technical

ENGINEER

Strictly maintenance, construction and things technical. Two-station operation looking toward expansion wants competent 1st class man. 40 miles west of Philadelphia. Paid Vacation, profit sharing and other fringe benefits. WCOJ, Coatesville, Pa.

Situations Wanted—Management

VETERAN BROADCASTER

7 years diversified experience all phases, seeks managerial position. Currently PD of top station in top 30 markets. Age 28, family. Sober, reliable, conscientiously hard worker. Excellent references. All Replies will be answered and held in strict confidence.

BOX K-143, BROADCASTING

TELEVISION

Situations Wanted—Management

TV STATION MANAGER

Age 37, Married, Degrees in Management, Excellent References, and 16 continuous years of diversified TV Experience in Administration, Programing, Production, Film Buying, NAB Code Affairs, and over all VHF Operations. Resume and personal interview upon request.

BOX K-145, BROADCASTING

WANTED TO BUY

Stations

MEDIUM to MEDIUM—LARGE market, good facility, growth potential, preferably North East. To be second station in planned expansion. We're large company with diversified interests, able and ready to buy. Replies confidential.

Box K-64, BROADCASTING

For Sale

Stations

FOR SALE

MAJOR SOUTHERN MARKET AM
high power facility
minimum cash—extended terms
to properly qualified purchaser
Box J-298, BROADCASTING.

CALIFORNIA KILOWATT

Daytime station in active growth area needs resident owner-manager for development of full potential. Total price of \$125,000 is 1½ times average annual gross. Excellent terms available.

BOX K-144, BROADCASTING

For Sale Stations—(Cont'd)

RACE STATIONS

Chain operation spinning off 3 stations in top metro markets Eastern half United States—Competitive and non-competitive situations. Answer only if financially qualified.

BOX K-85, BROADCASTING

New England Daytimer

Profitable Small Market 250w \$100,000 includes valuable land and physical assets all owned by station. 29% down and favorable terms on balance. Ideal for husband-wife owner combination.

Box K-147, BROADCASTING

FIVE-COUNTY

regional station, in rich upper Midwest area. 5,000 city, 18,000 county, 55,000 radio homes served. Fixed sign-on, \$5,000 monthly gross. Ideal owner-manager situation, making money. Total cost, terms over six years, \$75,000. Deal direct with owner in confidence.

BOX K-146, BROADCASTING

For Sale Stations—(Cont'd)

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations
Appraisals

Management
Financing

HOWARD S. FRAZIER, INC.

1736 Wisconsin Ave., N.W.
Washington 7, D. C.

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

STATIONS FOR SALE

NEW ENGLAND. Exclusive. Fulltime. Priced at \$125,000. 29% down.
CALIFORNIA. Medium market. Daytime. Priced at \$78,500. 40% down.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

Fla.	single	daytime	\$ 70M	terms
Ill.	small	daytime	85M	terms
Vt.	small	fulltime	100M	29%
S. E.	small	profitable	90M	cash
Mass.	medium	regional	185M	29%
Pa.	metro	daytime	155M	25M
S. E.	metro	race	275M	29%

And others.

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

☐ TF (until forbid)

RATES

☐ Situations Wanted—20¢ per word—\$2.00 minimum (Payments in advance)

☐ Help Wanted—25¢ per word—\$2.00 minimum

☐ Display ads \$20.00 per inch—STATIONS FOR SALE and WANTED to BUY advertising require display space. Situations Wanted—(Payment in advance)

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ All other classifications 30¢ per word—\$4.00 minimum

Attach ad copy to classified form

(No charge for blind box number)

Indicate whether Radio or TV

☐ Radio

☐ TV

HELP WANTED

☐ management

☐ sales

☐ announcers

☐ technical

☐ production-programming

SITUATIONS WANTED

☐ management

☐ sales

☐ announcers

☐ technical

☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations

☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions

☐ Business Opportunity

☐ Miscellaneous

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME _____

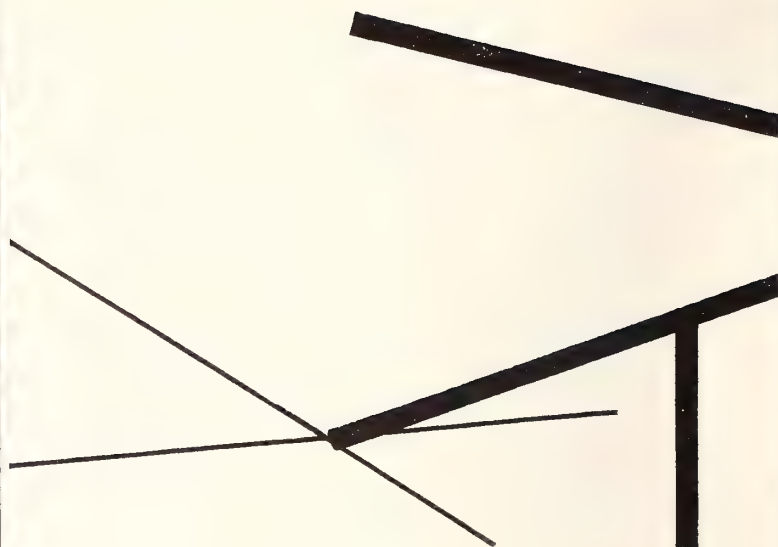
COMPANY _____

ADDRESS _____

Remittance enclosed \$ _____

☐ Bill

4-29



SUSIE

...one of 268
syndicated
TV film series
which use*

BMI

*licensed music
and were
telecast locally
during the past year*

**out of a total of 390
syndicated TV film series*

BMI

*

BROADCAST MUSIC, INC.

589 FIFTH AVENUE • NEW YORK 17, NEW YORK

CHICAGO

•

LOS ANGELES

•

NASHVILLE

•

TORONTO

•

MONTREAL

OUR RESPECTS to Horace Styles Fitzpatrick

He sees 'responsibility' when he looks at his license

Wherever the remote unit of WSLs-TV Roanoke, Va., goes on location, a station executive in the person of Horace Fitzpatrick is almost sure to be there.

Vice President-Manager Fitzpatrick is not a member of the remote crew nor is he there to check on their efficiency or general demeanor. He is just so intimately associated with his industry and his job that he likes to keep close touch with WSLs-TV operations and the public the station serves.

In addition to his "fire" calls with the remote crew, Mr. Fitzpatrick also travels extensively throughout the WSLs-TV coverage area to keep in personal touch with the people. "He is a rather stupendous little guy [5' 5"] who looks at that FCC license on the wall and sees the word 'responsibility,'" a close associate and friend said last week.

The WSLs-TV vice president is highly respected in both the industry and Roanoke for his extreme loyalty toward those who have his confidence. He has strong likes and dislikes and is most energetic in the support of his "causes."

"He is outstanding in his desire to assist others," according to James Moore, president of the Shenandoah Life Stations (WSLs-AM-FM-TV) and Mr. Fitzpatrick's boss ever since the latter entered broadcasting. "Not only is he loyal, but he has applied boundless energy and tenacity to everything he has done."

Permanent Spot ■ Horace Styles Fitzpatrick has been associated with the Shenandoah Life Stations for nearly half of his 50 years, an age he attained just yesterday (Aug. 11). He left a promising career with a power company in 1940 to join WSLs as a salesman when that station first went on the air. After holding down many jobs and titles in the interim, he was made vice president of Shenandoah Life Stations Inc. in 1959 and has been WSLs-TV's only manager since the station went on the air in 1952.

Fitz was born in Roanoke in 1913 and graduated from that city's Jefferson High School in 1933 as a football and basketball star. Early in life he showed a flair as a promoter, a sideline he has continued to pursue throughout his life. While in high school he sold newspapers, worked in various retail stores and gas stations and booked local bands and dances.

Young Fitz went against the wishes of his family and turned down a scholarship to Roanoke College offered because of his athletic prowess. Instead, he attacked the business world as office boy for the Appalachian Electric Power Co. He wasn't office boy for long, how-

ever, rising to head of the billing department.

His dance promotions went big league, too, as he jumped from local talent to such name bands as Johnny Long, Guy Lombardo, Sammy Kaye and others. Mr. Fitzpatrick also was gaining a Roanoke-wide reputation as a top salesman which served him well when WSLs was constructed in 1940.

The late Paul Buford, first WSLs president, suggested to his manager, Mr. Moore, that Mr. Fitzpatrick would make a good radio salesman and as a result Fitz joined the new voice in Roanoke.

Still Selling ■ He has been selling very successfully ever since. Knocking on doors that others would bypass, Mr. Fitzpatrick quickly became a leading radio salesman of co-op time. The then new ABC network conducted many contests for local salesmen and Fitz won more than his share of prizes, many of which still adorn the Fitzpatrick home.

He still has a reputation among NBC-TV affiliates as "that guy who is always selling." The statement is literally true, witnessed by the fact that just last week Mr. Fitzpatrick made a sales trip to South Carolina and Georgia.

The Fitzpatrick promotion abilities have benefited the city of Roanoke as well as servicemen during World War II. In 1944 he became manager of the Academy of Music and brought many "firsts" in cultural productions and legitimate plays to Roanoke. During the same period he organized, promoted and transported entertainment

acts, to area military bases.

His "star" continued to rise at WSLs, also. In 1945 he was named assistant commercial manager and three years later he was promoted to commercial manager. Shenandoah Life Insurance Co. had been a one-third owner of WSLs (FM was added in 1947) from the start, and in October 1952 acquired 100% of the stations. Just two months later, WSLs-TV went on the air and Mr. Fitzpatrick was named manager of the combined AM-FM-TV operations. He has since dropped the radio reins.

A Crisis ■ WSLs-TV had been on the air only 15 minutes before Manager Fitzpatrick had to face his first major crisis. A freak thunderstorm knocked the station off the air, but before the lightning had stopped Mr. Fitzpatrick was on the way to RCA in Camden, N. J., for replacement parts. WSLs-TV was back on the air the next day to stay.

Mr. Fitzpatrick is convinced that the people in WSLs-TV's coverage area look upon the station as tops in public service, the one thing of which he is proudest. And, he says, "TV has only scratched the surface of its potential power to serve the public. There is no other medium that can compare with it. The same applies to the variety of entertainment television offers. It is unsurpassed."

A strong supporter of the National Association of Broadcasters and its industry codes, Mr. Fitzpatrick feels the NAB has done an "excellent job." The greatest strides made in self-improvement of the industry have been made through the NAB, he feels.

Another important facet of the Fitzpatrick image of public service is the broadcasting of editorial opinion. WSLs-TV airs a daily editorial.

Mr. Fitzpatrick is the current president of the Virginia Association of Broadcasters and plans to devote a lot of time before next spring to two VAB goals: increased membership and a standardized savings time plan in Virginia.

He also is president of the Sales and Marketing Executives Club of Roanoke and a charter member of the Roanoke Advertising Club.

Early in 1938 Fitz went on a blind date with a student nurse at the Lewis-Gale Hospital in Roanoke, and before the year was over she had become Mrs. Fitzpatrick. His marriage to Marie DeHart was kept a tight secret for several months because of hospital rules against married student nurses.

When Fitz is not selling TV, he often can be found on the golf course (low '80's) or bowling (160 average).



Mr. Fitzpatrick

Up in smoke

IN their advertising and public relations the tobacco companies, it seems to us, are running scared—too scared for their own good.

Their sudden emphasis on smoking as an “adult” pleasure, including their decision to withdraw completely from campus promotions, was obviously a concession to the save-the-youth wing of cigarette critics. But instead of stopping criticism, concessions sometimes lead to assumptions that are even more damaging. The cigarette companies’ indirect acknowledgement that smoking may not be good for pre-adults inevitably raises questions about just how good they think it is for anybody else.

Against this nervous background, Lucky Strike’s new advertising theme, emphasizing that “Smoking’s a pleasure meant for adults” (BROADCASTING, Aug. 5), looks capable of developing into the biggest boomerang outside of the Australian bush, accomplishing the exact opposite of its stated purpose. The copy, by BBDO, certainly is not apt to alienate any sizable group between the ages of 12 and 20 with its claim that “Luckies separate the men from the boys—but not from the girls.”

If this tack seems cynical, or appeals to ages it professes to avoid, we venture that it’s because it attempts to articulate an impossible policy—that of trying to separate the too-young from the old-enough when nobody knows which is which. The futility of trying to eliminate appeals to youth is evident now as never before.

Let us make it unmistakably clear that we are defending, not questioning, the right of tobacco companies to advertise their products in any truthful and tasteful way they wish. Cigarettes have been accused repeatedly of being harmful to health—but they have not been proved guilty. The surgeon general’s commission, which may supply a definitive answer, is still deliberating. At least until its report is in, tobacco products are entitled to the same latitude in their advertising as banks or soaps or Smokey Bear.

Can 30 governors be wrong?

IN the din of recent arguments over broadcast editorializing—and attempts by Congress to curb it—little has been heard about other legislation to change the political broadcasting law. Editorializing and political broadcasting are parts of the journalistic function of radio and television. To the degree that either is regulated by the government, the effectiveness of broadcast journalism is impaired.

Pending in the Senate are several bills that would make adjustments in the existing law that governs political broadcasting. They range from one—the most desirable but least likely to pass at this time—that would repeal Section 315 altogether to one that would suspend Section 315 in its application to candidates for the Presidency and Vice Presidency in 1964. The latter has been passed by the House.

Within recent weeks still another bill has received important support from the governors of 30 states. This bill would repeal Section 315 in its application to candidates for the Presidency, Vice Presidency, U. S. Senate and House and all state governorships. The author of the bill is Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee. The 30 governors who have advised Senator Pastore of their support for his bill add up to a formidable array of political influence.

With that kind of backing, the Pastore bill cannot be ignored. But still more pressure is needed to force the movement of the legislation through the Senate, and even more than that to get it some attention in the House.

It was only after intense effort by broadcasters that the

Congress was persuaded to make permanent liberalizations of Section 315 in 1959 and temporary suspension of the law’s application to presidential and vice presidential candidates in 1960. It will take at least as much effort to get Congress to move again. The chance for passage of the Pastore bill is slight at best. There is no chance at all unless broadcasters go into action.

Small thanks

CONELRAD—the coined word meaning “control of electromagnetic radiation”—expired last week.

Its greatest claim to glory was that during the dozen years of its existence the occasion never arose for its activation, which was to alert the public in the event of an enemy bombing attack.

Last Monday, when Conelrad was terminated, the Emergency Broadcast System took over as the new standby broadcast service. Some 1,400 AM and 200 FM stations now hold interim authorization from the FCC for EBS. All stations, including TV, later will be eligible to qualify for EBS, but with TV stations utilizing only their audio transmissions.

The new emergency system has much to commend it. Its purpose is to fulfill national security requirements while providing for transmission of vital information to the public. It is basically under civilian rather than military control.

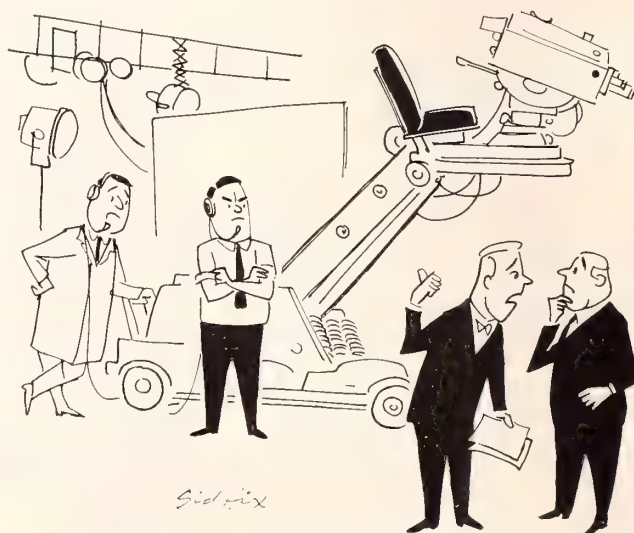
Actually, it replaces an obsolete system. Conelrad might have been a good idea in 1951. But that belonged to the bomber era. The advent of the missile which can travel a calculated course to any given target area terminated the need for Conelrad.

All that is history, although it isn’t necessarily recorded. Some 1,400 AM stations spent over \$20 million in implementing the Conelrad program.

In announcing 10 days ago that Conelrad was out and EBS in, the FCC in a public notice expressed its “appreciation to all who have participated in this patriotic effort.”

These broadcasters, we submit, are entitled to more formal and appropriate recognition for their contributions in time, money and equipment. An inscribed certificate or perhaps a personal letter would be more suitable recognition.

With or without such an expression, old Conelrad stations generally will cooperate in the new EBS structure. And, as was the case with Conelrad, they will do so in the hope that the day will never dawn for its use.



Drawn for BROADCASTING by Sid Hix

“Having trouble with the cameraman. . . . He wants a seat belt put on our new camera!”

A symbol of quality...



HUBBARD BROADCASTING, INC.

**KSTP RADIO
KSTP TELEVISION**
Minneapolis-St. Paul, Minnesota

**KOB RADIO
KOB TELEVISION**
Albuquerque, New Mexico

Edward Petry & Co., Inc.

The Original Station Representative

W.GTO RADIO
Cypress Gardens, Florida

**DID YOU SAY
OVER
\$1,000,000
MR. YOUNG?**

Sounds staggering, but it's true. That's the additional new business we "creatively sold" for our television stations last year. Our experienced Sales Development Division is a highly skilled "task force" with a proven record of performance — ready to go to work for you.

Interested?

adam young inc.

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS



DETROIT • LOS ANGELES • ST. LOUIS • SAN FRANCISCO

REPRESENTING RADIO AND TV STATIONS



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

AUGUST 19, 1963

Advertisers have no hesitancy in making
football a TV power 35

Swezey makes resignation from NAB official;
no successor in sight 66

Shell, out of TV for over a year, is now TV's
No. 2 petroleum advertiser 44

All-Industry TV Committee files another
ASCAP appeal in Supreme Court 56

COMPLETE INDEX PAGE 7

Keep close to your customers with Spot Radio

Selling floor wax? Reach her with Radio now—while she's using the product. Spot Radio can "position" your message at the most opportune time. Put a high gloss on your sales with Spot Radio on these outstanding stations.

KOB	Albuquerque	WTAR	Norfolk-Newport News
WSB	Atlanta	KFAB	Omaha
WGR	Buffalo	KPOJ	Portland
WGN	Chicago	WRNL	Richmond
WLW	Cincinnati	WROC	Rochester
WDOK	Cleveland	KCRA	Sacramento
WFAA	Dallas-Ft. Worth	KALL	Salt Lake City
KBTR	Denver	WOAI	San Antonio
KDAL	Duluth Superior	KFMB	San Diego
KPRC	Houston	KYA	San Francisco
WDAF	Kansas City	KMA	Shenandoah
KARK	Little Rock	KREM	Spokane
WINZ	Miami	WGTO	Tampa-Lakeland-Orlando
KSTP	Minneapolis-St. Paul	KVOO	Tulsa
Intermountain Network		Radio New York Worldwide	

RADIO DIVISION

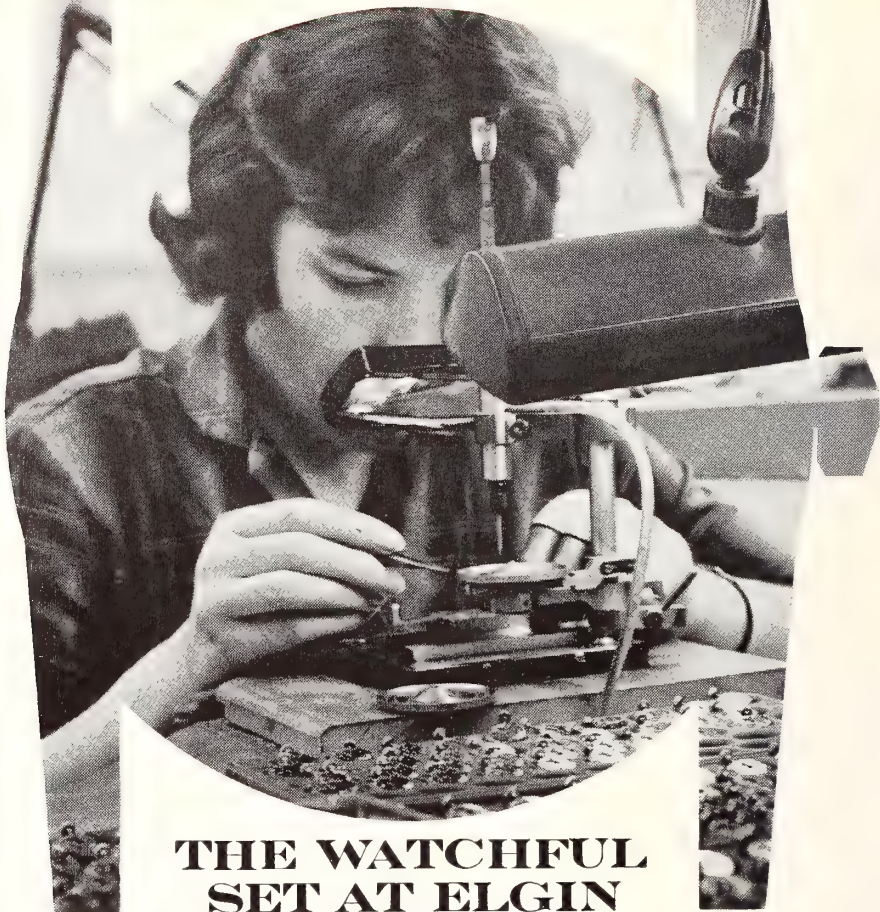
EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
ST. LOUIS • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



**IN THE SURPRISING
NEW SOUTH CAROLINA**



THE WATCHFUL SET AT ELGIN

What did South Carolina do to attract Elgin? More than merely change the name of a town to Elgin. Among other things, it trained South Carolinians as technicians, without cost to Elgin, in State-operated technical schools designed to produce employees for any new industry's requirements—an idea attractive to many. For examples: General Electric, Argus Camera, Allied Chemical, Du Pont, Smith-Corona Marchant, Utica Drop Forge, Horsman Doll, and others. The surprising new South Carolina is soaring as an industrial economy—far outstripping the nation as a whole, nearly doubling the personal incomes of South Carolinians in the 1950's.

What does this have to do with WIS-Television? This station—which reaches the majority of South Carolina counties without peripheral buys, knows South Carolinians' preferences best, after 31 years of broadcasting from the hub-like capital city—now serves a *surprising new kind* of South Carolina—alert, aware, selective of the best in information and entertainment, and *able to buy*. It reaches the watchful set, of course, as it reaches other South Carolinians who watch the best.

WIS
TELEVISION

Charles A. Batson, Managing Director

a station of The Broadcasting Company of the South  G. Richard Shafto, Executive Vice President

WIS Television: Channel 10, Columbia, S.C. ■ WIS radio: 560, Columbia, S.C. ■ WSFA-TV: Channel 12, Montgomery, Ala.

All represented by Peters, Griffin, Woodward, Inc.

STEVE ALLEN

DIVORCE COURT

CHILLER THEATRE

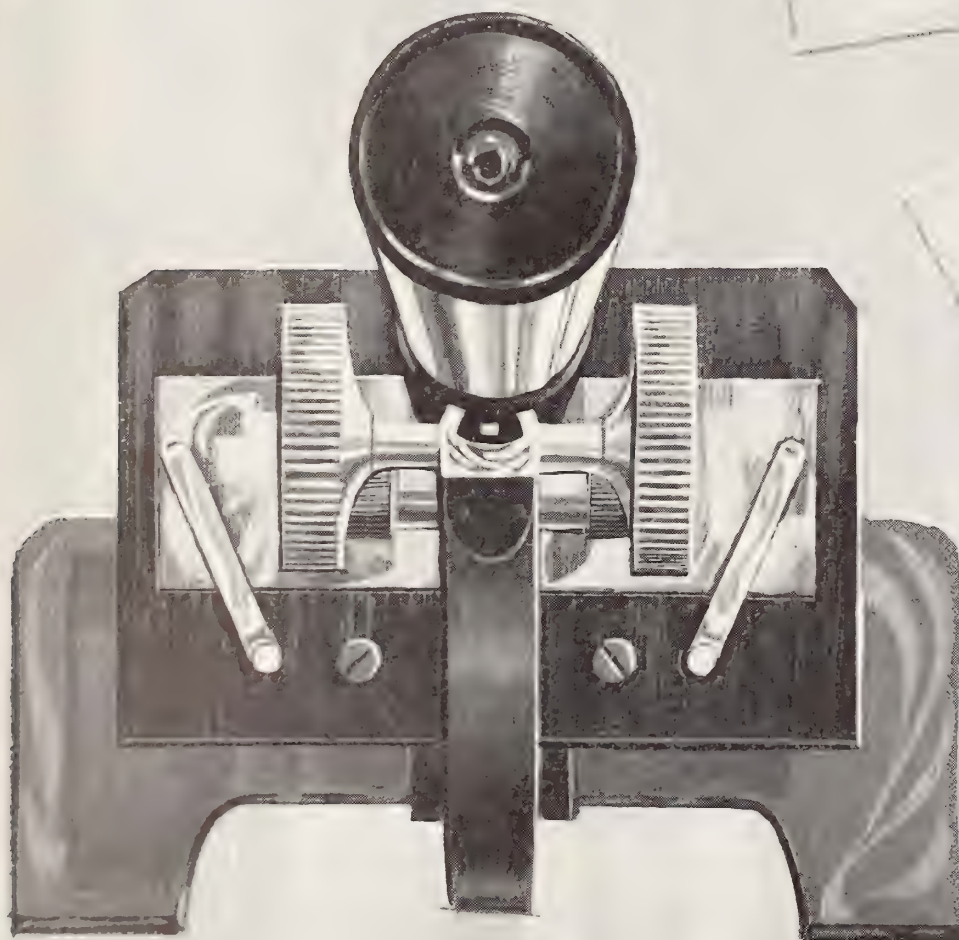
TRUE ADVENTURE

CITY CAMERA

STRIKE-IT-LUCKY

GIRL TALK

**A
CLOSE
LOOK
IS
REQUIRED**



It focuses down to this: You pay for attention. And the concept guiding KTVI's programming is to keep all eyes on the screen. We design our programming to be provocative, exciting, stimulating. KTVI features linked to the ABC line-up attract the younger, buying families that you want to reach. Your commercial ready to sell? We deliver a St. Louis audience that's ready to watch, listen, and buy!

KTVI

2

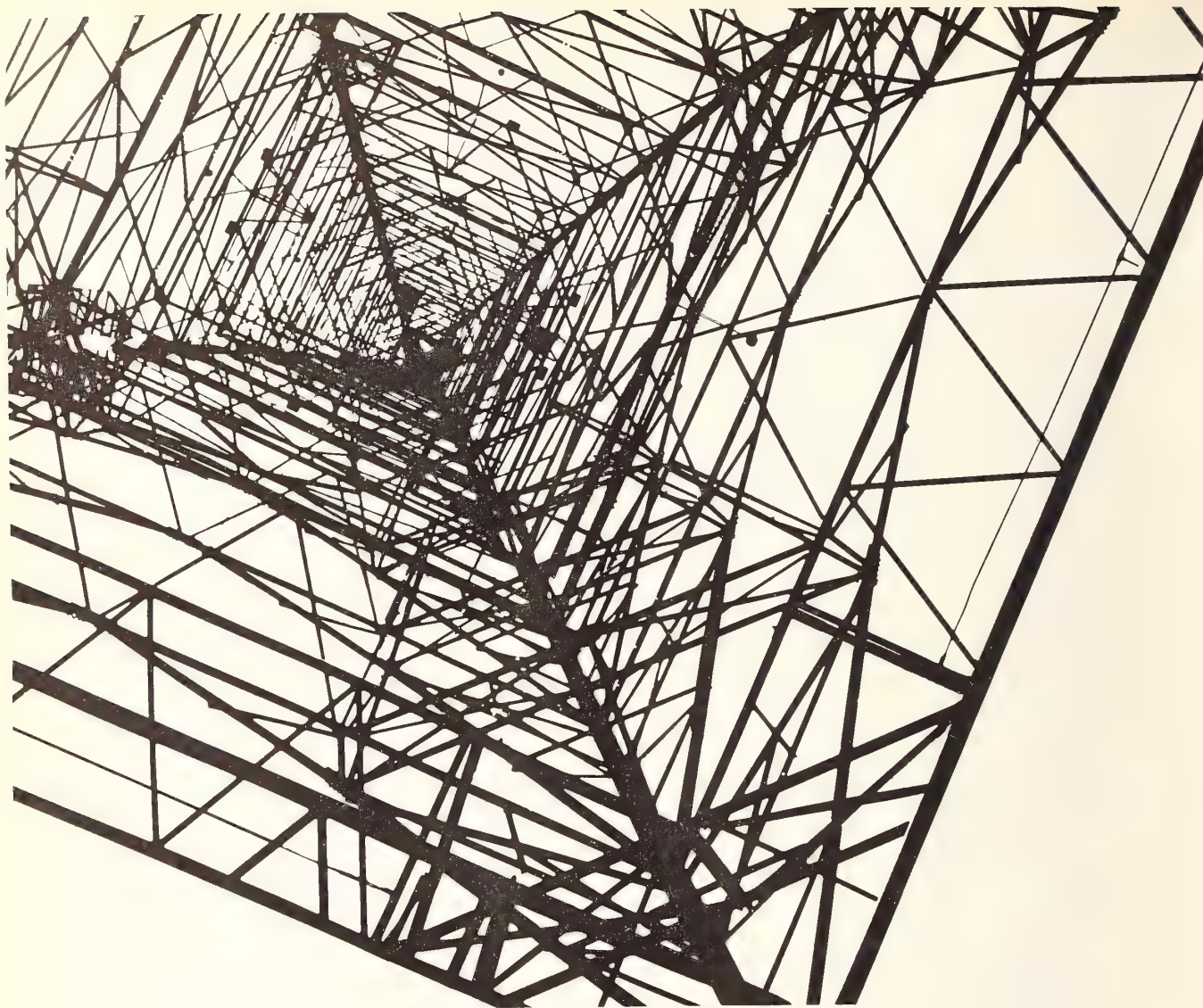
ST. LOUIS



HR

Television, Inc.





4-STATION MARKET 40% METRO SHARE

The May/June, 1963, ARB Market Report indicates that KRLD-TV delivers approximately 40% Metro Share of Audience, 9 a.m. to Midnight, Monday thru Sunday, while at the same time delivering approximately 41% of the Sets In Use in the Dallas - Fort Worth 4-station market.

Why not spend your ad dollar where it goes further and reaches more — on a Channel 4 schedule.

See your ADVERTISING TIME SALES representative — soon.



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

BROADCASTING, August 19, 1963

Lunch with the President

Twenty-two well known broadcasters have been invited to off-the-record luncheon with President Kennedy this Thursday (Aug. 22) marking first such meeting with broadcaster group. President, since he assumed office, has had periodic luncheons for newspaper and magazine editors and publishers, principally on state-by-state basis.

Although guest list has not been released, it's understood to include cross-section of owners and directing heads of stations, including group owners. Network heads are not included, having met periodically with President in past. Luncheon may be forerunner of others. It's presumed Pierre Salinger, news secretary to President, asked J. Leonard Reinsch, executive director of Cox stations and President's informal advisor on communications, to supply list of broadcasters from which selections were made.

'Canned' editorial scrutiny

House Communications and Power Subcommittee, which is looking into broadcast editorializing, is showing interest in firms that provide "canned editorials." Subcommittee feels editorials should be expressions of licensee opinion and wonders how material, prepared by syndicates seeking to serve broadest possible market, can provide incisive viewpoints on issues, especially local subjects. Subcommittee is in touch with at least two editorial syndicates and may ask them to testify when hearing, which recessed last month, resumes.

Resumption date for editorializing hearings is likely to be after Labor Day. Parent Commerce Committee is preoccupied by railroad dispute. Senate Commerce Committee, which still is considering various ways to suspend or repeal Section 315, also probably won't act until some time next month.

Two big catches

Announcements are expected this week that two major radio-TV station groups have joined National Association of Broadcasters. Joining NAB and increasing association's annual income by \$50,000-\$75,000 are Metropolitan Broadcasting Stations (division of Metromedia Inc.) and RKO General Inc. Stations, division of General Tire & Rubber Co. NAB took unusual step of accepting both groups into membership at its June board meeting before either had submitted formal applications. So far neither group has indicated intention of also subscribing to NAB codes. Metropolitan owns seven TV, five AM

CLOSED CIRCUIT®

and four FM stations; RKO is licensee of four TV, five AM and four FM stations, including channel 18 WHCT Hartford, Conn., nation's only operating pay TV station. RKO also has interest in CKLW-AM-FM-TV Windsor, Ontario.

Radio spot index

Plans to collect and publish spot radio spending figures for leading brand advertisers are reported moving smartly forward, with encouraging first results from unannounced pilot study currently under way in New York market. Project is being conducted by Radio Advertising Bureau and Station Representatives Association, and they've already devised one change in tactics: Instead of getting billings data mainly from stations, as originally contemplated, plan now is to rely on combination of station representatives and major-market stations.

New York test, covering 1963 second-quarter spending, calls for submission of reports by end of August, and project leaders say stations of all sizes have agreed—practically unanimously—to participate. Independent accounting firm handles collection and tabulation. It's expected first national report will cover significant portion of 1963 spot spending.

New CATV rules?

Tough regulations covering community antenna systems—via FCC's control over microwave relays—are being drafted by Henry Geller, FCC associate general counsel, for submission to commission in September when agency reconvenes. Staff feels FCC has authority now, following victory in Carter Mountain case where commission power to protect local TV stations was upheld by U. S. Court of Appeals.

Rules being drafted will primarily be codification of conditions already being imposed on CATV microwave users to protect local TV stations. But there may be some modifications—nonduplication within 30 days of program carried by local station may be shortened to more modest period. FCC proposed rule-making on subject last December and comments were filed last February.

Audimeters on the move

Reports circulated last week that A. C. Nielsen Co. was "disconnecting" its Audimeters in New York, but they were denied—or clarified—by ACN

officials with explanation that firm is in process of "selectively replacing" about 100 homes in its TV sample, not only in New York but throughout U. S. This, they said, is part of program disclosed some months ago for annual turnovers within sample, which totals about 1,100 TV homes. Since Nielsen's TV and radio samples generally use same homes, radio sample inevitably is being changed, too, but company says project is purely TV, is being done now in preparation for new fall TV season—and involves no reduction in sample size.

UA expanding first runs

United Artists Television is said to have given green light to production of six more David Wolper one-hour specials, and another 32 Lee Marvin shows for first-run syndication to stations next season.

Now the world

International symposium on radio and TV may be held in U. S. next year in, of all places, Atlanta. Its another project of Georgia Association of Broadcasters, and it already has backing of governor of Georgia, mayor of Atlanta and several members of state's congressional delegation. Georgia broadcasters, led by Raymond Carow, WALB Albany, president of GAB and governor's spokesman will meet Friday (Aug. 23) with State Department officials in Washington to seek federal backing. If symposium is held, tentative plans are to bring foreign broadcasters to Atlanta either just before or just after convention of National Association of Broadcasters in Chicago next April so they also could attend latter. NAB representative has been invited to Friday meeting.

Elman's FTC status

Don't count out reappointment of Philip Elman to Federal Trade Commission. Commissioner Elman, whose term expires Sept. 25, was slated for replacement few weeks ago (BROADCASTING, July 22) but inside word last week was that 45-year-old political independent (he carries neither Republican or Democratic label) might get nod from President Kennedy after all. Complaint had been that he was maverick who didn't work well with incumbent chairman, Paul Rand Dixon, although his abilities as commissioner and legal craftsman are admitted. Daniel T. Coughlin, 34, former FTC attorney, now assistant dean of Boston College law school, had been mentioned as likely Elman successor.

WWDC radio salutes Washington's finest

Back in 1927, a young man came from the ranch lands of Utah to Washington and opened a small root beer stand with \$500 in savings. Today, the root beer stand opened by that young Westerner—J. Willard Marriott, president of Hot Shoppes, Inc.—has mushroomed into a national chain of 114 restaurants, cafeterias, luxury motor hotels and airline and institutional feeding services. Mr. Marriott has made Hot Shoppes' "Food for the Whole Family" a dining-out tradition for more than three decades with the help of hard-hitting advertising programs, including saturation usage of highly distinctive radio spots. WWDC thanks Hot Shoppes and its agency, M. Belmont Ver Standig, Inc., for the privilege of playing an important part in this success story through the years. Hot Shoppes restaurants and cafeterias have a family appeal—and WWDC is "the station that keeps *people* in mind."

Represented nationally by John Blair & Company



WEEK IN BRIEF

Football, professional and collegiate, stands to gain \$14¾ million from TV and radio rights this fall with sponsors prepared to spend up to \$85 million for their advertising messages. See . . .

FOOTBALL KING ON TV . . . 35

Shell Oil changed its media use three years ago, putting almost all its advertising eggs in newspaper basket. Today it's spending more on TV than ever before. A study of advertising strategy. See . . .

SHELL'S CHANGING AD PICTURE . . . 44

Advertising agencies suggest broadcasters underwrite basic research to determine how best to measure radio's whole audience. AAAA report seen bolstering RAB approach on methodology study. See . . .

WAYS TO IMPROVE RESEARCH . . . 48

Florida Citrus Commission adds \$1 million to fall advertising budget, bringing total for November-June billings to \$3.5 million. Unit approves over \$1 million for TV spot commitments. See . . .

BONANZA FROM CITRUS GROVES . . . 54

Swezey resigns as code director and there's immediate speculation whether position will be continued, and if so, who'll be his successor. Contract expires Oct. 15, but Swezey will remain on call. See . . .

'DEAR ROY: GOODBYE, BOB' . . . 66

West Coast pay TV entrepreneurs expected to seek okay for public offering of \$22 million in stock. Basic program fare will be Los Angeles and San Francisco baseball games. See . . .

PUBLIC STOCK OFFER FOR PAY TV . . . 70

NAACP leaders urge broadcasters to make more of an effort to hire Negroes. Call for apprentice training if necessary. At Hollywood meeting they charge radio and TV has discriminated. See . . .

'WE'RE IN FONE BOOK' . . . 58

Communications via satellite will be one of the first U.S.-Soviet ventures in space cooperation. Echo II, passive radio reflector due to be launched late this year, will be the vehicle. See . . .

NEW PARTNERS IN SPACE . . . 82

All Music Committee goes back to U. S. Supreme Court in attempt to untangle legal jurisdictional problem. Aim is to force appeals court to take jurisdiction. This is second plea to high tribunal. See . . .

ANOTHER MUSIC APPEAL . . . 56

Change of programing at WYNR Chicago came after McLendon took over and studied market, station says in filing proposed conclusions in misrepresentation hearing. No discussion before, it's claimed. See . . .

MCLENDON DEFENDS PROGRAMING . . . 76

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when you think

NEW YORK
RADIO

think

wmca

570

REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

NETS SHOOT DOWN A WHITE HORSE

Collins runs into trouble in move for TV ad reform

LeRoy Collins, National Association of Broadcasters president, has been rebuffed in unpublicized attempt to lead crusade for reform of TV advertising.

Governor Collins proposed off-record, "no holds barred" meeting of three television network heads, selected advertisers and agencies and command of Television Bureau of Advertising to discuss what he described as "mounting difficulties" facing television commercial practices. Meeting, he hoped, would lead to "concerted action," though he was not specific about nature of difficulties he said television advertising faced or of action he had in mind.

Proposal was made in identical letters to Leonard Goldenson, ABC; Frank Stanton, CBS, and Robert Sarnoff, NBC. Governor Collins, in letter, offered to be "host."

All three networks have reportedly turned him down on number of grounds, though not all cited same reasons.

Here are some points cited by networks in rejecting Collins invitation:

- In his letter no mention was made of television code or Code Authority. Network fear is that off-record meeting of kind Governor Collins proposed would damage prestige of Code Authority and of code. Commercial practices, viewed on industrywide basis, in network view, properly are responsibility of television code review board.

Refusal of networks to attend Collins meeting came in same week that Robert Swezey resigned as director of Code Authority, after disagreements with NAB president (see story page 66).

- Networks also told Governor Collins if meeting involving them, advertisers, agencies, TvB and NAB did lead to any kind of "concerted action," anti-trust prosecution would be almost sure to ensue.

- In at least some network quarters fear was expressed that Governor Collins hoped, in proposed meeting, to discuss techniques of commercial clustering as practiced by British commercial TV system which strings numbers of ads together only at natural program breaks. Upon recent return from vacation in England, Governor Collins publicly complimented principle of clustering (BROADCASTING, Aug. 5).

At least one network reportedly told NAB president foreign patterns were inapplicable to U. S. and if full competition among rival commercial TV systems were ever to develop abroad,

chances are it would lead to adoption of U. S. system of commercial placement.

- Networks also said commercial problems involved stations at least as much as networks, and no stations were in meeting list Mr. Collins proposed.

- Also questioned was propriety of inviting advertising customers to meeting intended to decide how broadcasters would handle commercials. Point was made that commercial placement and volume are inescapably responsibility of broadcasters.

In some network quarters it was suggested informal meeting of networks alone with Governor Collins would be acceptable for purpose of exchange of views. One network proposed its own executive in charge of standards and practices accompany its president if such meeting were held.

In letter to television network heads, Governor Collins said he was as concerned about problems of radio advertising as about those in TV, but he said radio ought to be discussed in separate conference.

Plans announced for NBC-TV series

NBC-TV plans new 90-minute weekly comedy series, *90 Bristol Court*, and is going ahead also with two-hour film, both projects developed with Revue Productions and targeted for 1964-65 season.

Comedy will be made up of three 30-minute situation comedies, each complete but linked with others through locale as well as in interchange of situations and people. Writer-producer: Joseph Connolly. New film, "Johnny North," is based on Ernest Hemingway's *The Killers*. This is first test of idea of producing for feature film type entertainment for network exposure first and release to theaters later.

NBC-TV said Aug. 16 it had 10 hour shows on film for its new *Richard Boone Show* (Tuesday, 9-10 p.m.) that starts next month. Two of these episodes were written by Clifford Odets, who died in Los Angeles Aug. 15. Mr. Odets was head writer and story consultant on series before his death. Bill Gordon, who was acting as story chief when Mr. Odets was hospitalized, continues as story editor on series.

In other network program developments, United Artists TV has announced

One Man's Opinion

FCC Commissioner Lee Loevinger tonight (Monday) may reveal more of how he thinks about broadcasting during *Open Mike* show on WCCO Minneapolis. It was but week before in talk there he said he didn't personally care much about TV; he preferred to read a book. Mr. Loevinger said Friday (Aug. 16), however, his first major exploration of radio-TV views will come Aug. 26 in talk at Lincoln, Neb., before Association for Education in Journalism. His topic: "Broadcasting and the Journalistic Function."

Gilligan's Island to be produced with Gladasya Productions. Writer-creator: Sherwood Schwartz. CBS-TV said it was considering series in its 1964-65 planning.

Also, playwright William Inge was reported to have decided not to go along with scripts on one-hour series, *All Over Town*, he had been doing for CBS-TV for 1964-65. He was to write opening script and as many as 10 in all. CBS-TV said network now was awaiting second drafts of initial roughs submitted by Mr. Inge.

Vick Chemical switches agencies

Vick Chemical division of Richardson-Merrell Inc. has announced two agency account switches estimated to involve some \$5 million in billings.

Morse International lost Clearasil, Lavis oral spray, and Vicks Vapo-steam accounts to Leo Burnett Co., a switch estimated to involve more than \$2 million in billings, of which more than half is in broadcast.

Morse agency at same time picked up Tri-Span cold tablets, Sinex nasal spray, and Va-Tro-Nol nose drops accounts from Sullivan, Stauffer, Colwell and Bayles because of what was called "impending product conflicts." Account bills between \$2.5 million and \$3 million, of which approximately two-thirds is in broadcast. Changes are effective Nov. 1.

ASCAP outlines plan to realign distribution

System by which American Society of Composers, Authors and Publishers distributes its revenues among its members would be overhauled under pro-

WEEK'S HEADLINERS

Peter G. Levathes, who resigned from 20th Century-Fox late last year, returns to advertising business as senior VP and general executive of Maxon Inc., New York. Mr. Levathes in 1959 left Young & Rubicam where he was VP and director of media and TV to



Mr. Levathes

become president of 20th Century-Fox's television division, and in early 1961 took over all production, both motion picture and TV, as executive VP of company. Maxon and Post-Keyes-Gardner agencies are now in process of working out merger arrangements (also see story, page 54).

Robert D. Swezey, director of code authority of National Association of Broadcasters, announced last week that he would not seek renewal of his contract when it expires Oct. 15 (see story, page 66).

Coming soon

FCC's annual financial reports on radio and television for calendar year 1962 running a little behind schedule this year, according to commission source. Television report not expected until end of September and radio compilation will be released about month later.

For other personnel changes of the week see FATES & FORTUNES

posals announced by ASCAP Friday (Aug. 16). Distribution system has long been subject of controversy within membership.

Both writer and publisher members would be affected by changes, which include limitations on credits allowed to members for use of their works on radio-TV network or station promotional announcements.

Proposals are slated to go into effect in October, but some require changes in consent decree governing ASCAP's operations and court hearing on these was set for Sept. 4 in New York. ASCAP said Justice Department endorsed proposed changes.

Audio Devices buys SCA; to market tape products

Audio Devices Inc., New York, is announcing today (Aug. 19) it has concluded arrangements to purchase assets of Sound Corporation of America (SCA), Worcester, Mass. SCA's facilities will be moved to Stamford, Conn. Firm produces endless-loop cartridges, transports, and playback units.

Audio plans to supply SCA's small cartridge to radio industry with Audio's new lubricated tape, as well as without tape, early in fall. Cartridges have been marketed for about six months. Purchase price of SCA was not disclosed.

Agency merger to affect \$14 million in billings

Buchen Advertising, Chicago-New York, today (Monday) will announce merger with Doyle, Kitchen & McCormick, New York-Denver, effective immediately. Name will continue to be Buchen Advertising. Combined billing will be about \$14 million.

Leon Morgan is president of Buchen which was founded in 1923. Harry B. Doyle Sr., who founded Doyle agency and has been board chairman, retired Aug. 15 but will continue as consultant

to Buchen. Buchen's New York office moves to Doyle's present location, 60 West 49th Street in Rockefeller Center.

Emery E. Dobbins, senior vice president of Buchen at South Orange, N. J., office, becomes executive vice president-eastern division. Harry B. Doyle Jr. of Doyle becomes senior vice president-director of Buchen. David Grant continues as manager of Denver office.

Coast pay TV plan dies; going public is blamed

Deal between Home Entertainment Co. of America, which has wired system of pay TV and franchise to use it in Santa Monica, Calif., and Lear Siegler Inc., Santa Monica electronics manufacturer, has fallen through after nearly reaching fruition. Collapse is presumably for legal reasons with application for public sale of stock in California pay TV operation that Lear Siegler and Reuben H. Donnelley Corp. are preparing to file with Security & Exchange Commission (see earlier story, page 70).

"Businessmen make deals; lawyers break them," Oliver A. Unger, HECA president, commented Friday (Aug. 16). Mr. Unger reported that negotia-

tions with Texas group for HECA installation in Houston "are going ahead full blast" (CLOSED CIRCUIT, July 29). Demonstration is planned in that city in October, with probable start of full scale operations there by mid-1964.

Few broadcasting books in White House library

Eight books out of 1,780 titles selected for White House library by expert group deal with overall subject of communications and of these only half are related to broadcasting. List, announced last Friday (Aug. 16) by James T. Babb, Yale University librarian, was result of more than year of study and covers 32 categories. Four books related to broadcasting:

Commission on Freedom of the Press. *The American Radio*, a report on the broadcasting industry in the United States. Chicago, 1947.

Bogart, Leo. *The Age of Television*, F. Ungar, 1953.

Kraus, Sidney. *The Great Debates*, Indiana, 1962.

Steiner, Gary Albert. *The People Look at Television*. Knopf, 1963.

Howell recuperating

Rex G. Howell, president of KREX-AM-FM-TV Grand Junction and KGLN Glenwood Springs, both Colorado, and member of NAB radio board, is recuperating from spinal surgery at Queen's Hospital, Honolulu. His convalescence is expected to take about six weeks.

Cigarette ads killed in 'personal crusade'

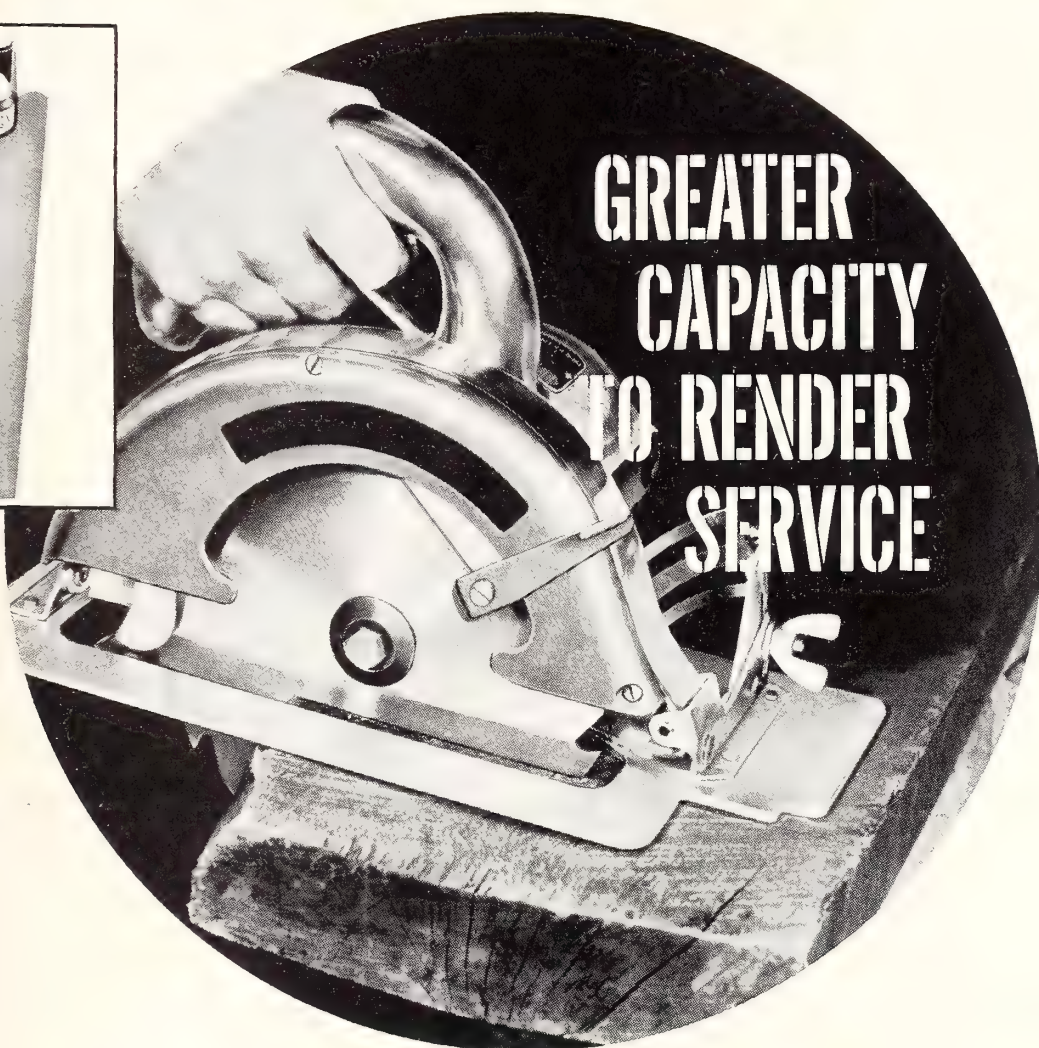
Cigarette advertising has been banned on WCAM Camden, N. J. as part of what newly appointed station General Manager Doug Warren called his "personal crusade against cigarette smoking and advertising."

Mr. Warren on Friday (Aug. 16) said cigarette ban, which went into effect on previous day, would cost station \$13,000 in annual billings, "and quite obviously," he said, "that amounts to a stalwart part of our budget."

Station has been undergoing pro-

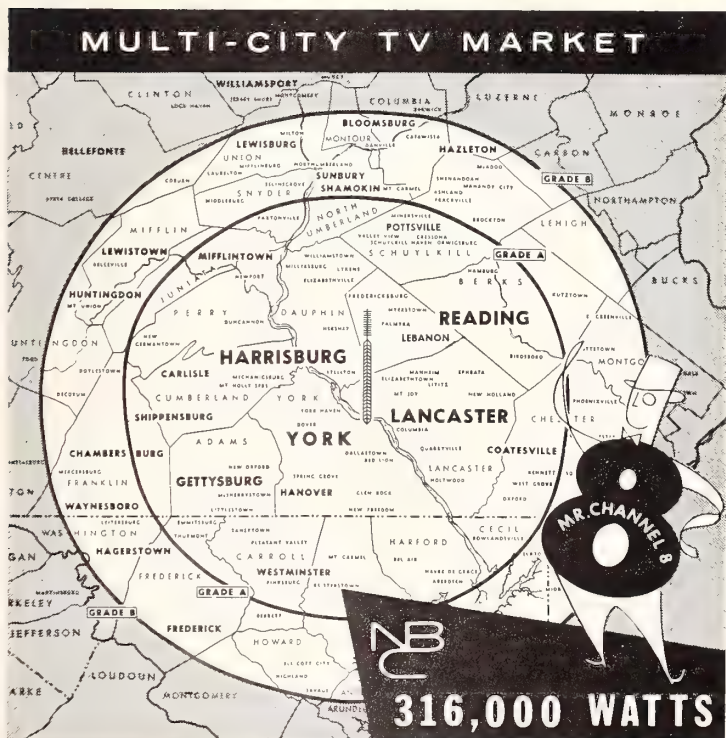
gramming changeover from "middle-ground rock 'n' roll-jazz" to "good music" format since Mr. Warren became general manager Aug. 1, and station is billing itself as "family radio."

Mr. Warren indicated he plans to continue conducting radio program against cigarette smoking also, and emphasized station cigarette ban decision was done "without pressure," and "with cooperation of station officials." WCAM is owned by city of Camden.



**GREATER
CAPACITY
TO RENDER
SERVICE**

WGAL-TV does the BIG-selling job



This **CHANNEL 8** station is more powerful than any other station in its market, has more viewers in its area than all other stations combined. Hundreds of advertisers rely on its alert ability to create business. So can you. Buy the big-selling medium. Advertise on WGAL-TV.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco



The Embassy of Lebanon

His Excellency Ibrahim El-Ahdab,
Ambassador of Lebanon, and Mrs. El-Ahdab,
on the Embassy lawn . . . another
in the WTOP-TV series on the
Washington diplomatic scene.

WTOP-TV
WASHINGTON, D. C.



Represented by TVAR

POST-NEWSWEEK
STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Marcus



THESE ARE TIMES THAT TRY MEN'S SOULS

(Time Buyers' Souls, That Is)

Every time buyer wants to buy the best availabilities on the best stations for his clients. There isn't a doubt that if a time buyer had time to go forth in the land and watch and listen in each market he could buy the best availabilities on the best stations. But he doesn't have the time. To paraphrase—A time buyer is without time in his own country.

He has leaned heavily on research to take the place of on-the-spot listening and viewing. Now rightly or wrongly some of his research is questioned. The Congress of the United States spent months investigating ratings, and the newspapers spent months in front page reporting of these investigations. Out of this toil and turmoil and smoke and fire there comes a growing appreciation of many other factors in the profile of a good station, and most time buyers search for these factors.

Although historically KRNT and KRNT-TV have had tremendous ratings and have them now, we set down here some other factors which most people consider of great value.

1. We at KRNT Radio and TV recognize our responsibility to our community. We are kind and gentle people in this phase of our operation. And not just in the city of Des Moines. For example, our Sunday worship service is put on by churches from all over our prime 26-county area as well as Des Moines. Over 150 out-of-Des Moines churches have participated.

It's a lot harder for us to work with this many churches, but it's a lot more satisfying and provides the kind of service we think a television station should provide. You should read the letters! And this is only one of scores of our dedicated eleemosynary activities.

Last year on KRNT-TV we broadcast 4,600 public service announcements and gave 480 program hours to public service organizations. On KRNT Radio we broadcast 20,450 announcements and gave 596 program hours. In addition, many hours were spent counseling with these groups and many good deeds done.

2. Wherever you go News and Sports are the two commodities by which smart people judge radio and television stations. We're rough, tough competitors in this area of operation. We've got a big-time News and Sports operation. We measure up. Nine full-time professional newsmen. All can shoot and edit their own film . . . run their own audio-tape machines . . . write their own stories . . . and present them on the air. This represents over a hundred years combined experience.

Ours is a fabulously successful news operation. Our 10 o'clock TV News is one of the most watched newscasts in a multiple-station market in America. It has the same two sponsors now as when it went on the air eight years ago!

Most people in Central Iowa get their sports news on our stations. Last season our two top sports-casters did over 87 football and basketball play-by-play broadcasts in addition to two daily sports-casts on radio and two on TV. Soon again they'll start their play-by-play coverage. And again this Fall the three football coaches of the largest universities in Iowa will be seen exclusively on KRNT-TV in the Des Moines market.

3. It's a fact that eight of our present TV Personalities were with us when we went on the air eight years ago. On KRNT Radio we have seven air people who have been with us fifteen of our twenty-eight years. This includes our News Director and Managing News Editor for Radio and TV. That's real stability. You need stability to build audience loyalty to the stations . . . loyalty to the personalities . . . loyalty to the products they represent. Knowledgeable tradesmen agree that programs with such permanent adult air personalities will do a better job than the ones that may have three, four or five personalities popping in and out within a few years. We've proved that people are loyal to people, and out here in our country they're loyal to our people and our people are loyal to them.

(CONTINUED ON PAGE 57)

BROADCASTING, August 19, 1963

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

AUGUST

Aug. 19—Eighth annual Distributor-Manufacturer-Representative conference, Jack Tar hotel, San Francisco. Chairman of the conference planners is Elvin W. Feige, president of Elmar Electronics of Oakland.

Aug. 20—Annual stockholders meeting, Desilu Productions Inc., Hollywood.

Aug. 20-25—Western Electric Show and Convention (WESCON), San Francisco's Cow Palace. Papers include: "Telstar" by Irwin Welber of Bell Telephone Laboratories; "Relay" by Warren Schreiner of RCA; "Syncom" by Dr. Harold A. Rosen of Hughes Aircraft Co.; "Comsat" by Wilbur L. Pritchard of Aerospace Corp.; "Commercial Communications Satellites" by Beardsley Graham of Spindletop Research.

Aug. 23-24—Oklahoma Broadcasters Association convention, Western Hills State Lodge, Wagoner. Speakers include Oklahoma Governor Henry Bellmon, Ed Bunker, president of Radio Advertising Bureau, and Robert Richardson, special counsel to the House Subcommittee on Investigations.

Aug. 25-29—Annual convention of American journalism educators at Center for Continuing Education, University of Nebraska, Lincoln. Participating will be members of Association for Education in Journalism and its two coordinating organizations—the American Association of Schools and Departments of Journalism and the American Society of Journalism School Administrators. Speakers in addition to FCC Commissioner Lee Loevinger are Milton Fairman, vice president of The Borden Co.; Donald J. Martin, vice president of J. Walter Thompson Co., Chicago; Frank Eyerly, managing editor of the *Des Moines* (Iowa) *Register and Tribune*; and Arnold Gingrich, New York, publisher of *Esquire* Magazine. Commissioner Loevinger will speak on "Broadcasting and the Journalistic Function" at Monday night banquet.

Aug. 26-27—Television Affiliates Corp. West Coast programing conference, Hilton Inn, San Francisco.

Aug. 27—Board of Broadcast Governors
hearing, Ottawa, Canada.

SEPTMBER

Sept. 1—Deadline for comments on FAA proposed criteria for establishment of television antenna farms.

Sept. 5-8—Annual fall meeting of West Virginia Broadcasters Association, The Greenbrier, White Sulphur Springs.

*Sept. 6—Screen Extras Guild, annual mem-

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:

Oct. 14-15, Statler-Hilton hotel,
Hartford, Conn.

Oct. 17-18, Leamington hotel, Minneapolis.

Oct. 21-22, Pittsburgh Hilton hotel,
Pittsburgh.

Oct. 24-25, Americana hotel, Miami Beach.

Nov. 14-15, Dinkler-Andrew Jackson hotel. Nashville.

Nov. 18-19, Texas hotel, Fort Worth.

Nov. 21-22, Cosmopolitan hotel,
Denver.

Nov. 25-26, Fairmont hotel, San Francisco.

WAPI-Radio and TV won more UPI awards than all other Alabama stations combined

7

UPI AWARDS

**WON BY BIRMINGHAM'S
WAPI - TV AND RADIO
FOR NEWS AND SPORTS
COVERAGE**

WAPI's "award winning" team scores again! Seven United Press International awards for News and Sports coverage. Up-to-the-second news, play by play sports . . . team them together on WAPI and all Birmingham tunes in. By the way, there's room for you on this award winning team . . . if you haven't already joined.

WAPI Radio UPI Awards

1. Overall News Coverage
2. Overall Sports Coverage
3. Continuing Coverage, Single Story
4. Feature News

WAPI-TV UPI Awards

1. Overall News Coverage
2. Overall Sports Coverage
3. Continuing Coverage, Single Story

WAPI-TV
WAPI-RADIO

WAPI-TV: represented by Harrington, Righter and Parsons, Inc.
WAPI-Radio: represented by Henry I. Christal Company, Inc.

KCEN-TV CHANNEL



IS THE ONLY MAXIMUM POWER STATION IN THE WACO TEMPLE MARKET

100 KW POWER
LOW BAND CH. 6
PLUS

TALL TOWER
GIVES

KCEN-TV's
ADVERTISERS
COMPLETE
ONE STATION
COVERAGE OF THE
WACO TEMPLE
MARKET

Midway between the Dal-
las, Fort Worth, Houston
and San Antonio markets.



bership meeting, 8 p.m., Grand Ballroom, Beverly Hilton hotel, Beverly Hills, Calif.

Sept. 6-7—Fall meeting of **Arkansas Broadcasters Association**, Holiday Inn, North Little Rock. LeRoy Collins, NAB president, will be principal speaker.

Sept. 6-7—**Arkansas AP Broadcasters Association**. Principal speaker is AP Assistant General Manager Louis J. Kramp.

Sept. 7—**American Women in Radio and Television's Educational Foundation** board of trustees meeting, New York City.

Sept. 8-11—**Western Association of Broadcasters** annual meeting, Jasper Park Lodge, Jasper, Alberta, Canada.

Sept. 9—Effective date of new instructional television service using 31 channels in 2500-2690 mc band.

Sept. 9-12—**New York Premium Show**, New York Coliseum.

Sept. 10—Premium advertising conference of the **Premium Advertising Association of America**, New York Coliseum.

Sept. 10-12—Fall meeting of **Electronic Industries Association**, Biltmore hotel, New York City.

*Sept. 11-14—Fifteenth annual fall convention of the **Michigan Association of Broadcasters**, Hidden Valley, Gaylord, Mich. Panelists on advertising restrictions and on the ratings controversy include Dwight Reed, H-R Representatives; John Phillips, Marathon Oil Co.; William Wyatt, A. C. Nielsen Co.; Dr. Seymour Banks, Leo Burnett Co.; Robert Dearth, Kenyon & Eckhardt. Speakers include Paul B. Comstock, vice president for government relations of National Association of Broadcasters.

Sept. 11-14—Eighteenth international conference and workshop of **Radio-Television News Directors Association**, Radisson hotel, Minneapolis.

Sept. 12—Luncheon meeting, **Federal Communications Bar Association**. FCC Commissioner Lee Loewinger, speaker. National Press Club, Washington.

Sept. 13-22—**International Radio, Television & Electronics Exhibition (FIRATO)** at the R.A.I. Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the **Netherlands Television Foundation** in cooperation with Dutch television channels.

Sept. 14-15—Southwest regional conference. **American Women in Radio and Television**, Houston.

Sept. 15-16—**New York State AP Broadcasters Association**, Gran-View motel, Ogdensburg. Don Jamieson, president of the Canadian Association of Broadcasters, will be the speaker at the Sunday evening banquet. Sunday afternoon and Monday morning will be taken up with business sessions, followed by a tour of the St. Lawrence Seaway aboard a United States Coast Guard vessel.

Sept. 15-17—**Louisiana Association of Broadcasters** convention, Sheraton Charles hotel, New Orleans.

Sept. 16—New deadline for comments on FCC's proposal to control the development of AM and FM radio services.

Sept. 17—Annual stockholders meeting, **Rollins Broadcasting Co.**, Bank of Delaware building, Wilmington, Del.

Sept. 17-19—**American Association of Advertising Agencies'** western region meeting, Mark Hopkins hotel, San Francisco.

*Sept. 19—Meeting of the **Tennessee AP Radio-Television Association**, Memphis.

*Sept. 19—Meeting of the **Connecticut AP Broadcasters Association**, Waverly Inn, New Haven.

Sept. 20-22—**American Women in Radio and Television** southern area conference, Columbus, Ga.

Sept. 23-25—**Nevada Broadcasters Association**

RAB MANAGEMENT CONFERENCES

Sept. 9-10—The Homestead, Hot Springs, Va.; Sept. 12-13, The Hilton Inn, airport, Atlanta.

Sept. 16-17—The Holiday Inn-Central, Dallas.

Sept. 23-24—Gideon-Putnam, Saratoga Springs, N. Y.

Sept. 30-Oct. 1—O'Hare Inn, airport, Chicago; Oct. 3-4, Rickey's Hyatt House hotel, Palo Alto, Calif.; Oct. 7-8, Town House Motor hotel, Omaha.

Oct. 14-15—The Executive Inn, Detroit, Mich.

tion first annual convention, Hotel Sahara, Las Vegas.

Sept. 26-27—**Association of National Advertisers'** workshop on advertising planning and administration, Nassau Inn, Princeton.

Sept. 29-Oct. 2—Eighteenth annual **Transportation and Logistics Forum** of the National Defense Transportation Association, Chicago. Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, will be presented the association's National Transportation Award.

Sept. 30-Oct. 1—Seventeenth annual convention of the **New Jersey Broadcasters Association**, Colony motel, Atlantic City, N. J.

Sept. 30-Oct. 4—**Georgia Association of Broadcasters'** regional meetings (Athens, Rome, Thomaston, Albany, Statesboro) featuring sales clinic with Fred A. Palmer.

OCTOBER

Oct. 1—**Advertising Research Foundation's** conference, Hotel Commodore, New York.

Oct. 1-2—Tenth annual convention of **CBS Radio Affiliates Association**, New York Hilton hotel, New York City.

Oct. 3-4—Annual fall convention of **Missouri Broadcasters Association**, Missouri hotel, Jefferson City.

Oct. 4-6—**American Women in Radio and Television** east-central area conference, Coach House Inn, Milwaukee.

Oct. 4-6—**American Women in Radio and Television** New England conference, Chatham Bars Inn, Cape Cod, Mass.

*Oct. 6-8—Annual convention of the **Nebraska Broadcasters Association**, Town Park hotel, Scottsbluff. Les Hilliard, president of KOLT Scottsbluff, is convention chairman.

Oct. 7-9—Annual fall meeting of the **Kentucky Broadcasters Association**, Owensboro Downtown Motel, Owensboro, Ky. The program begins at 5 p.m. Oct. 7 with a meeting of the board of directors.

Oct. 8-10—**International Film Festival**, Barbizon Plaza hotel, New York.

Oct. 11-13—**American Women in Radio and Television** west-central area conference, Holiday Inn South, Des Moines, Iowa.

Oct. 13-18—**Second Advanced Advertising Management Course** of the Association of National Advertisers, Hotel Moraine-on-the-Lake, Highland Park, Ill. R. P. Campbell, advertising manager for Post division of General Foods Corp., heads the subcommittee which is planning this course.

Oct. 14-18—Ninety-fourth convention of the **Society of Motion Picture and Television Engineers**, Somerset hotel, Boston.

Oct. 14-18—Fifteenth annual fall convention of **Audio Engineering Society**, Barbizon Plaza hotel, New York.

Oct. 16—Deadline for reply comments on FCC's rulemaking to control the development of AM and FM radio services.

Oct. 17-18—**American Association of Ad-**

BROADCASTING, August 19, 1963



the triumphs . . .



the tragedies . . .



the truth



**ONLY
NOW
CAN
THE
FULL
STORY
BE
TOLD**



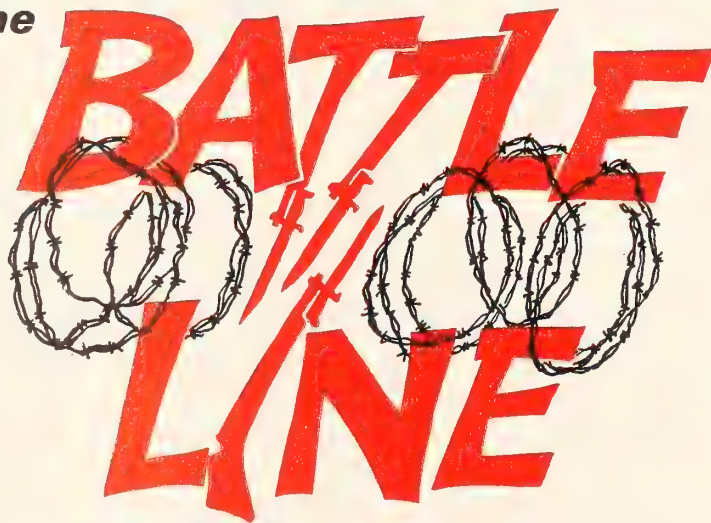
of World War II as seen through the eyes of the fighting men



Here at last is the story of World War II, told by the men who were there on both sides of the **BATTLE LINE**. This is war in the words and deeds of men who fought the battles—retold for the first time. Years of research were spent in finding the surviving combatants of World War II's most important campaigns... Pearl Harbor, The Bismarck, The Kamikaza, and U-Boat raids, Salerno, Iwo Jima, Stalingrad... these men—Allied and Axis—now come before camera to tell you of these shattering events. The background for their words and deeds is the world's finest war film footage—devotedly, painstakingly collected by producer Sherman Grinberg. **WAR FILM NEVER BEFORE SEEN**—much of it locked behind the Iron and Bamboo curtains—film depicting war in all its truth—war as it was—stripped of its pomp, glory and pageantry—war as it was fought by the men who were there on both sides of the

on both sides of the

BATTLE LINE



Narrating each of the 39 half-hour episodes is Jim Bishop, popular historian and author of "The Day Lincoln Was Shot" and "The Day Christ Died." During World War II Jim Bishop, as War Editor of Colliers, had access to the key stories of the day. Yet because of official secrecy and wartime censorship, much of this vital information could not be transmitted to the public. Now at last this popular correspondent can reveal information that tells of some of the early staggering defeats that all but destroyed the Allied and American Armed Forces... information that puts in its full perspective the courage and determination of the fighting men who ultimately won victory. Jim Bishop, with his first hand knowledge, historic perspective and insight of the human spirit weaves this unprecedented series with the exactly right blend of compassion and understanding.

OFFICIAL FILMS INC. 724 FIFTH AVENUE NEW YORK 19, N.Y. • PL 7-0100



Nothing like it
in broadcasting—
**ANYWHERE
ANYTIME
ANYHOW!**

WLW COLOR TELEVISION

We're the national color TV leader. And our big color TV survey startled the industry when we proved that color programs rate double the popularity of the same programs in black and white. And color commercials rate 3½ times the impression as the same commercials in black and white.

WLW Television is ranked at the top in all phases of color TV—programs, production, talent, direction, sales, engineering. So let us tune your products to color programs and color commercials with all their golden rewards!

Call your WLW TV man!

CROSLEY COLOR TV NETWORK

WLW-D	WLW-C	WLW-T	WLW-I
Television Dayton	Television Columbus	Television Cincinnati	Television Indianapolis

WLW Radio—Nation's Highest Fidelity Radio Station

CROSLEY BROADCASTING CORPORATION
a subsidiary of **Arco**

vertising Agencies (AAAA) central region meeting, Sheraton hotel, Chicago.

Oct. 18—Effective date of FCC rule allowing employment of part-time engineers at certain AM and FM stations. Extended from former date of Aug. 19.

Oct. 18—Indiana Associated Press Radio-TV Association, French Lick.

Oct. 20-21—Meeting of Texas Association of Broadcasters, Cabana hotel, Dallas.

Oct. 24—Fourth Armed Forces Television Conference, sponsored by U. S. Air Force, Lowry Air Force Base, Denver, Colo. The conference will deal primarily with educational and technical uses of television by the military services. A trip to the Air Force Academy's closed-circuit television installation is also planned.

Oct. 25-27—American Women in Radio and Television board of directors meeting, Mayo hotel, Tulsa, Okla.

Oct. 28-30—National Electronics Conference, McCormick Place, Chicago.

Oct. 28-30—Third annual meeting, Institute of Broadcasting Financial Management, New York Hilton at Rockefeller Center.

Oct. 31-Nov. 1—Electron Devices Meeting of the Institute of Electrical and Electronics Engineers, Sheraton Park hotel, Washington, D. C. Speakers include John Hornbeck, formerly of Bell Telephone Labs and now president of Bellcom Inc., "Electron Devices for Space Applications"; Victor H. Grinich, Fairchild Semiconductors, "Why Field Effect Transistors?" and Lester F. Eastman, Cornell University, "Super Power Microwave Tubes." Program chairman for the meeting is Mason A. Clark, Hewlett-Packard Associates, Palo Alto, Calif.

NOVEMBER

Nov. 1-2—Oregon Association of Broadcasters convention, Hilton hotel, Portland.

*Nov. 1-2—WSM's Grand Ole Opry 38th anniversary celebration, Nashville, Tenn.

Nov. 4-5—Central Canadian Broadcasters Association management and engineering convention, Royal York hotel, Toronto.

Nov. 6-7—American Association of Advertising Agencies (AAAA) eastern annual meeting, Waldorf-Astoria, New York.

Nov. 6-9—National convention of Sigma Delta Chi, professional journalistic society, Golden Triangle Motel, Norfolk, Va. Dr. Glenn T. Seaborg, chairman of the Atomic Energy Commission, will be featured speaker at the Nov. 7 luncheon.

Nov. 10-12—ACRTE Convention, Quebec City, Canada.

Nov. 10-13—Annual meeting of the Association of National Advertisers, The Homestead, Hot Springs, Va.

*Nov. 16—Second annual Wyoming Associated Press Broadcast News Clinic, Gladstone hotel, Casper, Wyo.

Nov. 17-20—National Association of Educational Broadcasters national convention, Hotel Schroeder, Milwaukee, Wis. Banquet speaker is FCC Chairman E. William Henry.

Nov. 17-20—Broadcasters Promotion Association annual convention, Jack Tar hotel, San Francisco. Joseph P. Constantino, KTVU(TV) Oakland-San Francisco, is convention general chairman.

*Nov. 19-21—Television Bureau of Advertising holds its annual membership meeting, Sheraton-Blackstone hotel, Chicago.

Nov. 20—American Association of Advertising Agencies (AAAA) east-central region meeting, Statler Hilton, Cleveland.

Nov. 22—National Academy of Television Arts and Sciences, New York chapter, holds "Close-Up" dinner and show lampooning comedian Jackie Gleason. Hilton hotel, New York.

Nov. 22-23—Combined meeting of Wisconsin Associated Press newspaper and

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*Reg. U. S. Patent Office

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BROADCASTING, August 19, 1963



Only the sunshine covers South Florida better than WTVJ

South Florida's Largest Daily Circulation

WTVJ



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ

WLOS-TV

WOMETCO
ENTERPRISES
INC.

KVOS-TV

WFGA-TV
(Affiliate)

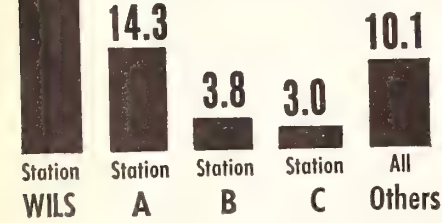
RADIO
WILS
ANSING
1320

WHOOPING
NEW 1963

HOOPER JAN
MAR '63

68.8%*

More than three times the total audience of all other commercial Lansing Metro Radio stations combined.



* Jan.-Mar. '63 Hooper (Noon to 6 p.m.)

LANSING Metro (3 counties)

- 14th in \$ sales per household
- State Capitol
- Michigan State University
- Oldsmobile plus other industry

MID-MICHIGAN'S BIG NO. 1 RADIO BUY

RADIO
WILS
ANSING
1320 (5000 WATTS)

Representatives:
Venard, Torbet & McConnell, Inc.

broadcasting members, Milwaukee.

DECEMBER

- Dec. 3-5—Winter conference of Electronic Industries Association, Statler-Hilton hotel, Los Angeles.
- Dec. 5-6—Fourteenth conference of the Professional Technical Group on Vehicular Communications, Adolphus hotel, Dallas.
- Dec. 6—Association of National Advertisers' workshop on planning and evaluation, The Plaza, New York City.

JANUARY 1964

- Jan. 21-23—National Religious Broadcasters convention, Mayflower hotel, Washington.
- Jan. 21-23—Nineteenth annual Georgia Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens.
- Jan. 24-26—Mid-winter convention of the Advertising Association of the West, Bakersfield, Calif.
- Jan. 24-26—American Women in Radio and Television board of directors meeting, New York Hilton hotel.

FEBRUARY

- Feb. 5-7—National Winter Convention on Military Electronics, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.
- Feb. 26-28—Ninth Scintillation and Semiconductor Counter Symposium, under the sponsorship of the Institute of Electrical and Electronics Engineers, the Atomic Energy Commission, and the National Bureau of Standards, Hotel Shoreham, Washington, D. C. Program committee chairman is W. A. Higinbotham, Brookhaven National Laboratory, Upton, L. I., N. Y. The deadline for abstracts is Dec. 1.

APRIL

- April 5-8—Annual convention of the National Association of Broadcasters, Conrad Hilton hotel, Chicago.
- April 30-May 3—Thirteenth annual convention of the American Women in Radio and Television, Mayo hotel, Tulsa, Okla.

JUNE

- June 13-16—Summer convention of the Georgia Association of Broadcasters, Cal-laway Gardens, Ga.

OPEN MIKE ®

Tallest may not be highest

EDITOR: Your Aug. 5 cartoon about the tall towers was excellent. The "babel of towers" which now rages across the country is most interesting.

It is a little embarrassing for us at WLOS-TV. Our puny little tower is only 380 feet but—and this is what counts—the bottom of our tower is 5,790 feet above sea level and the traveling wave antenna at the top is 2,800 feet above average terrain. It is the height above average terrain that makes the difference and we've got it.

We don't even have an elevator in our tower. Who needs one for only 380 feet? But, we have to ride a cable car railroad to get up the mountain to the tower.—Morton S. Cohn, vice president-general manager, WLOS-TV Asheville, N. C.—Greenville-Spartanburg, S. C.

Alive and selling

EDITOR: RE THE AUG. 12 ARTICLE [ON THE PROPOSED REVOCATION OF THREE NEW YORK STATE STATIONS] WHICH STATES THAT "BOTH SARATOGA SPRINGS STATIONS ARE DARK," WE ARE NOT OFF THE AIR. FURTHERMORE, BUSINESS IS BETTER THAN IT HAS BEEN FOR SEVERAL YEARS AND THE STATION'S POPULARITY IS AT A HIGH LEVEL. . . —CHET JONES, GENERAL MANAGER, WSPN SARATOGA SPRINGS, N. Y.

(WSPN indeed is still operating, a fact that was misunderstood during the FCC check on the status of the stations.)

UN spots questioned

EDITOR: Just in case it has not come to your attention, The Advertising Council has recently put out a series of film an-

nouncements promoting the United Nations. . .

There are a great many people in this country who believe that the United Nations is leading the United States of America down the road to oblivion. Certainly many broadcasters feel this way, and I hope that you will do something about bringing this situation to the attention of station owners. Otherwise, programing departments will schedule this drivle without giving it a second thought.—William H. Weldon, president, KRCG-TV Jefferson City, Mo.

GEL's products for FM

EDITOR: IN BROADCASTING July 29 under the services and equipment manufacturers and the FM equipment they furnish to the fm broadcast industry, General Electronics Laboratories Inc., Cambridge, Mass., was conspicuous by its absence. The 15 kw, 5 kw and 1 kw FM stereo broadcast transmitters and the FM Stere-O Exciter are typical of the type of equipment which GEL supplies to the broadcasting industry.

In any future roundup article would you please mention GEL and the equipment it furnishes.—Louis K. Frank, Louis K. Frank Co., 56 Elmwood Street, Newton 58, Mass.

Quick to say 'thanks'

EDITOR: I have just written the governors of North Carolina and South Carolina regarding their action on Section 315 . . .

For some reason or other, most of us in broadcasting scream our heads off when votes or endorsements are in opposition to our industry, but we seldom take the time to express appreciation

Only WGN-TV
can offer advertiser
balanced programming
to reach all Chicago

(So choose your New Year's entertainment now)



Exciting first run films

WILL SUCCESS SPOIL ROCK HUNTER, Jayne Mansfield • **DESK SET**, Spencer Tracy • **DREAM WIFE**, Celia Cruz • **HATFUL OF RAIN**, Eva Marie Saint • **LATIN**, Lana Turner • **EAST SIDE WEST SIDE**, James Dean • **IT'S ALWAYS FAIR WEATHER**, Gene Kelly • **Robert Taylor** • **BEST THINGS IN LIFE ARE FREE**, Robert Taylor • **SILK STOCKINGS**, Fred Astaire • **LOVE ME**, Robert Taylor • **ANY NUMBER CAN PLAY**, Clark Gable • **MA**, Clark Gable • **GO FOR BROKE**, Van Johnson • **BLACKBOARD**, Glenn Ford • Other Top Film Features with **Marlon Brando** • **Joanne Woodward** • **Ava Gardner** • **Robert Mitchum** • **Clifton Webb** • **Jane Russell** • **Richard Burton** • **Shirley Temple** • **Burt Lancaster** • **Dana Andrews**

Happy New Year!

WGN-TV is celebrating the New TV Year right now with new programming...dozens of all-new shows and stars for the whole family...programs for every advertiser to reach every audience! And in keeping with the New Year you'll find more programs than ever are in color.



Representatives:
Venard, Torbet & McConnell, Inc.

EDITOR: Just in case it has not come to your attention, The Advertising Council has recently put out a series of film an-

position to our industry, but we seldom take the time to express appreciation

BROADCASTING, August 19, 1963

Only WGN-TV

can offer advertisers
balanced programming
to reach **all Chicago!**

(So choose your New Year's entertainment now!)



Best foreign films!



UMBERTO D, Carlo Battisti

TIME OUT FOR LOVE, Jean Seberg

RASHOMON, Machiko Kyo

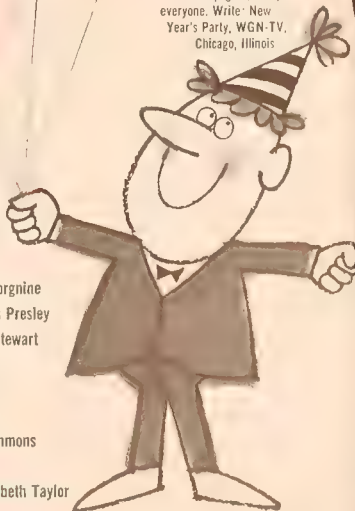
CONCERT OF INTRIGUE, Brigitte Bardot

DUEL IN THE FOREST, Maria Schell

RAISING A RIOT, Kenneth More

TIME RUNNING OUT, Simone Signoret

free: Party hats, favors,
noisemakers and
champagne (corks) for
everyone. Write: New
Year's Party, WGN-TV,
Chicago, Illinois



Exciting first run films!

WILL SUCCESS SPOIL ROCK HUNTER, Jayne Mansfield
DESK SET, Spencer Tracy • DREAM WIFE, Cary Grant
HATFUL OF RAIN, Eva Marie Saint • LATIN LOVERS,
Lana Turner • EAST SIDE WEST SIDE, James Mason
IT'S ALWAYS FAIR WEATHER, Gene Kelly • AMBUSH,
Robert Taylor • BEST THINGS IN LIFE ARE FREE, Ernest Borgnine
SILK STOCKINGS, Fred Astaire • LOVE ME TENDER, Elvis Presley
ANY NUMBER CAN PLAY, Clark Gable • MALAYA, James Stewart
GO FOR BROKE, Van Johnson • BLACKBOARD JUNGLE,
Glenn Ford • Other Top Film Features with Marilyn Monroe
Marlon Brando • Joanne Woodward • Paul Newman
Ava Gardner • Robert Mitchum • Clifton Webb • Jean Simmons
Jane Russell • Richard Burton • Shirley Jones
Burt Lancaster • Dana Andrews • Elizabeth Taylor

Every week action and drama!



Naked City • The Detectives
87th Precinct • Dragnet

The Lee Marvin Show • The Law and

Mr. Jones • Hawaiian Eye • Thriller • Sea Hunt
SurfSide Six • Maverick • Checkmate • Roaring 20's

Wanted Dead or Alive • Adventures in Paradise

Stoney Burke • Men and War • The Rebel



Plus these returning favorites!

Biography II • Mickey Mouse Club • Bozo's Circus

Garfield Goose • Breakfast with Bugs Bunny

Treetop House • Hockey • Basketball • Baseball • The Arts

Your **WGN-TV** representative will tell you
more about the big New TV Year on **WGN**
See him soon and make your
New Year reservations!!

WGN knows Chicago best • sells Chicago best
with the programs Chicago likes best!

wgn
TELEVISION

2501 Bradley Pl Chicago 18 Illinois
Telephone LA 8-2311

What Station Men are saying about THE RCA "TRAVELING WAVE" ANTENNA

**At WMTW-TV, Poland Springs, Me.
Parker Vincent, Chief Engineer, says:**

"We decided on our Travelling Wave TV Antenna for the specific purpose of operation under the severe icing conditions we encounter on Mt. Washington (N.H.). We could not operate without it. Aside from the special properties of strength and ability to operate within a radome, the field of the antenna is very uniform."

**At KROC-TV, Rochester, Minn.
Robert W. Cross, Chief Engineer, says:**

"During installation and erection of our Travelling Wave Antenna, I was most favorably impressed with the mechanical simplicity and ease of assembly. Subsequent electrical check-out of the antenna and its 1300-ft. transmission line proved it to have the lowest VSWR of any system encountered."

**At KTSM-TV, El Paso, Texas
Karl O. Wyler, President, says:**

"I believe that KTSM-TV was one of the first stations to order the RCA Travelling Wave Antenna. It has been in service on Range Peak since December 1959, and we are completely pleased with its performance. We like it because there is practically no maintenance, no bolts to tighten, and fewer inspections. Overall efficiency is very good."

**At WLOS-TV, Asheville, Greenville, Spartansburg
Mitchell Wolfson, President, says:**

"WLOS-TV is extremely well satisfied with the Travelling Wave Antenna installation. Physical and electrical advantages met every promise and the increased signal strength throughout the station's 82-county, 6 state area exceeded all expectations."

**At KGIN-TV, Grand Island, Nebraska
D. Raymond Taylor, Chief Engineer, says:**

"Field strength measurements show that the signal far exceeds the predictions of the FCC 50/50 Field Strength Curve. Reports from viewers on the fringe area substantiate these measurements. The standing wave ratio is very good and no ghosting is present."

**At KOAM-TV, Pittsburg, Kansas
Leo S. Stafford, Chief Engineer, says:**

"I have viewed KOAM-TV from some 85 miles away and was amazed at the picture quality. The antenna has increased our area coverage by 63 percent, while at the same time it gives us 316 ERP on less transmitter power. This reduces primary power requirements and increases tube life."

Favorite Antenna of High-Band Stations!

CH 7	CH 8	CH 9	CH 10	CH 11	CH 12	CH 13
CJAY	KGHL	KLRN	KROC	CHCH	KCND	CKCO
KCMT	KSWS	KTSM	KXTV	KCBD	KEYC	KMSO
KOAM	WKBT	WAFB	WCBB	KGIN	KFVS	KOVR
WNAC	WMTW	WWTW	WIS	WBAL	KNMT	KSOO
WPBN	WOOD		WLBN	WLWA	KTVH	WGAN
WTRF	WQAD		WPTT		KVAR	WIBW
WXYZ	WXGA				WEAT	WJZ
					WMEB	WLOS
					WPRO	WOKR

If you want more facts about this VHF High-Band Antenna, your RCA Broadcast Representative can help you. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, New Jersey



The Most Trusted Name in Television



Jed Clampett asks his nephew:

"Jethro, what in heck's a Ark-La-Tex?"

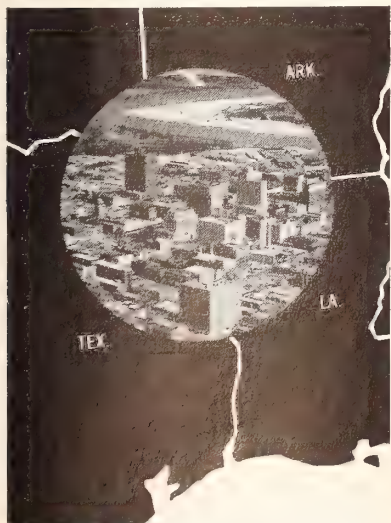
Jethro: "Ark-La-Tex is where over 342,000 folks watch us on the TV."

(Let us take it from there)

Ark-La-Tex is a rich chunk of three states . . . **nation's 68th TV market** . . . lots of oil and gas . . . manufacturing . . . rich cotton farms . . . major military installations . . . distribution center . . . a diversified economy. Folks here live it up . . . and love it! Call your Harrington, Righter and Parsons representative for prime time minutes and choice local news participations.

KSLA-TV 

tenth year of leadership
SHREVEPORT



*ARB Mar. 1963 and Television Mag.

when these same people try to help us. I believe that this situation simply must be corrected.—*Charles H. Crutchfield, president, Jefferson Standard Broadcasting Co., Charlotte, N. C.*

[Mr. Crutchfield's letters to North Carolina's Terry Sanford and South Carolina's Donald Russell expressed satisfaction that the governors had gone on record along with 28 other governors in favoring suspension of the equal time requirements for political candidates for gubernatorial and congressional races, as well as for presidential and vice presidential races (BROADCASTING, Aug. 12)].

Echoes to a strong report

EDITOR: Time and content of the July 29 FM story could not be better. Please rush 500 reprints.—*Karl S. Kritz, vice president-general manager, WXCN(FM) Providence, R. I.*

EDITOR: PLEASE INCREASE ORDER SPECIAL FM REPORT REPRINTS FROM 100 TO 500—*John Coyle, president, KVIL-FM Dallas.*

EDITOR: Please send us 25 reprints of article on FM in BROADCASTING, July 29.—*Nicholas Farinella, general manager, WXHR-FM Cocoa Beach, Fla.*

EDITOR: I would like 100 reprints of your special report of FM broadcasting.—*Durward J. Tucker, WRR Dallas*

EDITOR: I enjoyed the article on FM very much and would appreciate you forwarding reprints of the special report.—*Byron W. Boothe, Harry Crow Advertising Agency, Wichita, Kan.*

[Reprints are available of the July 29 special FM report at 30¢ each, 25¢ each in quantities of 100 to 500 and 20¢ each in quantities over 500, plus shipping and handling]

EDITOR: Once again your special report is substantial, informative and appears to reflect the picture of FM broadcasting. My own theses work on the economics of setting up a financially successful FM station in the Utica, N. Y., area came up with pretty much the same findings.—FM has a promising future for those who work to make it so. I would like permission to quote from your report in substantiating my own continuing research.—*Michael B. Levine, Arlington, Va.*

[Permission granted.]

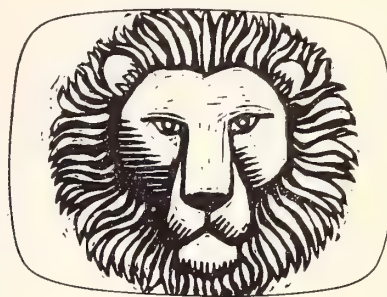
Bravo, hooray and good luck

EDITOR: Since BROADCASTING is the "other" media, it is gratifying to read such editorials as "Time to send in the pros" in the Aug. 5 issue.

The editorial, "Backsliding" in the same issue and Mr. Brooks' letter in OPEN MIKE tie together so completely it is difficult to comprehend that other broadcasters cannot see the handwriting on the wall and act accordingly.

That Ed Petry & Co. would print an ad such as the one on page 105 of the

METRO-GOLDWYN-MAYER TELEVISION PRESENTS



View from the Lion's Den

Decision Dilemma Can Be Cured

■ "I watch THE ELEVENTH HOUR every Wednesday at 10 o'clock because_____". If we ran a contest in 25 words or less for this, or any other television series, all answers could be grouped by three types: regular, occasional and non viewers. (Some people will enter every contest they can lay their hands on.) These viewer separations are important, for it immediately poses the question of how people decided to view—or not—sometimes—a regular series. Obviously, the movement of viewers from one camp to another can spell the d-i-f-f-e-r-e-n-c-e between a hit and a not-so-hit program.

■ The regular viewer is hooked rather quickly by the continuing appeal of the star, the story, the sound of hooves, the sight of gags—or the simple fact that he's awake at this time and competing shows are offering all the things the viewer dislikes.

■ That puts our focus on the volatile viewer who watches once in a while or never. He has made a decision. Rather, he is in a dilemma as to what to watch until something helps him arrive at a decision. So, MGM-TV tucked in a special question along with some program analysis research conducted by TvQ. It asked specifically *which sources the viewer found most helpful in deciding which programs to watch THAT WERE NOT HIS REGULAR FAVORITES.*

■ The results are really not surprising. More than one source is used, but on-air announcements came up number one, closely followed by TV Guide, and then newspapers. The best combination was on-air and/or TV Guide—the media used by 70% of those replying.

■ Now, if all station managers will write in 25 words or less why they do believe in promotion, perhaps the dilemma of too small ad budgets will be cured.



FOR THE **NEW** 1963-64 SEASON

Over 60 selections of rousing football, collegiate and marching band music for your immediate sports programming,

featuring

THE PURDUE UNIVERSITY BAND

THE KARL KING BAND

THE ALL-AMERICAN BAND

and a "JUST A MINUTE!"* album of
60 second football show stoppers by

WARREN COVINGTON

AND HIS MARCHING BAND

These spirited, exciting numbers are perfect for themes, pre-game warm-ups, half-time color, forecast and scoreboard shows and many other uses.

COMPLETE
INSTANT SPORTS MUSIC
PACKAGE
5 SESAC[®] RECORDINGS LP ALBUMS...



*Trademark

For an audition disc and additional information contact:

SESAC RECORDINGS 10 COLUMBUS CIRCLE, NEW YORK 19, N.Y. 212-JU 6-3450



same issue is enough to make an old-timer wonder about the solidity of the whole industry. To please Minow/Henry is one thing, top local ratings another.

Bravo, Mr. Brooks! Hooray, BROADCASTING! Good luck, Edward Petry & Co.—*John Arthur Bloomquist, Box 764, Palmdale, Calif.*

[Mr. Bloomquist, an ex-broadcaster, refers to one editorial supporting the professional approach to broadcast journalism and opposing government restrictions on editorializing and another criticizing the National Council of Churches resolution calling for stricter government controls of radio and TV. He also mentions an OPEN MIKE letter which was critical of the council. The classified help-wanted advertisement referred to asks for a program manager capable of getting top local ratings and at the same time satisfying program desires of former FCC Chairman Newton Minow and present Chairman William E. Henry.]

Interest and support

EDITOR: The members of the board of directors and the staff of Radio Free Europe Fund join me in thanking you for the help you have given to Radio Free Europe during the past year. Radio Free Europe's main purpose is to send undistorted news and information behind the Iron Curtain to the 80 million captive people of East Europe. It is only through the interest and support of individual Americans that RFE can continue to act as one of the important lines of communication between the free world and those people now living under Communist domination.—*Theodore C. Streibert, president, Radio Free Europe Fund Inc., New York.*

Freedom fighters

EDITOR: I want to express my personal appreciation for the way your magazine supports the broadcasting industry in its fight for freedom.—*George W. Patton, vice president, WBML Macon, Ga.*

BOOK NOTES

"Volume 3 — AM-FM Broadcast Maintenance," by *Harold E. Ennes. Howard W. Sams & Co., 4300 West 62nd Street, Indianapolis 6, Ind. 256 pp. \$5.95.*

This particular volume discusses the maintenance procedures necessary for the satisfactory operation of radio station equipment. The first two sections provide a review of basic theory applicable to broadcasting. Then maintenance procedures at the studio and transmitter are covered. A fifth section outlines the duties of the chief engineer.

The author has been associated with various phases of radio engineering since 1930. Since 1958 Mr. Ennes has been maintenance supervisor for WTAE (TV) Pittsburgh.

How to be all things to all people (and never make a sale)

To start off, may we suggest the following: program some rock 'n roll, some Broadway show tunes, a little schmaltz and, of course, Frank Sinatra. Always have a new contest going, preferably one whose prize value diminishes rapidly. Employ teenage d-j's, a "country" voice, a pear-shaped announcer, and a self-styled wit. If the news isn't startling enough, improve it with embellishments. Interrupt often with screaming sound effects or a few well-chosen bits of philosophy.

Your salesmen will then be able to tell prospective time buyers "we've got the perfect audience for your product"—whether it's soup or nuts.

At WFAA, however, we've developed a much narrower concept with a more defined appeal and distinctive edge for advertisers. We call it Southwest Central. It's basically a news and music format, but people listen because the sound rings true.

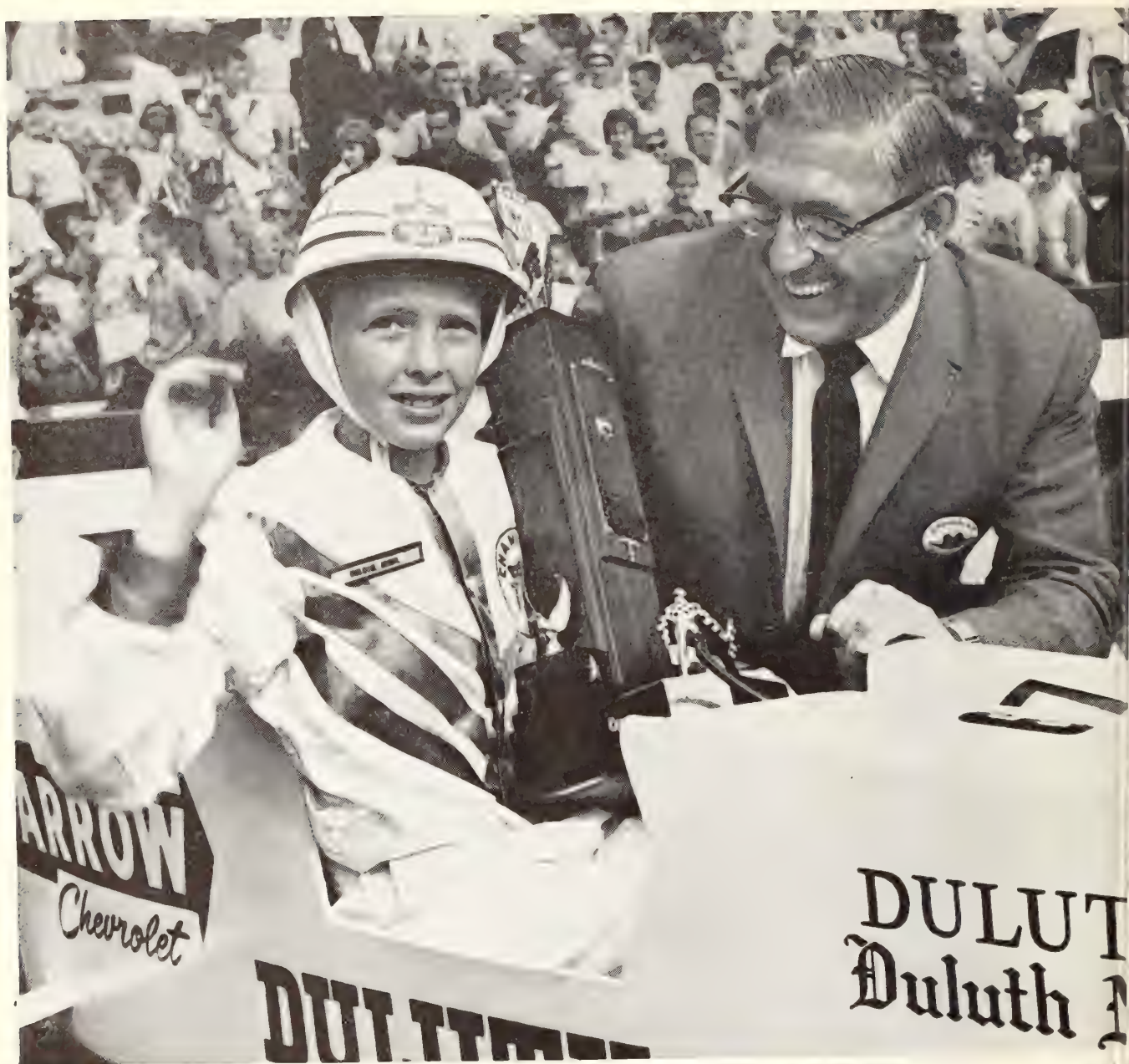
They can believe our calibre of network, regional, local news... sports, farm, business, entertainment, women's, weather. They can quote it in conversation, use it in making plans. And they never tire of the interludes of good popular music in between.

So there's really no reason to switch the dial. If this non-dial switching audience seems right for your product, call your Petryman. He'll let you have them for 13, 26, 52 weeks or more!



WFAA-AM-FM-TV
Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

Meet the 1963 Soap Box Derby Champion



Harold "Bo" Conrad, All-American Soap Box Derby Champion from Duluth, Minnesota, receives the Winner's Trophy and congratulations from Semon E. Knudsen, General Manager, Chevrolet Division of General Motors. "Bo" also wins a \$7,500 scholarship. The Duluth Herald and News-Tribune sponsored the 12-year-old National Champion.



The press at work covering the Derby finals on August 3, 1963.



Downtown press room facilities in Akron, Ohio.

and the Sponsors who made it all possible!

A record turnout! 239 excited youngsters went to the post this year for the 26th annual All-American Soap Box Derby. Judging from the packed stands, Derby Day was a real thrill for everybody—including the proud sponsors of the individual entrants. Without your enthu-

siastic support and publicity, some 50,000 boys would have been disappointed. If your entry didn't cop the laurels this time, wait'll next year! Until then, a hearty "Thank you!" . . . for making it all possible. . . . Chevrolet Division of General Motors, Detroit, Michigan.

The Newspapers, Radio and TV Stations who sponsored or co-sponsored the local champions at the 1963 All-American Soap Box Derby:

Aberdeen, Washington Aberdeen Daily World	Cleveland, Ohio The Forest City Publishing Company	Grand Junction, Colorado The Daily Sentinel	Newark, Ohio Newark Advocate	St. Marys, Pennsylvania Daily Press Publishing Co.
Akron, Ohio Akron Beacon Journal	Clinton, Iowa The Clinton Herald	Grand Rapids, Michigan WOOD-Radio, WOOD-TV	New Orleans, Louisiana New Orleans States-Item	Salem, Oregon KBZY-Radio
Albuquerque, New Mexico Albuquerque Tribune	Colorado Springs, Colorado Pikes Peak Broadcasting Company (KRDO Radio & TV)	Greeley, Colorado KYOU-Radio	New Philadelphia, Ohio Daily Times Dover Daily Reporter	Salisbury, North Carolina Salisbury Post
Amarillo, Texas KFDA-TV	Columbia, Missouri The Columbia Missourian	Greenville, South Carolina WFBL-TV	Newport News, Virginia Daily Press & Times Herald WGH-Radio	San Antonio, Texas San Antonio Light
Ambridge, Pennsylvania Beaver County Times	Columbus, Ohio WLWC Radio	Hartford, Connecticut The Hartford Times	Norfolk, Virginia The Virginian-Pilot	Sheboygan, Wisconsin The Sheboygan Press
Anderson, Indiana Anderson Herald	Corpus Christi, Texas KZTV-TV	Henryetta, Oklahoma Henryetta Daily Free Lance KHEN-Radio	Norristown, Pennsylvania The "Times Herald"	Sidney, Nebraska KSID-Radio Sidney Telegraph
Bangor, Maine Bangor Daily News	Coshocton, Ohio Coshocton Tribune Company WTNS Radio	High Point, North Carolina High Point Enterprise	Old Saybrook, Connecticut WLIS-Radio	Sidney, Ohio Sidney Daily News
Bel Air, Maryland The Aegis	Dallas, Texas Dallas Times Herald	Hudson, New York Hudson Register Star	Orange, Virginia The Orange Review	Sioux Falls, South Dakota Sioux Falls Argus-Leader
Beloit, Wisconsin Beloit Daily News	Deadwood, South Dakota Seaton Publishing Company	Indiana, Pennsylvania Indiana Evening Gazette	Owensboro, Kentucky Owensboro Messenger & Inquirer	South Boston, Virginia WHLF-Radio
Belvidere, Illinois Belvidere Daily Republican	Decatur, Georgia Decatur-DeKalb News	Indianapolis, Indiana The Indianapolis Star	Parsons, Kansas The Parsons Sun	Syracuse, New York WHEN-Radio-TV
Bergen-Passaic (Paramus), N. J. The Herald News	Denver, Colorado Denver Post KBTV-TV and KBTR Radio	Jacksonville, Florida WJXT-TV	Petersburg, Virginia The Progress-Index	Tacoma, Washington The Tacoma News Tribune
Bethpage, L. I., New York Levittown Tribune Litmore Publications	Detroit, Michigan Detroit News	Jefferson City, Missouri News Tribune Company	Phoenix, Arizona Phoenix Gazette	Tampa, Florida WTVT-TV
Birmingham, Alabama Birmingham News & Post Herald	Duluth, Minnesota Duluth Herald and News-Tribune	Kalamazoo, Michigan WKZO-AM-TV	Portland, Oregon KPTV-TV	Tempe, Texas Temple Daily Telegram
Bloomington, Illinois WJBC Radio	Durango, Colorado Durango Herald	Knoxville, Tennessee WBIR-TV	Providence, Rhode Island Providence Broadcasting Co.	Valparaiso, Indiana The Vidette-Messenger
Bloomington, Indiana Bloomington Daily Herald Telephone	Ellwood City, Pennsylvania Ellwood City Ledger	Kokomo, Indiana Kokomo Tribune	Provo, Utah The Daily Herald	Ventura, California Ventura County Star-Free Press
Bowling Green, Kentucky Park City Daily News	El Paso, Texas Newspaper Printing Corp.	Lancaster, Ohio Eagle Gazette	Pueblo, Colorado Pueblo Star Journal & Pueblo Chieftain KOAA-TV	Warren, Ohio The Tribune Company
Boynton Beach, Florida Boynton Beach Star The Delray Beach News Journal	Endicott, New York Southern Tier Radio, Inc.	Laredo, Texas Laredo Times	Pulaski, Virginia Southwest Times	Washington, D. C. WTOP-Radio
Bradford, Pennsylvania Bradford Journal	Erie, Pennsylvania Times Publishing Company	Levittown, Pennsylvania Bristol-Levittown Courier Times	Quincy, Illinois Quincy Newspapers, Inc.	Watertown, South Dakota Watertown Public Opinion
Bremerton, Washington Bremerton Sun	Evansville, Indiana WTVW-TV	Lockport, New York Lockport Union Sun & Journal	Ravenna-Kent, Ohio The Record Courier	Waynesboro, Virginia News Virginian
Carlsbad, New Mexico Carlsbad Current Argus	Fargo, North Dakota Forum Publishing Company (Fargo Forum)	Loveland, Colorado Loveland Reporter Herald	Roanoke, Virginia Times-World Corporation	West Palm Beach, Florida Palm Beach Post-Times WPTV-TV
Charleston, West Virginia The Charleston Gazette WCAW Radio	Flint, Michigan The Flint Journal	Mankato, Minnesota Mankato Free Press	Rochester, Minnesota Southern Minnesota Broadcasting Co. (KROC)	Wichita, Kansas Wichita Eagle-Beacon
Charlotte, North Carolina The Charlotte News	Fort Lauderdale, Florida Fort Lauderdale News	Mansfield, Ohio Mansfield News Journal	Rochester, New York Rochester Times Union	Wichita Falls, Texas Wichita Falls Times and Record News
Cheyenne, Wyoming Cheyenne Newspapers, Inc.	Fort Worth, Texas Fort Worth Star Telegram	Marion, Indiana WTAJ-TV WMRI-Radio	Rockford, Illinois Rockford Morning Star & Register-Republic	Winston-Salem, North Carolina Winston-Salem Journal Twin City Sentinel
Cicero, Illinois Life Newspapers	Fredericksburg, Virginia The Free Lance-Star	McKeesport, Pennsylvania The Daily News Publishing Co.	Rock Island, Illinois Davenport Newspapers	Wooster, Ohio The Daily Record
Cincinnati, Ohio WLW-T	Garden City, Kansas KIUL-Radio	Meadville, Pennsylvania Meadville Tribune	Roswell, New Mexico Roswell Daily Record	Zanesville, Ohio Times Recorder
	Glen Burnie, Maryland The Ann Arundel Star	Meridian, Mississippi The Meridian Star	Sacramento, California KCRA-TV	
		Midland, Texas Midland Reporter Telegram	St. Catharines, Ontario, Canada St. Catharines Standard Limited	
		Mission City, B. C., Canada Fraser Valley Record Ltd.	St. Cloud, Minnesota St. Cloud Daily Times	
		Morristown, New Jersey Morristown Record Recorder Publishing Company WMTR-Radio		



A good children's show appeals to adults, too

There's a line in the Broadway play, "A Thousand Clowns" in which a frustrated writer of children's TV shows shouts out, "Hey, I got a great idea for a new kid's show. It's for adults."

Like all humor, this is funny because it's true. Why this truth hasn't been accepted as gospel in TV's 17-year commercial development is something I've never been able to understand.

A good children's show is an adult show which just happens to be shown during kids' time. A bad children's show is generally one which was designed "just for kids."

As soon as a writer, producer or advertiser decides that any program idea is not good enough for adults but good enough for kids, he's certain to end up with a terrible show.

Let's look at two recent network shows, *The Flintstones* (ABC-TV) and *The Shirley Temple Storybook* (NBC-TV).

Adult Level ■ Hanna and Barbera of *Flintstones* are great artists, and even more distinguished because of their story telling and their wisdom in keeping their program product on an adult level. Their humor, situations and language are aimed at adults. Joe Barbera told me, "I have to laugh at it or the line goes out." And Joe Barbera is one of the few literate individuals left in Hollywood.

Despite the scheduling in the East, at least, of *Flintstones* at the un-child-like period of 8:30-9 p.m., every poll indicates that the program is the children's favorite.

High-Priced Series ■ *Storybook* was one of the highest-priced series on NBC. Besides the famous star-hostess, the producers used boxoffice names, casts of hundreds and lavish sets while also experimenting in colorcasting. They should have spent the money on good writing.

I remember visiting the set in Burbank one day as a guest of Miss Temple. I was permitted to sit in on a conference between writers and director regarding a last-minute problem. "Forget it," said the writer, who was asked to come up with some meaningful dialogue. "The kids won't notice the difference."

Did the kids know the difference? If you watched closely what was happening, as I did, you would have noticed the continuing drop in ratings and after-show interest.

Insulting Crop ■ For those among you who are interested—sponsor, agency, broadcaster or PTA member—we can only report that the 1963-64 crop

follows precedent: each offering is uniformly insulting to children.

A good children's show should have a strong adult audience, just as a good adult adventure or situation comedy program should have a wide appeal to children. In Houston, an enterprising used car salesman has used a local kids' show, *Bomba the Jungle Boy*, to sell cars. In Norfolk and Memphis, local children's shows have been sponsored by a moving van company. The results were fine when the programs were high-quality syndicated properties.

Check to see what children are viewing these days. The highest rated network shows are not the *Mighty Mouse*, *Roy Rogers* or *Top Cat* series which run on Saturday morning. Among the older children, the favorites are such shows as *The Beverly Hillbillies* (CBS-TV), *Hazel* (NBC-TV), *Combat* (ABC-TV), *Dr. Kildare* (NBC-TV), *Disney* (NBC-TV) and a few westerns. On the syndicated list you'll find their favorite personalities are Lucille Ball, Danny Thomas, Phil Silvers, Groucho Marx, Lloyd Bridges, Red Skelton, Andy Griffith and Dick Van Dyke.

There are at least two different children's viewing groups: toddlers from 3 to 6 and the school group from 7 to 14. Pre-schoolers are famous dial-twisters. They seek action cartoons and adventure because most other children's programs forget one cardinal principle: you must involve the viewer.

A good adult program does just that since the viewer identifies with a familiar character or plot and reacts vicariously to the dramatic turn of events. With no living experience to guide him, a child must be pointedly involved and asked to participate.

How to get involvement?

■ Dr. Frances Horwich, Miss Frances of *Ding Dong School*, was effective because she spoke directly to the child at

home. One of the best pre-school programs on WQED(TV) (educational ch. 13) Pittsburgh was school teacher Frances doing the same thing today.

■ Last year, a survey found that children reacted best to commercials which featured a variation of the bouncing ball encouraging a community-sing of the jingle.

■ Ratings of *Lassie* last year jumped 40% when the producers attempted a two-part cliff-hanger which gave viewers an entire week to guess and discuss the story's outcome.

■ Eight years ago, nearly 10 million sets of crayons and colored plastic sheeting were sold for \$1-\$2 and were used by children to draw on the TV screen itself while participating in *Winky-Dink and You*.

The agency is currently working on a project in which children will be asked to buy a similar crayon set to enjoy a mystery commercial.

This, in turn, would sell the crayon set which, again, would be used in the next day's commercial etc. etc.

For this fall, the agency has commissioned Sonny Fox Productions to produce an all-family musical TV special, *The Cowboy and the Tiger*, which will be seen on Thanksgiving Day afternoon in more than 25 markets. The program was 70% sponsored by The Nestle Co., The Transogram Corp. and The Irwin Corp. within days after we placed the time order.

Reviewers undoubtedly will classify the show as a children's musical, but the only thing child-like is that one member of the cast, the boy lead, is under 12 years old.

We believe so strongly in the ingredients of good TV fare for children that we're betting much of our agency's future reputation on this show. It's easy to be a critic. This time we're putting our message where our money is.

Melvin Helitzer is president of Helitzer, Waring & Wayne, New York advertising agency formed in January 1963, to specialize in marketing and advertising children's products. Before he started his own agency, Mr. Helitzer was advertising director of Ideal Toy Corp. for eight years. There, he administered ad budgets of \$3 million a year. He was public relations director for The Toy Guidance Council, 1949-53, and also has served as promotion-PR consultant to several children's merchandisers.





FAVORITE THROUGHOUT MARYLAND MEMORIAL STADIUM, HOME OF THE BALTIMORE ORIOLES

WBAL-RADIO 1090  **BALTIMORE** MARYLAND'S ONLY 50,000 WATT STATION
NATIONALLY REPRESENTED BY McGAVREN-GUILD COMPANY, INC.

THE POWER OF PEOPLE, not machines, or technology, or formula, but interested, thinking, warm-hearted and loyal people are selling your products and services every day at the Balaban Stations. Nothing sells people like people and at Balaban, we've got people... the right kind... the right amount to sell for you. Meet just a sampling of our key personnel.

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Nelson Kirkwood
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Bill McKibben
Asst. to Man. Dir.
The Balaban Stations



Danny Dark
Programming, WIL



Milton C. Ritslin
Comptroller
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Alan Golden
Sales Manager, KBOX



Rob Osborne
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John Lydon
Director of Marketing, WIL



Mittl Hirschboeck
Internal Auditor
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Gary Stevens
Programming, WIL



Bobby Brock
Programming, KBOX



Bruce Still
Production Director, WIL



Irene Runnels
Merchandising Dir., KBOX



Carol Rupp
Accounting, WIL



Jack West
Programming, KBOX



Larry Kane
Action Central News, WIL



Jack O'Day
Programming, KBOX



John F. Box, Jr.
Managing Director
The Balaban Stations



Gene Hirsch
News Director, WIL



Ed Wilson
Programming, WIL



Harriet Baker
Administrative Assistant
The Balaban Stations



Nat Steinberg
Sales, WIL



Ron Lundy
Programming, WIL



Barbara Starr
Sales, KBOX



Peter R. Farrelly
Sales Manager, WIL



David R. Klemm
Director of Promotion
The Balaban Stations



Dick Moore
News Director, KBOX



Merry Block
Women's Director, WIL



Tom Murphy
Operations Director, KBOX



Dave Diamond
Programming, WIL



Gary Mack
Production, KBOX



Tom Heppen
Sales, WIL



Jerry Kunkel
Programming, KBOX



Bill Addison
Action Central News, WIL

FOOTBALL KING AT TV BOX OFFICE

- Advertisers pay \$85 million for 184 pro and college games
- Networks, in turn, spend nearly \$14 million for telecast rights
- Sponsors quick to snatch up most popular sports attractions

The purists may still refer to baseball as the national pastime, but in the accounting offices of radio and television, football has moved into the favored spot.

A BROADCASTING survey shows that the networks will broadcast 184 professional and college football games this season and will contribute \$13.9 million to the National Football League, American Football League, National Collegiate Athletic Association and—for its championship game—the Canadian Football League. In addition the NFL and AFL teams which sell their radio rights individually will get another \$837,500.

Most of the 253 football-playing major colleges also have radio coverage and they will get an estimated \$150,000.

While the rights figure is taking on the semblance of a miniature defense budget, the income from sponsors, eager to pay for messages at timeouts and halftimes, estimated at \$85 million for radio-TV, looks like the national debt.

The sold-out signs are up on most of the network plums and ABC-TV, CBS-TV and NBC-TV report no concern over the few segments still open.

Big Spenders ■ The biggest network buys this year again belong to Ford through J. Walter Thompson and Philip Morris (Marlboro) through Leo Burnett. Each has one-quarter of the full NFL schedule on CBS-TV and one-quarter of the NFL championship game on NBC-TV.

Another major sponsor is the United Motors Division of General Motors through Campbell-Ewald, which has bought into the pregame and postgame shows of ABC Radio's Notre Dame schedule, the Bluebonnet, Gator and Cotton Bowls package on CBS-TV and NBC-TV's Pro Bowl, Liberty and Sugar Bowls.

Bristol-Myers through Doherty, Clifford, Shenfield & Steers; Sun Oil through William Esty, and Texaco through Benton and Bowles have also made tri-network purchases.

Petroleum, beer and tobacco sponsors again make up the bulk of the advertisers' roll.

American Oil, Standard Oil of Cali-

fornia, Standard Oil of Ohio, Ballantine, Carling, Falstaff, Hamm's, National, Pearl, Wiedemann, Brown & Williamson, General Cigar, Liggett & Myers, Lorillard and R. J. Reynolds are continuing as active sports backers.

Biggest Price ■ NBC-TV, which has been left out in the cold for a regular schedule, has already paid the highest single price for any event—the \$926,000 for the NFL championship game.

CBS-TV, which is in the second year of two-year contracts with the NFL and NCAA will be hard pressed to retain the contracts when bidding time rolls around after Jan. 1. ABC-TV, com-

mitted to the current season and 1964 on its five-year contract with the AFL will stay out of the NFL bidding picture, leaving NBC-TV and CBS-TV to battle it out.

But when the NCAA opens its sealed envelopes all three networks will be in there with considerably more than the \$10.2 million CBS-TV is paying for two years. The NCAA games have now made the circuit of the networks and the lucrative college games brighten up an otherwise feature movie-filled Saturday for affiliates.

With NBC's record price for the championship game a public fact, the

What networks pay for radio-television rights

ABC Radio ABC-TV	Notre Dame Football	\$ 150,000	Sept. 28
	American Football League	1,920,000	Sept. 8
	Grey Cup Game (Canada)	75,000	Nov. 30
	North-South game	27,500	Dec. 21
	AFL championship	(1)	Dec. 29 (tent.)
	Orange Bowl	205,000	Jan. 1
	AFL All-Star game	25,000	(no date)
Total		\$2,252,500	
CBS-TV	Hall of Fame game (preseason)	\$ 45,000	Sept. 8
	NCAA college football	5,100,000	Sept. 14
	National Football League	4,690,000	Sept. 15
	Bluebonnet Bowl	20,000	Dec. 21
	Gator Bowl	65,000	Dec. 28
	Cotton Bowl	70,000	Jan. 1
	NFL Playoff Bowl	125,000	Jan. 5
Total		\$10,115,000	
MBS	Army-Navy game	\$35,000	Nov. 30
NBC-TV	Liberty Bowl	\$ 20,000	Dec. 21
	Blue-Gray game	40,000	Dec. 28
	East-West Shrine game	65,000	Dec. 28
	NFL championship	926,000	Dec. 29
	Sugar Bowl	65,000	Jan. 1
	Rose Bowl	125,000	Jan. 1
	Senior Bowl	35,000	Jan. 4
Total	NFL Pro Bowl	75,000	Jan. 12
		\$ 1,351,000	
Network Total		\$13,903,500	

(1) The AFL championship game is part of a package including the AFL regular season games.

FOOTBALL KING AT TV BOX OFFICE continued

NFL is expected to be looking for a contract in the neighborhood of \$12 million, compared to the \$9.3 million two-year pact with CBS-TV. The 14 NFL clubs will each get \$335,000 this year.

Tie At Start ■ The 40-game AFL TV schedule which begins a day ahead of the NFL's, Sept. 14 to Sept. 15, is, in fact, being beaten by the senior circuit. CBS-TV will telecast the pre-season Hall of Fame game from the Football Hall of Fame in Canton, Ohio, apart from its NFL package. Chris Schenkel, Ken Coleman and Johnny Lujack will broadcast the game which dedicates the hall.

After that it's neck and neck with both leagues scheduling their championship games on Dec. 29. This marks the first time in the four-year existence of the AFL that it has challenged the NFL on the latter's big attraction.

The AFL championship is part of the package which ABC-TV has bought in its contract, which this year provides \$240,000 for each of the eight teams.

The new New York Jets play the Boston Patriots in the AFL opener. Two other games will be seen nationally and on 13 dates ABC-TV will show two or three games on a regional basis. On games fed to the East Curt Gowdy and Paul Christman will be the air team; Jack Buck and George Ratterman will be the western team and for the third games, when shown, Charlie Jones will do play-by-play.

CBS-TV begins its two league schedules back-to-back with the NCAA national opener Florida-Georgia Tech, Sept. 14 and the full slate of NFL games on Sept. 15.

The only three NFL games set for national television all feature Green Bay, last year's league champions, as one of the participants. They are the annual Thanksgiving morning Green Bay-Detroit contest and two Saturday afternoon games with Los Angeles and San Francisco from the West Coast in December.

Nine of the collegiate contests will be shown nationally including the Army-Navy game Nov. 30, and 15 will be shown regionally on five Saturdays.

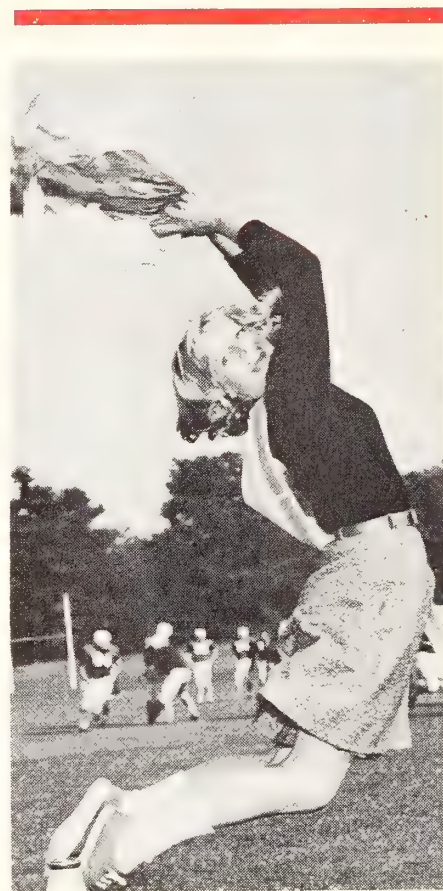
Announcing the national and one set of regional games will be Lindsey Nelson, Terry Brennan and Jim Simpson. Red Barber and Johnny Lujack will team on another regional and Bill Fleming and Frankie Albert will cover the remainder.

The Other Games ■ ABC-TV will televise the Grey Cup championship game from Vancouver, Canada, Nov. 30; the North-South game from Miami, Dec. 21; the Orange Bowl with regatta and parade from Miami, Jan. 1, and the AFL All-Star game on a date to be

announced.

CBS-TV has the Bluebonnet Bowl from Houston, Dec. 21; the Gator Bowl from Jacksonville, Fla., Dec. 28, the Cotton Bowl from Dallas, Jan. 1 and the NFL Playoff Bowl with the runners-up in the league's eastern and western divisions from Miami, Jan. 5.

NBC-TV which has been able to offer advertisers only the extra games has the Liberty Bowl from Philadelphia, Dec. 21; the Blue-Gray game from Mobile, Ala., and the East-West Shrine game from San Francisco, Dec. 28; the Sugar Bowl from New Orleans and Rose Bowl (preceded by parade) from Pasadena, Calif., Jan. 1; the Senior Bowl from Mobile, Jan. 4 and the NFL



Pro Bowl from Los Angeles, Jan. 12.

Packages Galore ■ NBC-TV will present *NFL Highlights* on Saturdays from Sept. 21-Dec. 21. The half-hour program containing filmed highlights of the previous week's seven NFL games will be packaged for the network by Tel Ra Productions with Jim Leaming as sports-caster. Georgia-Pacific Corp. through McCann-Erickson and Monroe Auto Equipment Co. through Aitkin-Knyett, Philadelphia, are sponsors.

ABC-TV is back with the *AFL All-Pro Scoreboard* following its league games. Sponsors are Bristol-Myers

through Doherty, Clifford, Steers & Shenfield; General Mills through Knox-Reeves and Skil Corp. through Fuller & Smith & Ross.

On CBS-TV the college games will be sandwiched between the 15-minute *Football with Paul Dietzel and Ara Parseghian* and *College Football Scoreboard* with Chris Schenkel and Jack Whitaker.

Preceding each of the network's 17 NFL telecasts it will have *Pro Football Kickoff* with Kyle Rote.

Action In Radio ■ ABC Radio will again broadcast the 10-game Notre Dame schedule on the full network. Household Finance through Needham, Louis & Brorby will sponsor the network's half of the game. Pregame and postgame shows will be sponsored on the network half by United Motors Division of General Motors through Campbell-Ewald.

MBS will broadcast the Army-Navy game, but no sponsors have been signed yet.

CBS Radio will broadcast five-minute scores broadcasts with Jack Drees on Saturday and Sunday evenings.

Canadian Picture ■ Canadian Broadcasting Corp. and CTV Television Network Ltd. will share the CFL games this season.

CBC-TV is broadcasting the Saturday games under rights purchased by John Bassett of CFTO-TV Toronto for \$401,000. CTV purchased its rights for \$200,000 and CBC and CTV will jointly broadcast the Grey Cup game for rights purchased for \$175,000.

National League

Baltimore Colts ■ WBAL Baltimore will originate exhibition and regular season games for 27 stations in Pennsylvania, Delaware, South Carolina, North Carolina, Maryland and Washington, D. C. National Brewing Co. through W. B. Doner is sponsoring one-half of all games on the radio network. The remaining half is open for local sponsorship. WMAR-TV Baltimore, which will show the Colts road games, also is televising three exhibition games. Jim Mutscheller, former Notre Dame and Baltimore end and now a coach for the Colts, will do 15-minute pregame shows and postgame wrapups for each of the NCAA and NFL games on WMAR-TV. Joe Groghan and Chuck Thompson will do the radio coverage with Mr. Thompson and Jim Simpson on TV.

Chicago Bears ■ The Bears are the lone NFL team without a radio network. Their games will be heard only on WGN Chicago. Standard Oil of Indiana, which has had the radio rights for 17 years, will sponsor one-half of each game for its American Oil division, through D'Arcy Advertising. Heilman Brewing Company through Mc-

These sponsors' millions buy football for radio-TV audience

Aqua-Velva (Parkson)	CBS	NFL	Hartford Ins. (M-M)	CBS	Gator, Cotton, Bluebonnet Bowls
American Gas Association (L&N)	ABC	AFL	Heritage House (Wermen & Schorr)	CBS	Hall of Fame game
American Oil (D'Arcy)	CBS	NFL	Household Finance (NL&B)	ABC	Radio Notre Dame games
Ballantine (Esty)	NBC	NFL championship	Inst. of Life Ins. (JWT)	CBS	NCAA
Bristol-Myers (DCSS)	CBS	NFL	Liberty Mutual (BBDO)	ABC	AFL
	NBC	NFL championship	Liggett & Myers (JWT)	NBC	NFL Pro Bowl
	ABC	AFL scoreboard, Orange Bowl	Lincoln-Mercury (K&E)	ABC	AFL
	CBS	Gator, Bluebonnet, Cotton Bowls	P. Lorillard (Grey)	ABC	AFL
Brown & Williamson (Bates)	NBC	Liberty Bowl		CBS	Gator, Cotton, Bluebonnet Bowls
Buick (M-E)	NBC	Sugar, Senior Bowls	Monroe Auto Equip. (Aitken-Kynett)	NBC	NFL Highlights
Carling (LF&S)	ABC	Orange Bowl	National Beer (Doner)	CBS	NFL
	CBS	NFL		NBC	NFL championship
	NBC	NFL championship	Norelco shavers (C. J. LaRoche)	CBS	NCAA
Carter Products (SSC&B)	CBS	Gator, Cotton, Bluebonnet Bowls	Pearl Brewing (Tracy-Locke)	ABC	AFL
	NBC	NFL Pro Bowl	Philip Morris (Burnett)	CBS	NFL
Chesebrough-Pond's (NC&K)	ABC	AFL		NBC	NFL championship
Chrysler (Y&R)	NBC	Rose Bowl, Blue-Gray game	R. J. Reynolds (Esty)	NBC	East-West game
Colgate-Palmolive (Bates)	CBS	Hall of Fame game	Savings & Loan Foundation (M-E)	NBC	East-West game
	NBC	Senior, Sugar Bowls, East-West game	Skil Corp. (FSR)	ABC	AFL scoreboard
Falstaff (DFS)	CBS	NFL	Std. Oil Calif. (BBDO)	CBS	NFL
	NBC	NFL championship	Std. Oil Ohio (M-M)	CBS	NFL
Farah Mfg. (White & Shuford)	NBC	NFL championship	Sun Oil (Esty)	ABC	AFL
Firestone (Sweeney & James)	CBS	NCAA		CBS	NFL
Folgers Coffee (FRC&H)	CBS	NFL		NBC	NFL championship
	NBC	NFL championship	Texaco (B&B)	ABC	Orange Bowl
Ford (JWT)	CBS	NFL		CBS	NCAA games
	NBC	NFL championship		NBC	Senior Bowl
General Mills (Knox-Reeves)	ABC	AFL scoreboard	Union Carbide (Esty)	ABC	AFL
General Cigar (Y&R)	CBS	NCAA	United Motors Div. GM (C-E)	ABC	Radio
Georgia Pacific (M-E)	NBC	Sugar Bowl, NFL Highlights		CBS	Pregame, Postgame, Bluebonnet, Gator,
Gillette (Maxon)	ABC	AFL		NBC	Cotton Bowls
	NBC	Rose Bowl, Blue-Gray game	Whitehall Labs (Bates)	NBC	NFL Pro Bowl, Liberty, Sugar Bowls
Goodyear (Y&R)	ABC	AFL	Wiedemann Brewery (DCSS)	NBC	Liberty Bowl
Hamm's (C-M)	CBS	NFL		NBC	NFL championship
	NBC	NFL championship			

Cann-Erickson will be the co-sponsor. A warmup show will be sponsored by Fairfield Savings and Loan through Charles Elwen Hayes Advertising, and Household Finance through Needham, Louis & Brorby will sponsor the post-game scoreboard. Play-by-play on radio will be handled by Jack Brickhouse and the TV coverage over WBBM-TV and CBS by Red Grange with George Connor doing color. All of the preseason games will be shown, three of them taped broadcasts.

Cleveland Browns ■ WERE Cleveland

will feed the Browns games to a 55-station network in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, New York and Massachusetts. Sponsors on WERE will be Carling Brewing through Lang, Fisher and Stashower; Standard Oil of Ohio through McCann-Marschalk; Giant Tiger Stores through Marcus Advertising and Household Finance placed direct. None of the sponsors will be on the full network. Three preseason and three league games will be heard live on WGAR Cleveland and the network and rebroadcast on

WERE. The station switch is an annual event occurring when the Cleveland Indians baseball games on WERE conflict with coverage of the Browns. Gib Shanley and Jim Graner will do radio play-by-play and color and Ken Coleman and Warren Lahr will be their television counterparts on CBS and KYW-TV. Blanton Collier, head coach of the Browns will be heard on a 15-minute pregame show and will have a five-minute show at 5:55 p.m. Monday-Friday, both on WERE.

Dallas Cowboys ■ KLIF Highland

Tape network for Green Bay exhibition games

The day of the taped TV football game has dawned brighter this season. While many stations carrying pro football are showing the exhibition games in an edited version—elimination of half-time ceremonies and reduction in time outs—WBAY-TV Green Bay, Wis., appears to have undertaken the most ambitious project for the local Packers.

A four-station network has been lined up to show five taped games the day after they're played. Four of the games will be played Saturday night and shown Sunday afternoon. The fifth game to be played on Labor Day will be shown Tuesday night.

WBAY-TV is using a chartered plane to insure the tape arrival in

time for editing, dubbing and sending of the edited version to the other stations. Al Samson and Tony Canadeo are doing the play-by-play and color on the games.

The games are shown on WISN-TV Milwaukee, WSAU-TV Wausau, WISC-TV Madison, all Wisconsin, and WLUC-TV Marquette, Mich. WLUC-TV shows the game via microwave feed from WBAY-TV, and sponsors it locally.

On the four Wisconsin stations one-quarter of the game is sold to Hamm's Beer through Campbell-Mithun. On three of the stations Wisconsin Telephone through Cramer-Krasselt has purchased one quarter. The remainder of the games are sold locally.

Park-Dallas originates the 19 Cowboys games for an 18-station regional network and feeds locally to KVIL-FM Highland Park. Regular season games will be sponsored on the network by Household Finance placed direct (one-half) and in several cities by Hamm's Beer through Campbell Mithun. The open segments are available for local sale. KRLD-TV, the Dallas outlet for the Cowboys games will present a Saturday show highlighting the previous Sunday's game with film clips and interviews. The program will be locally sponsored. Rick Weaver will do radio play-by-play and on TV Frank Glier and Jim Morse will cover the action and color.

Detroit Lions ■ WJR Detroit will feed Lions games, including four exhibitions, to a network of three Michigan stations. Marathon Oil through Campbell-Ewald and National Brewing Co. through W. B. Doner for Altes Beer, will be co-sponsors on the games. A pregame *Lions Press Box* sponsored by the Detroit region Plymouth Dealers Advertising Association through N. W. Ayer, and a postgame scores and highlight show, sponsored by Packer Pontiac through MacManus, John and Adams will be heard only on WJR. Bob Reynolds and Bruce Martyn will broadcast the league games and Van Patrick and Russ Thomas will describe the TV games over WJBK-TV. Messrs. Patrick and Reynolds will do the preseason games on radio.

Green Bay Packers ■ WTMJ Milwaukee is feeding a six-station regional network the 19-game exhibition and regular season schedule. The network sponsors are Thorpe Finance Corp. through Klau-Van Pietersom-Dunlap (one-half), La Palina Cigars through Compton and Employers Mutual of Wausau through

J. Walter Thompson (one-quarter each). A pregame *Packers Preview* sponsored by Humble Oil through McCann-Erickson and a postgame *Packers Scoreboard* sponsored by Delco Battery Division of General Motors through Campbell-Ewald will be heard only on WTMJ. Play-by-play will be handled on radio by Ted Moore and on TV over WBAY-TV Green Bay by Ray Scott and Tony Canadeo.

Los Angeles Rams ■ KMPC Los Angeles is feeding the Rams schedule to a four-state 17-station network, which includes Hawaii. Sponsors of the games and pre-and-post-game shows have bought the full network. Purchasing one quarter of the games are Folgers Coffee through Fletcher Richards, Calkins & Holden; Corina Cigars through Edward Weiss; Burgermeister Beer through Post-Keyes-Gardner, and Standard Oil of California through BBDO. Sponsors on pregame and postgame pro-

grams are Sun City, Ariz., through the Garland Agency and Bonanza Airlines through Hal Stebbins Inc. The five exhibition games will be seen on KTTV(TV) Los Angeles; one live and the remainder taped for delayed broadcast. The KTTV games are sponsored by Ford Dealers of Southern California and Liggett & Myers, both through J. Walter Thompson; Northwestern Mutual of Seattle through Miller, Mackay, Hoeck & Hartung; and Kellogg through Leo Burnett. Dick Schad will announce them. The regular season games will be seen on KNXT(TV) Los Angeles. Bill Keene and Don Paul will do *Pro Football Preview* before and *Extra Point* after the Rams games. The 15-minute pregame show will be sponsored by Hamilton Watch through N. W. Ayer, Carters Products through Sullivan, Stauffer, Colwell & Bayles and Bristol Myers through Doherty, Clifford, Shenfield & Steers. Bob Kelly will handle radio and TV play-by-play and will be assisted on radio by Bill Brundige and Steve Bailey and on television by Gil Stratton.

Minnesota Vikings ■ WCCO Minneapolis will feed the 14 regular season games of the Vikings to a 28-station regional network. The network is set up by North Star Features of Minneapolis, an independent packager, and games on the network stations are sold locally. On WCCO the games are sponsored by Minneapolis Federal Savings and Loan through M. R. Bolin (one-half), Fels Naphtha through S. E. Zubrow, and Northwest Ford Dealers Association through J. Walter Thompson (one-quarter each). Warmup and scoreboard programs on WCCO are not yet sold. Dick Enroth and Paul Giel will broadcast the games and Herb Carneal and Clayton Tonnemaker will do the games on WCCO-TV.

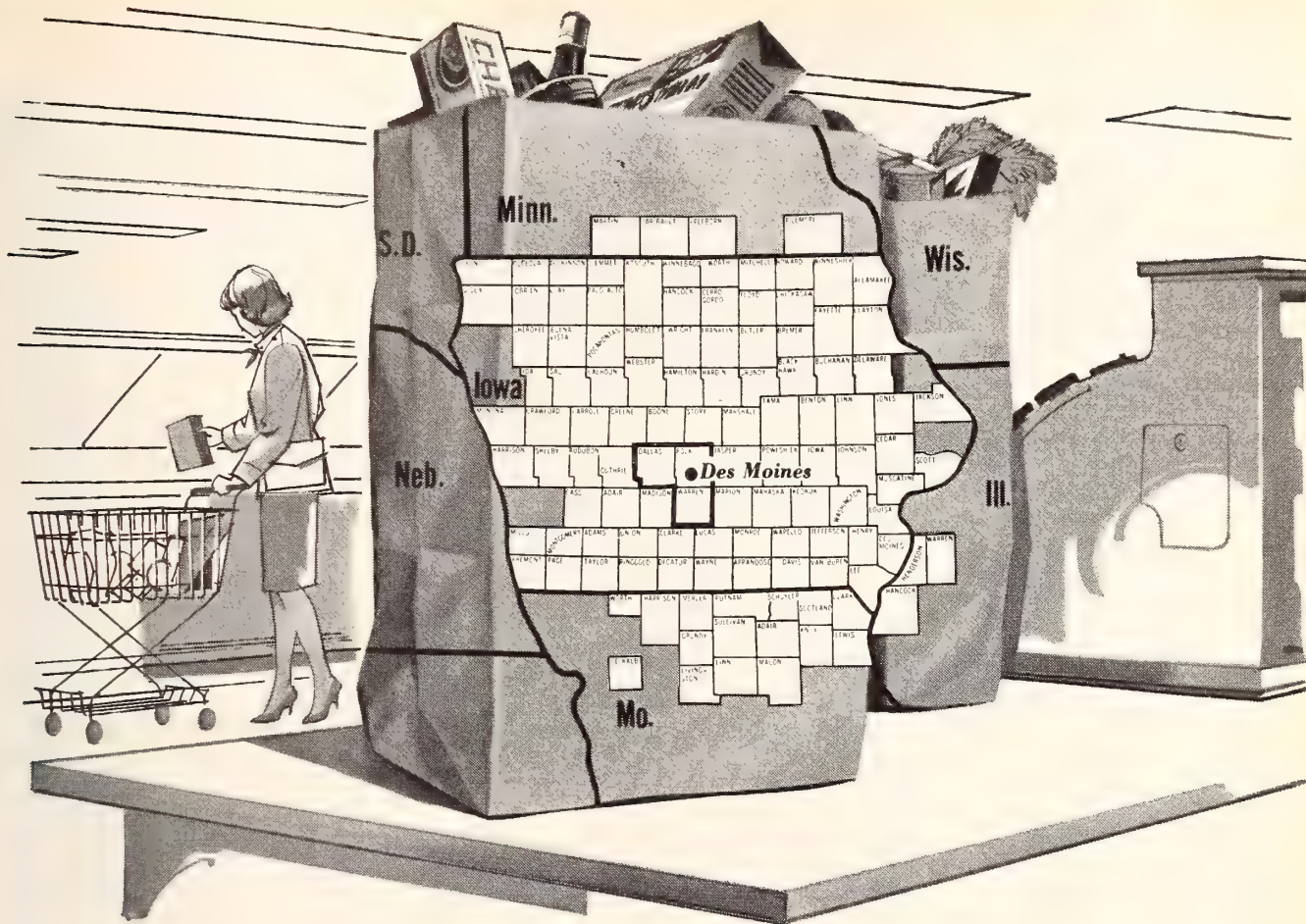
New York Giants ■ The Giants through WNEW New York and the Northeast Radio Network division of Ivy Broadcasting Co., Ithaca N. Y., are currently boasting one of the largest radio networks in professional football. Fifty-three stations in New York, Pennsylvania and New England, including the Yankee Network, are carrying the Giants exhibition games. Several additional stations are expected to be added for the 14-game league schedule. The radio package including a 25-minute *Pro Football Preview* (pregame) and a 15-minute *Locker Room Report* (postgame) is being produced by WNEW for broadcast beyond the New York City area for the first time in the station's three-year contract with the Giants. This is the last year of the contract. The station lineup includes four 50-kw stations: WNEW, WTIC Hartford, Conn., WNAC Boston and WGY Schenectady, N. Y.

On WNEW the games are sponsored

SNI active in football

Sports Network Inc., New York, will televise 10 preseason National Football League games and two regular games, both Saturday night contests which are not being carried by CBS-TV. SNI will handle special radio networks for five NFL teams and one in the American Football League.

A half-hour filmed show, *Big Ten Football Highlights*, is being produced for midwestern stations and SNI anticipates coverage of some closed circuit or pay TV college games.



Des Moines Area accounts for only 13.5% of the FOOD SALES in "Iowa Plus"

Des Moines is a *good* market for food products—yet no matter how thoroughly you saturate the 3-county Des Moines Metro Area with local or regional radio, you've still got a long way to go in selling *Iowa*.

In fact, all *eight* of Iowa's Metro Areas, *combined*, account for but 49.6% of the food purchases made in WHO Radio's 117-county Nielsen Coverage Area shown above. (Sales Management, June 10, 1963.)*

WHO Radio covers "*Iowa Plus*"—actually reaches 42% of all the 805,000 homes in that 117-county area, weekly (NCS '62). As a matter of fact, WHO Radio gives you America's 23rd radio market—there are only 22 others in the U.S. that equal or exceed it!

Yes, you can do a better, more economical marketing job with WHO Radio than with any other medium in Iowa. Ask PGW for the dollars and cents.

* These figures are for Sales Management's newly-defined and frequently larger Metro Areas, as found in the June 10 Survey of Buying Power Issue

WHO RADIO for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., National Representatives

FOOTBALL KING AT TV BOX OFFICE continued

by Howard Clothes through Mogul, Williams & Saylor; A&P Food Stores through Gardner Advertising; Ballantine Beer through William Esty, and Liggett & Myers through J. Walter Thompson. Ballantine has bought participations on the network. The pregame and postgame shows handled by Kyle Rote are sponsored by Emerson Radio Associates through Robert Whitehill and Schick Shaver Repair Shops through Norman, Craig & Kummel. Announcers on the games will be Marty Glickman, Joe Hasel and Al DeRogatis.

The Giants' TV schedule which will be carried by WCBS-TV will be broadcast by Chris Schenkel and Pat Summerall. A one-hour special on WOR-TV, *The New York Football Giants Preview: 1963*, will be shown on Saturday, Sept. 14, the eve of the team's first regular season game. It will be narrated by Mr. Schenkel.

Philadelphia Eagles ■ WCAU Philadelphia is originating the Eagles games for an 11-station network in Pennsylvania and Delaware. Nationwide Insurance through Ben Sackheim and Carling Brewing Co. through Lang, Fisher & Stashower have each bought one-quarter of the games on the network. The remaining half is sold locally. Bill Campbell and Tom Brookshire will do the radio coverage and Jack Whitaker and Bosh Pritchard will do TV action and color for WCAU-TV.

Pittsburgh Steelers ■ WWSW Pittsburgh and a 40-station, four-state network are carrying the Steelers games.

Carling Brewing Co. through Lang, Fisher & Stashower and Phillies Cigars through Wermen & Schorr, Philadelphia, have each bought one-quarter. The remaining half is still open. Joe Tucker will do the play-by-play on both radio and TV (KDKA-TV) with Jack Fleming doing color on radio and John Sauer on television.

San Francisco 49ers ■ KSFO and 23 stations of the Golden West Radio Network are presenting the 49ers contests. One-quarter sponsors of the games are Standard Oil of California through BBDO; Burgermeister Beer through Post-Keyes-Gardner; Chrysler-Plymouth Dealers through Young and Rubicam and N. W. Ayer, and Corina Cigars through Edward Weiss. The pregame *Clubhouse* is sponsored by Bay Area Chrysler Dealers through Y&R and the postgame program is sponsored by Armour & Co. through Y&R. Bob Fouts will do radio-TV play-by-play with Lon Simmons and Russ Hodges on radio and Gordon Soltau on KPIX(TV).

St. Louis Cardinals ■ KMOX St. Louis is feeding a regional network of more than 40 stations with sponsorship by Falstaff Brewing Co. through Dancer-Fitzgerald-Sample and Household Finance placed direct, each one-half. A local pregame show is not fed to the network. J. C. Politz and Jim Butler are broadcasting the games.

KMOX, which is carrying the Cardinals games, is presenting the four exhibition games on tape. Falstaff is part

sponsor of these preseason telecasts. Jack Drees and Bill Fischer are heard on the TV coverage.

Washington Redskins ■ A 50-station network stretching from Maryland to Florida will hear the Redskins games originated by WWDC-AM-FM Washington. The previous high for Washington games was a 14-station lineup. The new network is part of Empire Sports Network, Buffalo, which is supplying stations with a pregame and postgame show. National Brewing Co. through W. B. Doner is sponsoring one-quarter on the full network. The remaining sponsorship is sold locally. A pregame show, *Redskins Preview*, and a postgame show, both with Bob Will on WWDC, is sponsored by Phillies Cigars through Wermen & Schorr. The station also carries a pregame show with Bobby Mitchell of the Redskins and a locker room show following the wrapup with Redskins' head coach Bill McPeak. Exhibition games are sponsored locally. Bill McColgan and Morrie Siegel will broadcast the regular season games.

WTOP-TV Washington, which is carrying the Redskins games, also is telecasting two exhibition games. Sponsors include Consolidated Cigar through Papert, Koenig, Lois and National Brewing, each one-quarter, Colgate-Palmolive through Ted Bates, and Safeway Stores handled direct, one-eighth each. One-quarter is still open.

The same sponsors will also back the Redskins regular season game with Los Angeles on Saturday, Sept. 21. The game, which is not being carried by CBS, will be fed to WTOP-TV through Sports Network at 11:15 p.m. EDT and an edited version will be shown the following morning at 11 a.m. Broadcasting the TV games will be Jim Gibbons and Eddie Gallaher.

American League

Boston Patriots ■ WEEI Boston begins a three-year contract with the Patriots and will feed a 10-station New England network. Sponsors are Zayre Department Stores through Bo Bernstein, Providence; Lincoln-Mercury Dealers of New England through Kenyon & Eckhardt, and Schaefer Brewing Co. through BBDO. Bob Gallagher and Fred Cusick will do the games. AFL games will be on WNAC-TV Boston.

Buffalo Bills ■ WBEN Buffalo and a seven-station network in Pennsylvania and New York are carrying the Bills games. Iroquois Brewery division of International Breweries through Marcus Advertising, Cleveland, has purchased one-half of the games on the full network. The remaining half is sold locally. Van Miller and Ralph Hubbell are broadcasting the games. WKBW-TV Buffalo will show the AFL games.

Denver Broncos ■ The Broncos, which

HAMILTON WILL COURT THE PRO FAN

Watch company returns to TV after 10 years

Hamilton Watch Co. of Lancaster, Pa., a long-time user of magazine advertising, makes its first network television buy this fall with a partial sponsorship of CBS-TV's *Pro Football Kick-off*, a 15-minute broadcast preceding the National Football League *Game of the Week* each Sunday.

The broadcast, featuring former New York Giant player Kyle Rote, begins Sept. 15 and runs for 14 weeks through the regular NFL season, and is currently cleared on more than 175 CBS-TV stations.

In addition, the Hamilton Co. has purchased adjacencies to pro football telecasts in areas where no pregame broadcasts will be carried.

Estimated cost of the venture is almost \$200,000, with the order being placed through N. W. Ayer, Philadelphia.

Hamilton's last television excursion came in 1952-53, with the 26-week

sponsorship of a Stuart Reynolds-produced variety show titled *Your Jeweler's Showcase*, on a local basis only.

Since that time, the company has limited its advertising to a "mixture of mass and class magazines," according to Hamilton Watch's advertising manager, E. L. Jones.

The pro football buy, he indicated, however, fits into the company's market profile, as well as its marketing time schedule.

"Our big sales push is normally from mid-September till Christmas, and the pro football schedule fits those plans perfectly.

"In addition, our buy stems from the appreciation that pro football is a booming thing, and the pro football fan of today fits our market profile. He's the kind of fellow who's going to shell out \$60 a year for a season's ticket, and not the guy who sits out in the bleachers eating peanuts."

this is Atlanta...



... where more than 350,000 Georgians cheered! Air Force jets flew overhead as 30 floats, 20 bands, countless marching units and nationally known stars paraded down Peachtree Street in WSB-TV's 3rd Annual Fourth of July Parade. Thousands more watched on television. WSB-TV is proud to be the host when a great city celebrates Independence Day.

WSB-TV

Channel 2 Atlanta



NBC affiliate. Associated with WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami.

operated without a radio network last year, have a 15-station lineup for the current season fed by KBTR Denver. Sponsors for one-quarter each are Site Oil Co. through Weintraub & Associates, St. Louis; Rainbo Bread through Ekberg, DeGroff & Hunter, Denver; Johnny Haas Mercury through Boccad-Nordeen, Denver, and Ward Terry through Marshall Robertson Advertising, Denver. Pregame *Warmup* and *Post Game Feature* are both locally sponsored. Lee Harris and Al Helfer will do play-by-play and color. KBTV (TV) will originate six Bronco games for ABC-TV and take the 11 games fed by the network.

KOA-TV Denver is presenting a one-hour *Bronco Highlights* in color on Saturdays following the Bronco's Sunday games. The program, featuring game footage and interviews, is narrated by John Henry. They began Aug. 10 and will continue to Dec. 22. On Jan. 18 the programs will return as winter reruns.

Houston Oilers ■ KXYZ Houston originates the 19-game Oilers schedule on a 10-station regional network. Hamm's Beer through Campbell-Mithun has full sponsorship of the games. Frank Fallon and Al Jamieson broadcast the games. KTRK-TV Houston will originate Houston games for ABC-TV and take the AFL television schedule.

Kansas City Chiefs ■ The newest team in professional football, having moved from Dallas, the Chiefs will be heard on 27 stations in Kansas, Oklahoma, Nebraska, Iowa and Missouri fed by KCMO Kansas City, Mo. Two exhibition games and the 14-game regular schedule will be broadcast with three quarters sold. Quarter sponsors are Schlitz Beer through Leo Burnett, Chrysler Corp. through Young & Rubicam, and Interstate Securities through Rogers and Smith, Kansas City. Pre-game and postgame shows on the network are sponsored by Businessmen's Assurance Co. through Potts-Woodbury, Kansas City, and the local Coca-Cola bottlers. Merle Harmon and Bill Grigsby will broadcast the games and KMBC-TV will televise the network schedule.

New York Jets ■ Arrangements for radio coverage of the Jets had not been completed by last Thursday (Aug. 15). WABC-TV New York will show the AFL games.

Oakland Raiders ■ The Raiders which was the doormat of the AFL western division the past two years is having its games broadcast on a new station this season. KDIA Oakland will air the games and there is no network. The games are being sold on a participation basis. Bob Blum will be the announcer.

KGO-TV San Francisco will carry the televised AFL games.

San Diego Chargers ■ KFMB San Diego is feeding the Chargers schedule to a network of about a dozen stations. A 15-minute pregame warmup and 15-minute postgame wrapup are part of a network package which is being sponsored by Union Oil of California through Smock, Debnam & Waddell, Los Angeles and Home Federal Savings and Loan Association of San Diego through Lane-Huff Advertising, San Diego. Lyle Bond and Lute Mason will handle the broadcasts. XETV(TV) Tijuana, Mexico, will televise the AFL games on ABC-TV.

American Oil steady football sponsor

The American Oil Company marketing division of Standard Oil of Indiana through D'Arcy Advertising, Chicago, has been a major sponsor of football in radio and television for many years but slowly has been swinging emphasis from radio to TV. This year radio sponsorship is limited to the Chicago Bears on WGN Chicago, reported earlier.

American Oil will sponsor televised games of nine National Football League teams on a 148-station CBS-TV network during the season beginning Sept. 15 and will also sponsor the National Football League championship game Dec. 29 on NBC-TV, as well as the

Big Eight asked to delete radio fees

Thad M. Sandstrom, general manager of WIBW-AM-FM-TV Topeka, Kan., has suggested that the Big Eight Conference eliminate radio origination fees for its football contests.

In a letter to Wayne Duke, executive director of the conference, Mr. Sandstrom said he understood that the schools are "somewhat concerned about the effect the advent of professional football in Kansas City may have on attendance at football games" of the Big Eight. The Kansas City (Mo.) Chiefs recently moved to the city from Dallas (where its team name was the Texans). Mr. Sandstrom's letter noted that the fees have long been opposed by Kansas State University and Kansas University, and suggested that the conference re-evaluate the stand of the schools.

NFL play-off game Jan. 5 on CBS-TV.

American Oil also will partially sponsor the Cleveland-Pittsburgh game at Cleveland Oct. 5 over a special Sports Network Inc. hookup. American Oil shares sponsorship of the Baltimore Colts and Washington Redskins games over a 44-station regional CBS-TV network in the Southeast; the Chicago Bears over a 41-station regional CBS-TV network in the Midwest, and the St. Louis Cardinals over a 29-station regional CBS-TV network in that area. American Oil also is picking up sponsorships on smaller regional CBS-TV networks for games played by the Green Bay Packers, the Minnesota Vikings, the New York Giants, the Pittsburgh Steelers and the Cleveland Browns.

American Oil has sponsored the Washington Redskins on radio or TV for 19 years and Chicago Bear games for 16 years.

CBS-TV tells WPSD-TV it's bound by NFL pact

Sorry, CBS said last week to WPSD-TV Paducah, Ky., which has been complaining to the FCC and the Department of Justice because it is not allowed to telecast the St. Louis Cardinal pro football home games (BROADCASTING, Aug. 12, July 15, 8), but we're just abiding by our contract with the National Football League and really can't do a thing about it.

The network in an Aug. 14 letter to the FCC—which had forwarded the WPSD-TV complaint for comment—pointed out that its contract with NFL permitted each club to blackout its home games within an area of 75 miles from the stadium in which the game is played.

Although Paducah is 135 miles from St. Louis, CBS pointed out, there is "substantial" penetration of the Kentucky TV station's signal within a 75-mile radius of St. Louis. This is true also of the signal of KFVS-TV Cape Girardeau, Mo., a CBS affiliate, which technically is 85 miles away, the network added. The so-called 75-mile rule is part of the 1953 consent order involving the NFL, the network pointed out, and presumably has the blessing of Congress because this was not changed when Congress passed Public Law 87-333 permitting TV package sales of rights.

Although CBS does not support programming blackouts such as this, the network said, it recognizes that there may be an economic requirement for them. If the Cardinals can be persuaded to waive the blackout, CBS said, it intends to seek permission for its own affiliate in Cape Girardeau to carry the games.



Historic Temple Square, Salt Lake City, Utah

Why KSL-TV bought Volumes 3,4 and 5 of Seven Arts' "Films of the 50's"...

Says Lloyd Cooney:

Vice President and General Manager of KSL-TV, Salt Lake City, Utah.

...**"because of the financial success we had with Seven Arts' Volumes 1&2!"**

"Features have always been good in this market, and as you know, the other stations here have programmed prime time network movies. We wanted to provide a prime time exposure for local sponsors, so we bought Seven Arts' films and upped our rate card from section two to premium rate. It's been that way ever since."

"Ratings for our Friday night (7:30-9:00 P.M.) time slot in which we program our Seven Arts' 'Films of the 50's' show us now to be #1 in the market. This was a jump from third spot over strong competition from the other two network stations. And, with the help of the 'Films of the 50's' we're going to stay #1 in our market for a long time to come."



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue 972-7777
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5101
DALLAS: 5641 Charleston Drive ADams 9-2851
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8271
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7191

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

SHELL OIL'S CHANGING AD COURSE

Three years ago Shell dumped TV for a staggering newspaper campaign; now it's back as TV's No. 2 petroleum advertiser

In mid-1960, Shell Oil Co. created something of a mild stir by withdrawing its \$11.7 million advertising account from J. Walter Thompson agency, and bestowing it upon smaller, but rapidly growing Ogilvy, Benson & Mather.

Agency switches hardly can be considered rare occurrences. By the winter of 1960, however, excitement over the event had all but died down.

That's when the bombshell exploded. In what has since been termed the "most exciting event in advertising in recent years," OB&M swept clean the Shell advertising slate, toppling such sacred cows for petroleum advertising as TV news and weather franchises and a profusion of outdoor poster advertisements.

Shell withdrew \$3 million from outdoor advertising, \$2.3 million from television, and in place of these came what many considered to be most-improbable—the now-famous \$11 million

newspaper campaign.

In effect, Ogilvy, it appeared to the TV industry, was undoing everything the Thompson agency had sought to accomplish—not only in media, but in content, style, tone—the works.

Where Thompson had happily proclaimed in television jingles that "cars love Shell," Ogilvy sternly lectured consumers on components of gasoline with copy-filled advertisements. And where Thompson had distributed its advertising budget among several media, Ogilvy earmarked 77% of a record Shell advertising budget of \$14.2 million into newspapers and spent precious few cents in TV.

The company was in a mood to change images, and the metamorphosis which ensued couldn't have been more complete if Shell had decided to stop producing petroleum products and go into baby food. Even the internal structure of the company was revamped, re-

ducing the local autonomy which had been enjoyed by 17 divisions, and vesting the authority in the company's main offices, specifically in the hands of a former division head, Cy Martineau, advertising manager.

Mr. Martineau was one of four men who screened prospective successors to the Thompson agency as custodian of Shell's advertising millions, and he said, "We hired an expert, and left everything within reason in the agency's hands."

What resulted was the \$11 million newspaper campaign, and scarcely before type had touched newsprint, the battle lines were drawn between the competing advertising media. The Television Bureau of Advertising marshalled its forces silently and prepared for a long winter of research. The Bureau of Advertising, promotion arm of the American Newspaper Publishers Association, likewise went into battle, armed

Petroleum companies increased TV billing 7.2% in 1962

Petroleum companies' expenditures in television advertising rose by 7.2% in 1962 over the previous year, with spot accounting for the increase.

Figures released today by the Television Bureau of Advertising indicated an increase from \$40,606,956 total television spending in 1961 to

\$43,523,598 in 1962.

For the same period, spot billings rose from \$21,746,000 to \$26,118,000, while network business trailed off from \$18,860,956 in 1961 to \$17,405,598 in 1962, while Shell, returning to television in 1962 after a year's absence, moved ahead of Gulf

into second place.

Among the 15 leading television petroleum advertisers, billings rose from \$37.2 million 1961 to \$39.7 million in 1962, and the 1962 figures accounted for 58.7% of the advertising budgets in measured media for the top 15.

GASOLINE AND LUBRICANTS GROSS TIME AND SPACE BILLINGS
LEADING TELEVISION ADVERTISERS

TV Rank	1962 Network TV	1962 Spot TV	1962 Total TV	1961 Total TV	1962 Magazines	1962 Outdoor	1962 Newspapers	1962 Total	1962 TV %
1. Texaco, Inc.	\$ 6,785,609	\$ 1,427,380	\$ 8,212,989	\$ 9,872,217	\$ 383,137	\$	\$ 243,581	\$ 8,839,707	92.9
2. Shell Oil Co.	1,918,511	3,426,850	5,345,361	778,817	1,133,110	419,284	3,194,669	10,092,424	53.0
3. Gulf Oil Corp.	2,393,721	1,588,700	3,982,421	3,743,484	389,803	246,051	4,043,741	8,662,016	46.0
4. Socony Mobil Oil	1,901,272	1,374,850	3,276,122	2,929,637	455,994	402,139	4,134,255	79.2
5. Humble Oil Co.	635,330	2,337,420	2,972,750	3,422,941	2,420,756	1,737,649	1,625,411	8,756,566	33.9
6. Am. Oil (Std. Ind.)	591,592	2,278,360	2,869,952	2,510,568	2,040,524	1,601,850	6,512,326	44.1
7. Sun Oil Co.	1,651,136	1,024,220	2,675,356	2,317,513	347,235	61,662	706,224	3,790,477	70.6
8. Phillips Petroleum	48,380	2,186,760	2,235,140	2,323,589	5,385	1,019,767	802,239	4,062,531	55.0
9. Sinclair Refining	2,008,280	2,008,280	2,103,213	318,926	64,839	2,392,045	84.0
10. Std. Oil of Ohio	42,062	1,289,760	1,331,822	960,654	309,500	68,949	1,710,271	77.9
11. Pure Oil Co.	1,283,750	1,283,750	808,880	486,151	413,073	2,182,974	58.8
12. Atlantic Refining	1,229,190	1,229,190	1,712,290	161,687	1,390,877	88.4
13. Cities Service Co.	124,460	743,300	867,760	961,895	164,842	879,767	118,180	2,030,549	42.7
14. Tidewater Oil Co.	507,275	270,080	777,355	369,740	72,950	65,647	269,670	1,185,622	65.6
15. Continental Oil Co.	675,280	675,280	565,890	318,670	665,908	296,859	1,956,717	34.5
Total	\$16,599,348	\$23,144,180	\$39,743,528	\$35,381,328	\$6,010,808	\$7,931,910	\$14,013,111	\$67,699,357	58.7

Sources: Television: TvB-Rorabaugh and LNA-BAR
Newspapers: Bureau of Advertising

Magazines: Leading National Advertisers
Outdoor: Outdoor Advertising Inc.

to the teeth.

A year later, the great experiment was over, Shell returned to television on a larger basis than ever before, and maintained its newspaper spending as if 1961 had never happened.

Both sides claimed victory, while Shell and the Ogilvy agency claimed there had never been a battle. One publication said the Ogilvy agency had "stubbed its creative toe." Another said the campaign had been designed to "tickle the fancy and soothe the ego of a certain type of high-level oil company executive," and TvB's research noted that Shell had been advertising more, and enjoying it less.

Today's Standing ■ Whatever the verdict, Shell today stands second among petroleum company television advertisers, according to TvB figures for 1962 released today (see chart, page 44). But it also is second among petroleum advertisers in newspapers. Its 1962 television budget of \$5,345,361 is \$2 million more than it ever spent in TV, and 53% of its total advertising budget, while its newspaper budget remains at its 1960 level of \$3.2 million, \$1.1 million is in magazines and \$419,284 is in outdoor advertising.

Agency and advertiser projections for 1963 call for "substantially the same" media mix, and Mr. Martineau talks excitedly about a new TV campaign which he claims "will catch those people as they're leaving the room to avoid the commercial and bring them back." (See picture of Shell commercial above).

What really happened during the 1961 campaign? Did the Ogilvy agency stub its creative toe? Did Shell find out it couldn't do without television? Or did it know it all along?

From several recent interviews conducted with authorities involved with Shell's campaigns both then and now, two deductions may be made: (1) that few agencies would have had the courage to move as drastically as did Ogilvy, as one official put it, and (2) the campaign stands out for its uniqueness, so much so that marketing and advertising students at Harvard last year adopted it as a research project.

Beyond that, you pay your money and you take your choice.

TvB, for its part, made the following assertions after the campaign: (1) that the newspaper advertising campaign had encountered lack of repeat readership, even among avid readers, and (2) the campaign had produced limited readership and perception of its advertising messages among a majority of motorists.

Bruskin Findings ■ TvB opinion was supported by research it had commissioned during the newspaper campaign by R. H. Bruskin Associates. In newly disclosed results of the surveys conducted during the first five months of

Shell Oil has dramatized all nine working ingredients of its Super Shell gasoline in a series of commercials. This scene—shot from helicopter—is from a commercial filmed in the California desert area. Used were 10 Chevrolets, each checked to engineering specifications. The cars were evenly divided, black and white, one set filled with regular gasoline, the other with

the 1961 advertising, Bruskin concluded that:

- Among the four leading brands of gasoline mentioned, only Shell showed a decline while others increased in brand awareness.

- Among the 1,495 respondents males showed a greater degree of awareness than females in both studies. The brand awareness of Shell dropped substantially among the female respondents while males showed a lesser decline.

- Brand awareness of Shell is higher among light-driving homes. In this instance, Shell again exhibited a decline from December (1961) with those doing the most driving indicating the greatest decline.

- In those markets where Shell's TV advertising was replaced by other petroleum companies, Shell's diminishing awareness was higher.

- The decline in Shell's awareness may make itself felt in the area of sales. In December 1960, 7.5% said they used Shell "most often" while five months later 7% reported they used Shell most often.

- Though TvB at the time kept the report quiet, it was revealed that on 57 stations which reported back to TvB, 16 competing petroleum companies had bought 72 news franchises abandoned by Shell.

TvB at the time took the reception to be a refutation of the TV axiom that competitive products must be well-separated, and noted that (1) if you drop a TV schedule, you may not be able to get it back even minutes later; (2) if your competitor has a good TV schedule, try to obtain first refusal rights to it, should he cancel; (3) when your

Super Shell. After a run at same, controlled speeds, the Super Shell-fed autos were shown outperforming the others. For the commercial—using the demonstration technique of the entire Shell campaign—production house MPO and agency Ogilvy, Benson & Mather (Lincoln Diamant of agency supervised) used four cameras running continuously.

competitor drops out, rush in, and (4) perhaps one should look closer at the separation of competitive products in print media.

- As early as the winter of 1960, TvB concluded that the move to newspapers was a temporary one, for the purpose of image-building, that Shell was not unhappy with TV, and that when Shell did return to TV, it would be on a larger basis than before. The conclusion was borne out in the ensuing two years.

- Midway through 1961, the newspapers, rumored to be somewhat nervous that their medium had been placed on the spot with the "go-it-alone campaign," trotted out their research, primarily in the form of Daniel Starch readership studies, which Mr. Martineau called "highly reliable," and American Research Bureau studies.

Jack Kauffman, Bureau of Advertising vice president for sales and marketing, said in August 1961 that "every single one of the 10 ads in the Shell campaign that were measured by Starch exceeded the eight-year average on noting for petroleum advertising," and added modestly that "we can certainly conclude that petroleum is and can be a high interest subject to readers."

ARB conducted research in Burlington, Vt., and Providence, R. I., and noted that spontaneous mentions of Shell as a company doing gasoline and motor oil advertising rose two-and-a-half times among men motorists at the start of the campaign, and three months later, a large part of the gain was still evident.

Further studies told the newspaper bureau that the advertisements were



clear, easily understandable, and in one pointed skirmish with TV, the bureau claimed that "while 24% of the people surveyed still remembered Shell as a television advertiser due to Shell's many years in TV, almost as many people—23%—associated Shell with newspapers during the very first month of the campaign."

It remained for the newspaper experiment to run its course, and as TvB had privately predicted, Shell was back in TV in 1962—bigger than ever. It was hailed as a victory for the television medium, what one industry official called "one of the most significant testimonials to television in recent media history."

But Mr. Martineau, who said during the campaign that "few dealers have seen a dramatic increase in their sales," and that "results in this advertising will come slowly but steadily," came to the defense of the newspaper campaign. In April 1962 he told the ANPA convention in New York that "whatever advertising is doing, it is certainly not holding us back. . . . For whatever part the advertising may have played in it, Shell in 1961 appears to have outstripped the industry by a very substantial margin."

He cited figures on the petroleum industry which indicated that 1961 sales increased over the previous year by less than 1½%. Shell's increase, by con-

trast, was about four times as great.

Advertiser Reflects ■ Last week, as both agency and advertiser looked in retrospect upon the campaign, neither expressed regret. Said Samuel Frey, vice president and media director at Ogilvy:

"If we stubbed our creative toe, then we are still stubbing our creative toe all over the place, because our basic format for the newspaper ads has not changed."

"The goal of the newspaper campaign was to change the image of the company, and for what it was meant to accomplish, we feel the campaign was highly successful. We created the image as a basic backdrop for future campaigns. Then we got into the more efficient broadcast media to expand the message."

"We didn't turn our back on television in 1961, and we didn't turn our back on newspapers when we got back into television in 1962. The campaign now is a continuation of the 1961 newspaper campaign and not an alteration of our course."

"I'll say this—the 1961 newspaper campaign created more excitement not only in the advertising world, but among consumers as well, than anything we could have done with those \$11 million."

Mr. Martineau said last week he

never "second guessed" the agency on its decision and was "completely satisfied with the newspaper accomplishments."

"We use the media which are best suited to our particular purpose. Our newspaper advertising now is directed toward the more service-type ads, information for the motorist, rather than educational material about gasoline. Our television advertising is of the demonstration nature. You cannot judge media simply as ends in themselves. For instance, how could we place a demonstration ad on radio?"

"But we use radio in areas such as Los Angeles where there is considerable listening on car radios during certain hours."

"We think we have a winning combination, and like someone with a winning race horse, we won't stop backing it until it starts losing."

Business briefly . . .

Metro-Goldwyn-Mayer has purchased sponsorship in nine NBC-TV programs to advertise the release of its motion picture, "The V.I.P.'s" in September. The purchase, which includes five nighttime shows, marks MGM's first participations in prime time network television (BROADCASTING, July 8). The evening programs are *The Lieutenant*, Mr. Novak, *Monday Night at the Movies*, *Saturday Night at the Movies*, *Tonight Show Starring Johnny Carson*. Daytime programs to be used are *Missing Links*, *Loretta Young Theater*, *You Don't Say* and *People Will Talk*. Agency: Donahue & Coe, New York.

Exquisite Form Industries through Papert, Koenig, Lois beginning in the fall will participate in ABC-TV's *Jerry Lewis Show* and *Jimmy Dean Show* supplemented with daytime scatter plan in *General Hospital*, *Father Knows Best*, *Queen for a Day*, *Who Do You Trust?* and *Day in Court*.

Hastings Manufacturing Co., Hastings, Mich. has purchased sponsorship of Mutual's weekday *Bill Stern Sports* show (5:30-5:35 p.m. NYT). Advertising agency: Bozell and Jacobs, Indianapolis.

New commercial producers

Formation of a new commercial production company, JLN Productions Inc., has been announced. The firm will produce TV commercials and business films.

Partners are John H. Humphrey, a partner in John H. Humphrey Associates, communications consultation and production firm; Lee Jones, a partner in Three Seal Productions, and Norton Gretzler, president of Ad Rem Sight & Sound Co. Offices are at 124 East 40th Street, New York. Telephone TN 7-7135.



An 'integrated' commercial from Lever Bros.

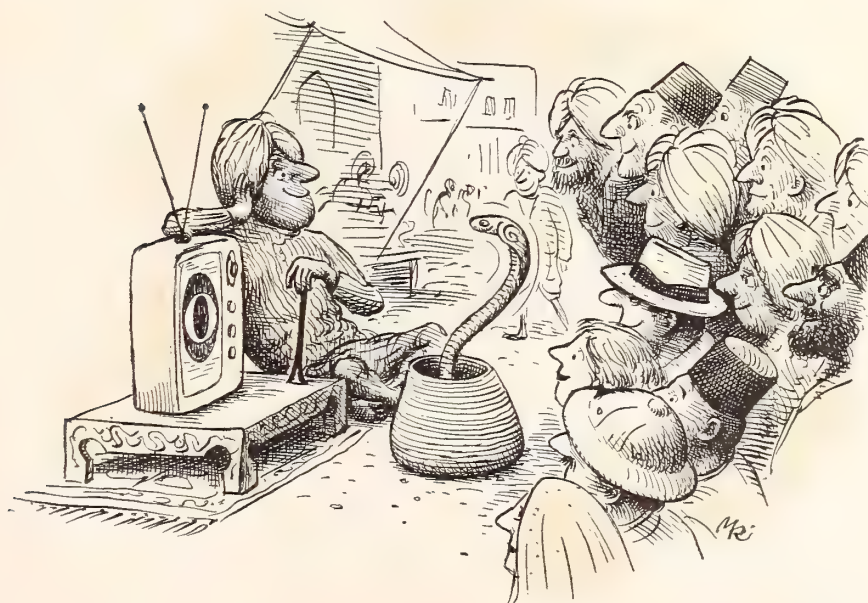
In an effort to use "a broader representation of America in its advertising" Lever Brothers last week introduced a new commercial for its Wisk detergent showing a Negro youngster in a Little League ball game. The commercial was telecast last Wednesday (Aug. 14) on CBS-TV's *Password*. Shown is James Arthur Martin Jr., taking a throw at third base as an opposing runner

slides in. The next scene takes place in the runner's home where his mother shows how Wisk removes dirt from soiled Little League uniforms. Lever Bros. is sending out letters to its six advertising agencies informing them of its decision to "take affirmative action" in the representation of minority races on TV (BROADCASTING, Aug. 12). Advertising agency for Wisk is BBDO.



It takes first-class entertainment to charm audiences. Like the exciting program line-up coming up this Fall on the five CBS Owned television stations. From the CBS Television Network, there'll be brand-new shows starring Judy Garland, Danny Kaye, Phil Silvers, Glynis Johns. In addition to "East Side/West Side," "My Favorite Martian," "Petticoat Junction," and "The Great Adventure." Plus the return of such favorites as "The Beverly Hillbillies," "Candid Camera," "Gunsmoke," "The Nurses," "The Defenders," "Rawhide," "Perry Mason." All of this backed by a solid array of local programs produced by the five stations. Better call your CTS National Sales representative. He'll gladly show you how your advertising can make customers sit up and take notice.

Entertainment makes the difference!



© CBS TELEVISION STATIONS NATIONAL SALES

REPRESENTING CBS OWNED WCBS-TV NEW YORK, KNXT LOS ANGELES,
WBBM-TV CHICAGO, WCAU-TV PHILADELPHIA, KMOX-TV ST. LOUIS

WAYS TO IMPROVE RADIO RESEARCH

AAAA report suggests study of ratings methodology

The country's leading advertising agencies told radio broadcasters last week how they thought radio research ought to be improved.

One of the key proposals was that broadcasters underwrite basic research to find the best method of measuring radio's complete audience. Officials of the Radio Advertising Bureau saw this as clear endorsement of their plan for a radio audience research methodology study, currently getting under way and expected to cost \$200,000, and the first reactions of other radio sales leaders to the whole report were generally approving (see story below).

The agency suggestions were issued by the American Association of Advertising Agencies in a 20-page report, "How Advertising Agencies Evaluate Various Types of Radio Research." The report was developed by the AAAA committees on research and on broad-

cast media and was approved by the AAAA board.

In calling for basic research on radio audience measurement methods, the report said "radio ratings data are absolutely essential for the intelligent purchase of radio time." It also warned that "at present, radio broadcasters do themselves a severe disservice in risking underestimates of their actual audiences."

The committees suggested that "perhaps the central problem in radio audience ratings research is the present multiplicity of services, with no agreement as to which provides the most valid results. This situation is inimical to the usefulness of radio research, and all interested parties suffer—ratings services, broadcasters, advertisers and agencies."

The report said this was "not a plea for a single ratings service" but a call

for a "systematic and objective" investigation of technology.

The report said out-of-home listening may have to be determined by "very different measurement methods" than those in use now. This, it continued, should be studied as part of the basic research program.

In the ratings area, the committees also called for "quicker updating of audience ratings studies to reflect significant changes in program schedules"; urged that, "to reflect radio's volatility," rating reports show audiences "by the shortest time segments of the broadcast day which are economically feasible to report," and asked that thought be given to extending ratings surveys to many smaller but important markets not now measured.

In calling for methodology research the report referred to and endorsed the "Madow Committee" recommendations, submitted to a congressional committee, that an "office of research methodology" be set up by broadcasting interests. The study, according to the

David says AAAA study endorses RAB's plans

Officials of the Radio Advertising Bureau were delighted and other radio sales executives appeared generally satisfied with the report issued by the American Association of Advertising Agencies last week on radio research (see story above).

Miles David, administrative vice president of RAB, hailed the report's call for an industry-supported radio audience research methodology study as the highest sort of endorsement of RAB's own methodology study plans.

These plans have met with occasional criticism or skepticism, and despite RAB's most persuasive efforts they have not yet won the financial support of the National Association of Broadcasters. NAB authorities have reserved decision on the RAB project, currently getting under way and expected to involve an outlay of about \$200,000.

The stated purpose of RAB's project—and one of the undertakings the AAAA report said is needed—is to find or develop the best possible methods of measuring radio's complete audience, out of home as well as in home.

Mr. David cited especially the AAAA report's observations that present measurements probably underestimate radio's audience, that a "new approach" is needed to make sure that "total radio listening" will be measured, and that "this does not appear possible if thinking remains



Mr. David

anchored to concepts perhaps suited to the early radio medium but which are unable to keep pace with its changed mobility and role in American life."

Mr. David said that in developing its project the RAB had worked closely with advertising agencies and would continue to do so, including those represented in drafting the AAAA report.

Among other radio sales executives who had seen the report the general reaction was described by another trade association executive as reflecting belief that as a whole the report seemed "sensible" and "worthwhile" and a positive step toward further recognition—and, hopefully, solution—of problems in broadcast research.

A number of sales researchers said they had not had a chance to give adequate study to the report, which went into distribution the first of last week.

One passage in the report was deemed uniquely unapt to be challenged by time salesmen. After noting that "the present state of radio research" is pretty frustrating and annoying, the report acknowledged that agencies sometimes give as well as receive frustration:

"Certain agencies are known to favor one research service technique, while other agencies have taken a different position on that technique. In addition to this existence of conflicting viewpoints among agencies, there frequently is a notable variation of acceptance of various research services within a given agency. Compounding the confusion is the 'heretic' timebuyer who takes exception to his agency's 'official' position. Pity the poor station representative—he doesn't know which set of figures to pull out of his pocket."



Us Hayseeds Get Around!

Maybe you'll never believe it until you see it—but though some of our pastimes may seem rather rural, *the Red River Valley is one of the highest-living, richest-spending areas in the U.S.A.**

Since almost the very beginning of radio and/or television, WDAY and WDAY-TV have been the favorite, leadership stations in the Red River Valley. Ask PGW to show you the list of schedules we are carrying from top-notch national advertisers — and the reasons why.

*Fargo-Moorhead is always among the very top leaders in Standard Rate & Data's ranking of Metro Area Retail-Sales-Per-Household. Why? Well, as the Encyclopaedia Britannica says (see "Red River Valley") — this is one of the most fertile agricultural areas in the United States. Look up *both* these references, and see for yourself!

BROADCASTING, August 19, 1963

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

AAAA report, might be initiated by a committee of "experienced and inventive" radio people who would appoint either a new or an established organization to do the work and then advise the researchers on the practicality of various approaches.

The AAAA groups made clear their feeling that improving methodology for various types of radio research is the responsibility of the broadcasters and their representatives, and that "those who pay for the research should exercise vigilance" over the conduct of it.

Highlights of other views and recommendations advanced in the report:

- Basic market data that stations submit to agencies should be drawn from reputable sources rather than "unnamed or potentially biased sources."

- Station coverage data is essential to agencies, but the reporting procedures should be standardized and preferably based on consumer coverage reports of actual listening to specific stations in a given period of time (rather than on mail or millivolt contour maps). Stations were advised to obtain listening data on three different levels (average daily, average weekly, average monthly) so that "individual agencies can then determine which is preferable for their purposes." In all cases, coverage data should be reported on a county-by-county basis so that agencies can make comparisons among stations.

- Broadcasting "can perform a service for itself" by setting up procedures for updating coverage information on stations whose overall coverage patterns are affected by their own or a competitor's changes in programming, power or frequency. The committees said it may not be feasible to set a six-month or other specific time lapse within which such updatings should be made, but that

the possibility "warrants study." County-by-county mail surveys of station tuning in specified time periods, the committee said, are "not expensive."

- Standardize, and make as specific as possible, the list of station and program characteristics about which listener attitude, or qualitative audience, studies are conducted. Adoption of a standard, industry-wide format might be considered. It is "essential" that such qualitative data be provided on a comparable basis for competing stations. It would be helpful if such research could be expanded into more markets than now, and if it could be reported frequently enough to reflect any significant changes in station practices, etc.

- Develop "more critical measures" of the effect of a station's image on the audience's receptivity to its commercials. "Perhaps research, using such

methods as controlled experiments for testing listener receptivity to identical commercials in different station environments, could go a long way" toward validating claims that a station's image can improve its advertising effectiveness.

The AAAA groups indicated that the report should not be considered entirely "a blanket, negative appraisal of the condition of radio research." Actually, the report noted, useful and encouraging contributions by today's research have been found, and the fact that "many radio industry people" have shown an awareness of research problems is a "promising" sign for further improvement.

Final draft of the report was by William Weilbacher of C. J. LaRoche & Co. and Richard Baxter of Cunningham & Walsh, serving as a subcommittee of the AAAA research committee.

ANA will help, not control, ratings audits

TERMED 'VALUABLE' TO SPONSORS, 'VITAL' TO RADIO-TV

The Association of National Advertisers' position that advertisers are glad to help in but not control the auditing and accrediting of rating services was reiterated yesterday (Aug. 18) by Harry F. Schroeter of National Biscuit Co., the president of ANA.

He said ratings are "valuable" to sponsors but "vital" to broadcasters in pointing up audience preferences.

"Some people," he said, "contend that there are not enough cultural events on the air. Others argue that there are not enough public affairs programs. Some maintain there are not enough local originations. They say there is far too much film production concentrated on

mass appeal—like westerns. Still others protest that uniformity across the country is enforced by network domination of programming, particularly in prime evening time.

"Only the broadcaster can determine the validity of such charges, or act on them, as the decision on the full spectrum of a station's program content rests with him. Reliable ratings, like the theatre box office, are an essential tool to help him fulfill this responsibility in the public interest.

"While advertisers and agencies can assist and will wish to contribute their thinking on many of the steps involved, control over procedures to audit and accredit TV rating services should be in the hands of broadcasters as long as they, in their capacity as licensees, are legally responsible for the program content of their stations."

Elaboration ■ Mr. Schroeter's observations appeared in a "guest column" he prepared for Joe Kaselow, advertising columnist of the *New York Herald-Tribune*, for publication yesterday. In general they repeated and elaborated on positions previously expressed by other ANA officials (BROADCASTING, May 27).

ANA is working closely with the National Association of Broadcasters Rating Council but has declined to become a member of the council.

Mr. Schroeter also wrote that civil rights is "very much in the forefront of ANA's thinking." He noted that ANA helped formulate the non-discriminatory employment policy recently signed by major elements in the broadcasting, advertising and recording fields (BROADCASTING, June 10).

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager.

Alexander Film Co., Colorado Springs.

Ford Motor Co. (trucks), two 60's for TV. Agency: J. Walter Thompson. Don Franz, agency producer.

Helene Curtis (hair spray), three 60's for TV. Agency: McCann-Erickson. Ed Maroney, agency producer.

Philip Morris (Marlboro), one 60 and one 40 for TV. Agency: Leo Burnett. Frank Martello, agency producer.

Alberto-Culver (shave cream and shampoo), three 30's for TV. Agency: Compton. Shep Chartoc, agency producer.

Carling Brewing Co., one 60 for TV. Agency:

Lang, Fisher & Stashower. Wayne Schakel, agency producer.

Curlee Clothing Co. (men's suits), six 40's for TV.

Mobil Oil Co. (gas), one 60 for TV. Agency: Ted Bates. Julius Edelman, agency producer.

Quaker Oats, one 60 and one 8 for TV. Agency: Compton. Robert Steen, agency producer.

Pontiac (used cars), two 60's for TV. Agency: MacManus, John & Adams. Hamilton Nelson, agency producer.

PAMS Productions, 4141 Office Parkway, Dallas 4.

Durkee Foods (dressing), one 58 music score for TV, animated on film. Bob Farrar, production manager. Larry Herndon producer for Keitz & Hendon Film Co.

Valleydale Packers Inc. (meats), four jingles for TV (60, 58, 18, 8). Bob Farrar, production manager. Agency: Noble-Dury & Associates. Barker Lockett, agency producer.

Seidlitz Paints, three jingles for TV (60, 30, 10). Bob Farrar, production manager. J. F. Parenteau, company producer.



One
in a
Million

... 1,360,000 to be more exact. That's the population of the prosperous 33-county area served by WSJS Television. Buy the Golden Triangle, No. 1 market in North Carolina.

North Carolina's
Golden
Triangle

NO. 1 MARKET IN THE NO. 12 STATE

WSJS
TELEVISION 

WINSTON-SALEM / GREENSBORO / HIGH POINT

Represented by Peters, Griffin, Woodward

ANOTHER VALUABLE ADVERTISING OPPORTUNITY ON **WNBC-TV** NEW YORK



Delivers a large and responsive child audience with an exceptionally large bonus of women viewers, at new weekly rate.

HERE'S HOW IT WORKS

YOU BUY a strip of 5 one-minute announcements weekly in "Birthday House," 9-9:30 AM Monday-Friday.

YOU GET the benefit of the strip rate which brings the cost per spot down to \$252 or \$1,260 per week.

AND you get the tremendous sales response which comes when children and mothers together see your messages.

IT GIVES YOU MORE FOR YOUR TELEVISION DOLLAR

Ask your WNBC-TV or NBC Spot Sales Representative for complete details.

WNBC-TV 4 NEW YORK

A new ad medium in Chicago: bus transfers WGN INC. OBTAINS FRANCHISE FROM TRANSIT COMPANY

Chicago's bus and elevated train patrons who pay an extra nickle each day to buy more than 800,000 transfers are a captive mass advertising audience which soon will be tapped by a new division of WGN Inc., operator of WGN-AM-TV. WGN Inc. is a subsidiary of The Tribune Co. which also owns *The Chicago Tribune*.

Advertisers and agencies who wish to sell, test market or "coupon" their products to these mass-transit riding consumers will be able to advertise on the backs of the transfers starting in November, WGN Inc. announced Thursday (Aug. 15). The transfer backs also will contain daily funny sayings and public service messages.

The new transfer advertising medium will be available to other radio and TV stations too for program promotion, WGN Inc., said, the same as any other advertiser. There are no combination rates with the WGN stations. WGN-AM-TV, however, will give the plan heavy on-the-air promotion.

WGN Inc. has obtained an exclusive franchise for the plan from the Chicago Transit Authority which operates some 4,000 buses and trains in that city carrying over 1.5 million people daily. Transfers are not free and require an extra 5 cent fare to be paid. The CTA will get 35% of the gross revenues from the transfer advertising plan with WGN Inc. providing and paying for all sales, promotion and other expenses. WGN Inc.'s new subsidiary is called Chicago Transfer Advertising.

Rates ■ A transfer advertiser will receive full and exclusive exposure on the CTA transfer for the day he purchases with the one-time rate of \$600 discounted to \$450 on frequencies of 25 or more. Daily weekday paid transfers average 812,743. Saturday (493,325 average transfers) and Sunday-holiday (289,174 transfers) rates are lower. Regular agency commissions apply.

Originator of the transfer advertising plan is Marvin H. Astrin, WGN sales manager, who will handle sales for the plan along with Richard E. Jungers, WGN-TV sales manager. Co-managers of the plan will be Charles E. Gates, WGN station manager, and Ben H. Berentson, WGN-TV station manager. James G. Hanlon, WGN Inc. manager of promotion and research, will handle sales promotion and advertising for the new subsidiary.

Mr. Hanlon admitted Thursday the transfer advertising plan really isn't new: he showed a transfer a friend had sent from Milan, Italy. On its reverse side—an ad for Coca-Cola. But, he

pointed out, the concept of the ad, plus the "entertainment" feature or public service message and the sales organization equipped to fully develop it are unique. Plans for other cities also may evolve, he indicated.

WGN Inc. is already well diversified. Besides WGN-AM-TV, it also operates KDAL-AM-TV Duluth-Superior, Minn.; Mid-America Video-Tape Productions, Chicago, and WGN-Televents Inc., a CATV firm at Houghton-Hancock, Mich.

Lincoln-Mercury plans big radio push

Planned radio schedules of the Lincoln-Mercury Division of Ford Motor Co. for 1964 will be increased an estimated 150% over the division's radio effort this year.

The auto company's advertising cycle which runs from September to September, this year consists of four spot flights, the longest running approximately seven weeks. Lineups have run from 60 to 70 stations with saturation ranging between 20 and 100 announcements per week. Lengths of announcements have been 20-, 30- and 60-seconds.

The 1964 schedules which are described by the division's agency, Kenyon & Eckhardt, Detroit, as constituting a major part of the total advertising effort will be supplemented by network radio, possibly on more than one network.

J. Clifford Wilson, vice president and media director of K&E, said last week "the planned rate of activity in the radio medium is evidence of the confidence the division has in radio's ability to play a major role in the advertising mix."

Spot schedules for the coming year will be placed in over 100 markets with frequency reaching as high as 125 announcements per week and the number of flights to be increased substantially.

Rep appointments . . .

■ **WVON** Cicero, Ill. (Chicago): Bernard Howard & Co. named national representative, effective immediately. Bob Dore Associates continues as WVON representative in New York and Dora-Clayton Agency continues in the South.

■ **KWKY** Des Moines, Iowa: Midwest Time Sales, Kansas City, Mo., as regional sales representative.

■ **WBAB** Babylon, N. Y.: Prestige Representation Organization, New York, as exclusive national representative.

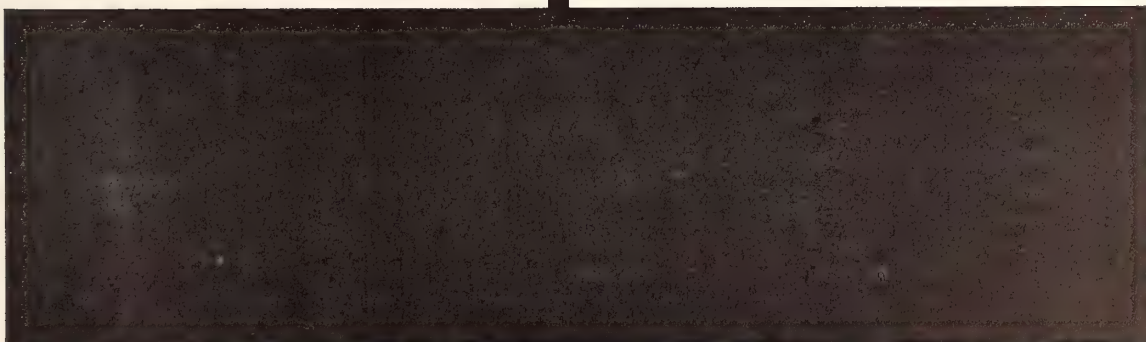
THE ILLUSION OF POWER

Which line is longer—the thin vertical one or the thick horizontal one?

Which station broadcasts a more satisfactory signal to a greater radius—one with 5,000 watts or one with 50,000 watts? You can't answer accurately without considering frequency.

The distance to which any radio station can broadcast a satisfactory signal is a function of power AND frequency, combined with other variables such as ground conductivity, directionalization, interference and efficiency of facilities. WMAL's 5,000 watts at 630 kc offer more effective coverage than stations with ten times the power at the top of the broadcast dial.

Don't be power mad. Like the lines illustrated, power alone is illusory. (Now measure the lines.)



WMAL RADIO WASHINGTON, D.C.

630 KC ■ 5,000 POWERFUL WATTS ■ WASHINGTON'S BEST FULLTIME RADIO SIGNAL

Represented Nationally by McGavren-Guild Co., Inc.

The Evening Star Broadcasting Company

BONANZA FROM THE CITRUS GROVES

Florida group to spend \$1 million extra for advertising

Encouraged by the surprise addition of a million dollars to the advertising budget, staff members and advertising agency personnel of the Florida Citrus Commission are busy expanding plans for the new citrus season just around the corner.

Instead of \$2.5 million to spend in the period between Nov. 1 and June 30, Campbell-Ewald Co. was advised by the citrus commission at a meeting last weekend that \$3.5 million is expected to be available. This is in addition to the current \$500,000 summer campaign on processed products, which will make a total of \$4 million in advertising funds for the fiscal year which began July 1.

Along with approving the advertising fund increase, the commission also authorized the agency to buy more than a million dollars worth of television availabilities on which commitments had been received from ABC and CBS. This portion of the campaign, involving a total of 218 minutes of commercial participation on both daytime and night shows, will be augmented by substantial magazine advertising and probably

additional TV and radio time.

The form of the new campaign should become apparent when a meeting of the commission's advertising committee is held in Lakeland, Fla., Sept. 4 to review staff and agency recommendations for the season. The whole program will be presented to the full commission and the industry at a Sept. 11 meeting.

Last weekend's special meeting was called in Lakeland in lieu of a proposed session Aug. 22 in Asheville, N.C., where many citrus men are vacationing. It was felt that a larger industry group would be available to discuss the changing advertising plans if the meeting were held at Lakeland headquarters.

Agency appointments . . .

■ Apsco Products, pencil sharpeners, appoints Enyart & Rose Advertising, Los Angeles, as its agency. Alfred D. Rose will supervise the account team.

■ California Packing Corp. has named Fletcher Richards, Calkins & Holden, San Francisco, as agency for a new line

of Del Monte brand carbonated beverages. McCann-Erickson continues as agency for the Del Monte canned and dried fruits, vegetables and seafoods.

■ Radson Engineering Co., Macon, Ill., and Farm Line Manufacturing Co., King City, Mo., have named Fletcher, Wessel & Enright Advertising Inc., St. Joseph, Mo., to handle advertising.

■ Cobblers Inc., Los Angeles-based manufacturer of women's casual shoes, has named Grey Advertising Inc., Beverly Hills, Calif., to handle advertising.

P-K-G, Maxon to join agencies

Post-Keyes-Gardner, Chicago, and Maxon Inc., Detroit-New York, are working as "associated agencies" providing the services of each to all clients under an interim agreement pending completion of plans for full merger. When combined, total billing will be about \$80 million with heavy concentration in TV and radio.

Carl M. Post, president of Post-Keyes-Gardner, was in New York last week to continue merger discussions with C. Terence Clyne, Maxon Inc. executive vice president. Details of the eventual agency name and executive structure have not been settled.

Part of the merger talks also involves Maxon equities held by employees of that agency. Post-Keyes-Gardner is owned by Mr. Post and other principals there. Maxon was founded in Detroit by Lou R. Maxon in 1929. Mr. Maxon is president and chief executive officer.

Maxon's account list includes Gillette Safety Razor Co., H. J. Heinz Co., Pittsburgh Plate Glass Co., McKesson & Robbins Inc. and Revere Copper & Brass Inc. plus others. Among Post clients are Brown & Williamson Tobacco Corp., Jos. Schlitz Brewing Co., Household Products Division of American Cyanamid Co., Frito-Lay Inc., Field Enterprises, General Finance Co. and Maybelline Co.

Commercial bank group buys time on ABC-TV

Commercial banks, emphasizing the use of what they call "full service" banking, will carry their message to the public by television for the first time this fall.

The Foundation for Commercial Banks, a nonprofit promotional organization representing 5,200 banks and 70% of the nation's deposits, will use a 12-week participation sponsorship in ABC-TV's *Wide World of Sports*, on Saturday afternoon, beginning Oct. 5, at an expected cost of \$200,000. Agency is Guild, Bascom & Bonfigli.

White vs. Negro buying habits studied

An insight into relative buying habits of white and Negro families in New York City was offered last week in a brand purchase and consumption study commissioned by WWRL New York. The station released results of a survey conducted for it by The Pulse Inc. which analyzed potential consumption by Negro and white families in nine product categories.

The study of consumer habits was conducted throughout New York City during February 1963 using a base of 256 Negro homes and 260 white homes. The sampling used an "area cluster design" and employed Negro interviewers in Negro homes and white interviewers in white homes.

According to the report "product potential" per household for seven of the nine products measured was greater in Negro than in white households. The "product potential" figure is arrived at by multiplying the percentage of total households purchasing a product by the average amount of the item bought per purchase.

Categories measured were household laundry products, deodorants, insecticides, soft drinks, soups, mar-

garines, toothpastes, shoe polishes and shortenings.

Only household laundry products and toothpastes showed smaller consumption potential per household in Negro than in white homes. Selvin Donneson, vice president in charge of sales at WWRL said product categories had been chosen as those which represented to the station an essentially untapped potential of radio buyers. WWRL airs 120 hours of Negro-oriented programming weekly.

The study measured six basic groups, divided on "family cycle" criteria: those households with no children under 18 living at home, those with the youngest child between 6 and 17 years and those with the youngest child under 6 years. Each of these household groupings was divided among those with income under \$5,000 and those with income over \$5,000. Information offered for each of the six breakdowns included number of households purchasing, brand shares, number of uses of product per week per household, average amount of product purchased weekly, consumer potential per household and other information related to specific products



Our way of life

Like a goldfish bowl, there's very little privacy at a television station. And when everything you do is seen by thousands of people, you can't just keep your fingers crossed and hope that what you produce will come out all right. You have to make a conscious effort to make sure that your product, television entertainment and information, is the best you're capable of producing. WFGA-TV works hard and long at injecting as much quality and interest as possible into local productions. We're grateful for the response, in the form of commendations and awards, that our efforts have brought us.



Jacksonville's *FULL COLOR* Station

WFGA-TV

IN FLORIDA

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.



WTVJ
WLOS-TV

KVOS-TV
WFGA-TV
(Affiliate)

MORE CHESS WITH ASCAP

All-industry TV license group takes fight for limited licenses back to Supreme Court

The All-Industry Television Stations Music License Committee has gone back to the U. S. Supreme Court in its fight with the American Society of Composers, Authors and Publishers.

The fight is over the committee's efforts to get limited licenses for the use of ASCAP music by television stations. But for several months it has been hung up on procedural points of law.

In the latest appeal the committee asked the Supreme Court to review the refusal of the U. S. Second Circuit Court of Appeals to pass upon an earlier appeal. That appeal was from a District Court decision which held that ASCAP could not be forced to grant the type of licenses the committee is seeking.

After the original adverse decision in

the District Court, the committee appealed directly to the Supreme Court under the Expediting Act. The Supreme Court dismissed that appeal on grounds that it lacked jurisdiction. The committee then asked the Court of Appeals to upset the District Court's decision, but the Court of Appeals refused on grounds that only the Supreme Court had jurisdiction.

Now the committee has gone back to the Supreme Court and petitioned for a hearing there to determine, among other legal points, whether the Court of Appeals does or does not have jurisdiction.

Merits Of Case ■ If the Supreme Court agrees to hear the arguments, the committee will also ask it to pass upon the merits of the case—that is, whether

TV stations are entitled, under the consent decree that governs ASCAP's operations, to get the limited license they're seeking.

What the stations want is licenses that would require them to pay ASCAP for only such ASCAP music as they use in locally originated programs. They argue that music played in syndicated and feature films produced in the future should be licensed to and paid for by the producers, not the stations, just as network music is now covered in licenses between ASCAP and the networks.

The new appeal to the Supreme Court was not entirely unexpected. It had been considered a possible alternative to the announced plan to seek a declaratory judgment, probably in a District Court, holding that the antitrust law requires ASCAP to grant the requested form of license (BROADCASTING, June 10).

If the Supreme Court refuses to hear the new appeal, or hears it and rules against the committee, then the declara-

Six new NBC programs are on the drawing boards

Burgeoning NBC Productions, set up in Hollywood only last spring to develop new TV properties for NBC-TV, now has at least six programs as possibilities for the 1964-65 season.

A rundown on its planning was presented in an interview in New York last week by Felix Jackson, who was put in charge of the new development unit in May. Mr. Jackson, previously vice president for NBC-TV programs on the West Coast, is a veteran of motion pictures and TV (among his credits: *Studio One* on CBS-TV).

NBC Productions is remaking a pilot on *Kentucky's Kid*, a story about a horse trainer (Dennis Weaver of *Gunsmoke* plays the leading role) and an adopted Chinese child (Rocky Der, 10-year-old Chinese boy from San Francisco who has a seven-year acting contract with NBC). Filming of the pilot for the half-hour series begins Aug. 26. Albert Beich and William H. Wright created and wrote the script.

The unit is developing another one-hour action-adventure that bears the title *Magic Touch*. George and Lillian Burns Sidney have been named to direct the pilot. The series as projected would be centered on two brothers who run a photographic agency in New York.

A third project is a half-hour situ-

ation comedy that Hubbell Robinson, former CBS-TV program executive, is working on. A script is expected in about two weeks.

Fourth project is a science fiction series that's in the one-hour format,



Mr. Jackson

to be written and produced by Bob Barbash.

Fifth on the drawing board is *Yankee Rebel*, which is seen by Mr. Jackson as a "creative western." The program would be a one-hour series. Sam Peeples, who came up with the idea, is writing the script. It's set in a Civil War period when the Union and the Confederacy in a truce joined hands for a joint venture to

battle marauding Indians in the West.

A sixth project is another one-hour dramatic show, about which Mr. Jackson said he could not disclose details, and a seventh series—half-hour comedy—is a possibility.

Views On Speedup ■ Why the speedup in Hollywood? Mr. Jackson explains that it stems from the need for earlier network decisions, for time to develop properties and to obtain the right talent.

The importance of talent cannot be minimized in planning TV entertainment, no matter what form or direction the idea takes, Mr. Jackson noted.

The plethora of scripts and program ideas, would-be imitators of already successful shows, and new approaches is staggering, Mr. Jackson said, adding that an essential in new TV program planning is a concept that has "interesting people and background" but with a "series potential."

So many projects become failures because they may have been "deceptive," Mr. Jackson emphasized. "They get to a first good pilot stage but go no further—they have no series potential."

How many of his projected series will "make it" in 1964-65 by gaining a spot on the NBC-TV schedule? Mr. Jackson has a quick answer: "I hope all six."

THESE ARE TIMES THAT TRY MEN'S SOULS

(Time Buyers' Souls, That Is)

(CONTINUED FROM PAGE 14)

4. We promote all this heavily . . . a lot of on-the-air and newspaper promotion where we deal out specifics. We've got a nightly 5-minute TV program which lets people know the schedule highlights and guest stars for that night . . . and what specials and cultural and civic programs are coming up. How many stations do this?

How many stations own a legitimate theater? Our KRNT Theater seats 4,200—the largest in the country. It's the "Show Place for All Iowa." People from all over the state come to see Grand Ole Opry, or closed-circuit prizefights, or symphony orchestras, or New York road shows. In September, thousands of our Iowa friends are coming to see one of the nine performances of "Camelot." KRNT Theater helps promote our radio and television stations. Radio promotes TV and TV promotes radio and we learn about show business from all three. Every day there's a lot of cross-promotion. Most operations keep radio and television separated. Ours embrace each other. Air personalities appear on both radio and television. In our opinion, both media and personalities are far better off for it. Psychologists call this the Inter-media Motivation Factor!

5. We stand like the Rock of Gibraltar for the same fair dealings for everyone. You pay the same price as your competition on our stations. We have no PI deals, no special merchandising deals and no cut rates. We sell advertising on these fine stations at fair prices. Twenty-eight years have built us our great broadcasting reputation and we're not going to sell our birthright for a mess of pottage—now or ever.

6. For a long time we've been telling you how around 80% of the local television dollar is spent on our one-rate television station. Government figures for this three-station market have shown it for a long time. We do the most local radio, too. Probably the initial impact of this statement

by now has worn off for some of you over the years. But think a minute. How many other markets could you go into and find this to be true? How many other stations command that kind of commercial respect? Such popularity must be deserved. These local clients have had years of battle experience with "Anniversary Sales" . . . "Weekend Specials" . . . "Year-end Closeouts" . . . "Grand Openings" . . . "Premium Offers" . . . and just regular week-in-and-week-out programs. These local advertisers have to get results NOW and they do. They've tried about everything, we suppose, but the solid fact remains that when you count the local advertising bucks spent each year, we receive by far the lion's share. Isn't this a truly unique endorsement that should be considered? 'Tis The Till That Tells That Tale of advertising effectiveness!

A time buyer reading this might say to himself that perhaps there is a little poetic license taken here on these pages. But if you came to our town and you listened and watched and visited with some of our local citizens and you dealt with us, you would find out that what we say is absolutely true. We're not out for a quick buck. We're here to stay. We live here. We're an integral part of this Community . . . have been for twenty-eight years . . . have dealt with many of the same advertisers for twenty-eight years. You, too, can buy with confidence. Our reputation is our most priceless asset and your guarantee of complete business satisfaction.

KRNT

KRNT-TV

Des Moines

An Operation of Cowles Magazines & Broadcasting, Inc.

Represented by The Katz Agency, Inc.

tory-judgment proceeding will be initiated, according to committee sources.

Hamilton Shea of WSVA-TV Harrisonburg, Va., is chairman of the committee. It is supported by 364 TV stations, according to the petition filed in the Supreme Court. ASCAP TV licenses expired Dec. 31, 1961, but have remained in force with the understanding that the new agreements, when reached, will be retroactive to that date.

Judge rules release is 'against public policy'

Agreements whereby a creator waives or limits his rights to a program storyline or an advertising slogan or other such material are going to get close scrutiny, following a court ruling that one such agreement is "void as against public policy."

The agreement was signed by Clyde Ware on April 19, 1961, when he submitted a TV script titled "The 13th Mannequin" to Cayuga Productions, producer of CBS-TV's *Twilight Zone*. Mr. Ware is now suing Cayuga, CBS, Rod Serling (creator-producer of the series), the Ashley-Steiner Agency (through which the script was submitted) and Charles Beaumont, writer of a "miniature," a program broadcast as one of the *Twilight Zone* series, which Mr. Ware asserts plagiarizes his script. His suit in Los Angeles Superior Court asks for \$65,000 in damages, \$15,000 for the story and \$50,000 for the story credit he did not get.

The agreement Mr. Ware signed states that any dispute arising in connection with the material or the agreement shall be submitted to arbitration, "but it is expressly agreed between us that the jurisdiction of the arbitrators shall be limited to a total maximum award of \$250. . ." The defendants used this agreement as the basis for a request that the court send the matter to arbitration.

Los Angeles Superior Court Judge Leon T. David dismissed the motion, stating: "The contract upon which the right to arbitrate and to limit damages is predicated is void as against public policy. One may not contract against liability for any future tort which in essence is a willful wrong. The arbitration clause is so linked to the limitation as to fall with it." Leanse & Janger is the law firm for Mr. Ware, with Lillick, Geary, McHose, Roethke & Myers representing the defendants.

Attorneys asked to comment on Judge David's ruling noted that it is based on the wording of one particular release form and does not necessarily apply to other releases of rights to creative material. The legality of any release, should it come to a court test, would be judged on its own individual wording.

NAACP is listed in the telephone book

BROADCASTERS TOLD TO CALL AND DISCUSS INTEGRATION

Broadcasters were blasted by the National Association for the Advancement of Colored People for employment practices that are "flagrantly and openly discriminatory where Negroes are concerned" at a meeting held Aug. 9 in Los Angeles. An invited audience of about 125 executives from the city's radio and TV stations and advertising agencies were told by representatives of the NAACP that, "unlike other industries," broadcasting has shown "pitifully few indications of even token hiring" of Negroes and that agencies and sponsors have been "equally guilty in perpetrating racial discrimination in the [broadcasting] industry."

To correct the situation, the NAACP presented recommendations drafted by the radio and live television committee of the Hollywood-Beverly Hills branch of the NAACP calling for "an open door employment policy in all phases of the broadcasting industry, including all apprenticeship training, in on the job training or orientation programs."

The NAACP recommended further that "the broadcasting industry, including management, sponsors and labor . . . seek and employ Negro personnel . . . [with] the elimination of job requirements which have the effect of denying fair employment opportunities for Negroes." Advertisers and agencies were urged to use Negroes in their radio and TV commercials. Both broadcasters and agencies were advised to establish apprentice training programs where they are not already in existence to provide technical training for Negroes and where such programs are already in operation that special efforts be made to recruit Negroes.

Use Competent Negroes ■ "We're only asking for a fair shake," Roy Wilkins, national executive secretary of the NAACP, told the meeting, for which he had traveled from New York to Los Angeles. "We don't want the receptionist to say 'no' automatically when a Negro steps out of the elevator." He urged that in employing Negroes the broadcasters and agencies get "competent Negroes" capable of doing the job for which they are employed and not "showcase Negroes" hired solely because of the color of their skins. "We don't want to displace white workers with Negroes," Mr. Wilkins stated. "We want more jobs for more people."

Citing examples of what the NAACP is doing to get more Negroes employed in the building trades in New York, the automotive industry in Detroit, the steel mills in Pittsburgh and Gary, Mr. Wilkins assured the meeting that "Hollywood is not being singled out;

you're just being reached in your turn." Nor is the effort to expand employment opportunities for Negroes in Hollywood anything new, he said, reminding that as far back as 1942 Walter White, then the executive secretary of the NAACP, and Wendell Willkie, then board chairman of 20th Century-Fox, met to work out plans for improving both the employment situation for Negroes in motion pictures and the image of Negroes presented by the movies. "Some progress has been made but more is needed," he said.

Charging that "racial discrimination has been a fact of life in the radio broadcasting business since its inception," Johnny Otis, chairman of the radio committee of NAACP's Hollywood-Beverly Hills branch, cited the NAB Radio Code of Good Practice requirements that station operators "respect the rights and sensitivities of all people" and "protect and uphold the dignity and brotherhood of all mankind." "Does this mean all people except Negroes?" he asked, "all mankind except Negroes? If you really believe what you say in your code, don't you practice what you believe?"

Fairness Is Good Business ■ James Tolbert, president of the Hollywood-Beverly Hills branch, said that "today, moral issues are being decided in accordance with good business principles. The primary purpose of radio and television advertising is to buy good will for the product. We Negroes watch *Bonanza* and buy Chevrolets. We watch Disney shows on RCA sets. Jack Benny entertains us and we buy General Foods products. Our babies eat Gerber baby foods and we photograph them with Polaroid cameras. . . We buy all the advertised products, the same as you do. . ."

Asking the broadcasters and agency men to become allies of the NAACP, Mr. Tolbert said: "We can demonstrate that business characterized by fairness is good business and that the continued exclusion of Negroes from radio and television will result in bad business."

Noting that a large meeting was no place for negotiations, Mr. Tolbert told the gathering, "We're in the phone book and we'll be glad to hear from you if you have anything to discuss."

Illiteracy series on N.Y. TV

A series of programs to teach reading and writing to adult illiterates will be presented daily by three New York television stations, beginning Sept. 30. The stations are WPIX, which already has been showing the series, WNDT and WNYC-TV.



CAN YOU THINK OF A FASTER WAY TO BECOME A BIG CHIEF PONTIAC DEALER?

In 1958, Phil Tolkan was the smallest Pontiac dealer in Milwaukee. In 1959, he started using WTMJ-TV. (Has devoted 96% of his new car budget to WTMJ-TV ever since.) Success was immediate and meteoric. Today, Phil Tolkan is the largest Pontiac dealer in Wisconsin . . . one of the top 30 of 3300 Pontiac dealers in the nation. He sells as many new cars in one month as the average Milwaukee Pontiac dealer sells in a full year. This success story emphasizes the influence WTMJ-TV has on Milwaukee . . . one of the top ten metropolitan areas in many measures of sales per household. See for yourself . . . see why WTMJ-TV is still the number one station in Milwaukee for both viewers and advertisers.

MILWAUKEE RESPONDS TO WTMJ-TV CHANNEL 4

THE MILWAUKEE JOURNAL STATION
WTMJ-AM-FM
NBC in Milwaukee

Represented by: **HARRINGTON, RIGHTER & PARSONS** — New York
Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles

Radio-TV get set for Aug. 28 rights march

NETWORKS, STATIONS PLAN BIG CREWS IN WASHINGTON

Broadcasters began intensive planning last week for coverage of the Aug. 28 civil rights march in Washington.

At a meeting Wednesday (Aug. 14) ABC, CBS and NBC agreed to pool radio and TV coverage at the main sites of the march: the Washington Monument where the marchers are to gather beginning at 4 a.m., the parade route and the Lincoln Memorial, where the speeches and other events are scheduled at 2 p.m.

CBS-TV will be in charge of the pool arrangements and 22 cameras will be utilized in addition to individual camera locations for each network. Art Kane, CBS-TV, will be pool producer and pool technical center will be located at the Capitol.

All the networks reported their plans were still in a state of flux. However, each said they would send most of their manpower and technical equipment from New York.

ABC-TV said it would report the march "as it happens." CBS-TV will broadcast its *Calendar* show (10-10:30 a.m.) live from the Monument grounds and will have a special on the march from 7:30-8:30 p.m. NBC-TV plans a 45-minute wrapup on the march 11:15 p.m.-12 midnight, in addition to live coverage during the day.

The Canadian Broadcasting Corp. reportedly has leased the mobile equipment of WTTG-TV Washington to pro-

duce its own coverage and Westinghouse Broadcasting Co. TV stations plan to have a reporter and film cameraman follow the activities of delegations from their respective cities.

WBC radio stations will also send a reporter with the delegations and will augment the regular daily feeds by the Westinghouse Washington news bureau.

MBS is planning to bolster its Washington staff with 15-20 reporters and technicians from New York. The network will place two crews at the Washington Monument, Lincoln Memorial and on the line of march. In addition, it will have two mobile units in use.

WNEW New York will send a 10-man news team to Washington for the march and will set up a complete newsroom and studios in a downtown hotel. Another mobile unit and three newsmen will provide coverage for WOR New York.

Other New York stations sending personnel include WINS, WNYC, WHN, WWRL and WLIB.

A spokesman for AT&T called the march an "instant inauguration." He said there had been an unprecedented number of inquiries from stations in South Carolina, Georgia and Alabama regarding facilities and feeds from Washington.

The march is due to begin at noon. Tentative plans call for ending the day's activities at 5:30 p.m.

casting Corp. as live television specials. The series will be scheduled as specials during the 1963-1964 season. The plays, will star performers from the Old Vic Company, the Royal Court Theater and the Royal Shakespeare Company.

Consolidation ■ Walter Reade-Sterling on Aug. 15 moved its three New York offices into the company's new facilities at 241 East 34th Street. The move brought together for the first time its television and theatrical film production and distribution, as well as its 16 mm and educational sales divisions, the Screen News Digest division and the New York office of the exhibition department of the company.

Unions plan merger ■ A plan to merge the Film Unit Production Managers Guild with the Directors Guild of America has been approved by the memberships of both organizations. The move to combine stemmed from the fact that a number of production managers are also assistant directors and were members of both unions.

News agency ■ A new all-audio news service, Republic News International, has been formed in Washington. Operating from offices at 132 3d Street, S. E., Washington, the company has signed WEER Warrenton, Va.

Just folks ■ W. Averell Harriman, U. S. under secretary of state for political affairs who recently made news by negotiating a nuclear test-ban pact with Russia, will be the first of a distinguished list of guests scheduled for *Town Meeting*, a new series to be telecast by WWJ-TV Detroit. Produced in conjunction with the Detroit League of Women Voters, the series, planned to begin Sept. 5, will offer the studio audience a chance to discuss topical issues with the guests.

Church show ■ *Let's Go to Church*, a syndicated series of 2 minute sermons, is being produced by the Hayden Huddleston Advertising Agency, Roanoke, Va. Each program is taped with open end for local sponsor identification. The show is now on 33 stations in 11 states.

NBC-TV color special ■ The Southern Baptist Convention in cooperation with the NBC-TV religious program unit has produced an hour color special for telecast next May entitled *The Apostle Paul*. The NBC-SBC team spent seven weeks this summer following the New Testament trail of Paul's missionary journey through the deserts and mountains of the Middle East, across Turkey and into Greece and Italy. Telecast date will be announced soon.

Film on handicapped ■ A new 15-minute documentary film on the hiring of

Program notes . . .

New TAC subscribers ■ KCEN-TV Temple-Waco, Tex. and KRCG-TV Jefferson City, Mo. have joined Television Affiliates Corp., New York, becoming the 62d and 63d subscribers. WDBJ-TV Roanoke, Va., a charter subscriber of TAC, has renewed its membership in the industry organization.

Film and TV meets ■ An annual series of film and television symposia have been planned by the Documentary Film and Tape Committee of the Hollywood Museum and the Annenberg School of Communications (University of Pennsylvania). The first symposium, planned for spring of 1964, will discuss "The Documentary Film: Issues and Prospects."

Music biz ■ Loren Stanton Productions, Hollywood, is preparing a new TV series, *Music Town*, featuring Louis Quinn, the Four Preps and Christine Nelson in what is described as "a mad conception of the music business in New York."

Book purchased ■ Revue Studios has

purchased *The Drowner*, latest novel by John D. MacDonald, whose more than 40 books have sold over 18 million copies. Robert Blees will produce the novel's adaptation for NBC-TV's *Kraft Suspense Theatre*.

Advance evaluation ■ The new half-hour series, *The Farmer's Daughter*, that Screen Gems is producing for ABC-TV, which will start it Sept. 20 as a Friday 9:30-10 p.m., program, will be given a preview evaluation by an opinion-leader group of the National Audience Board. Some 75 community, civic and religious leaders, representing organizations with a combined membership of 40 million, will attend the screening, to be held in the near future at Columbia Studios in Hollywood (Screen Gems is a subsidiary of Columbia Pictures). Mrs. Jerri Teasley, West Coast representative of the National Audience Board, will conduct the session.

BBC-TV dramas on WOR-TV ■ WOR-TV New York will present a series of 90-minute dramas by famous writers, originally produced by the British Broad-



H - R ? KNOE now has CBS at 540 Buy 'Em!

Because of the great number of sensitive political situations around the world which affect the lives of everyone in the booming Ark-La-Miss area, we felt it necessary to have more coverage on national and international developments. So we combined our own top local news, music and features with the worldwide facilities of the CBS network to provide the area we serve with even finer broadcasting service, and at the same time assure our clients a more effective medium for their sales messages.

KNOE

MONROE

**ONLY
STATION
THAT SERVES
ALL OF
NORTHEAST
LOUISIANA ...
NOW AT 540 kc
... BEST frequency in La.**

Reaches 28 Louisiana parishes
with bonus coverage of 28 counties
in Mississippi, Arkansas and Texas

a \$2.2 billion market

for details contact
H-R REPRESENTATIVES

KNOE

MONROE, LOUISIANA
540 KC 5000 WATTS
A JAMES A. NOE STATION
EDD ROUTT, GENERAL MANAGER

handicapped workers is being made available to television stations on a free run basis by Gerald Productions, New York. The film called *They Have What It Takes* is sponsored by the AFL-CIO on behalf of the President's Committee for Employment of the Handicapped. President Kennedy introduces the film, which also features George Meany, president of the AFL-CIO, and Gordon M. Freeman, president of the International Brotherhood of Electrical Workers.

Civil problems series ■ A series of 13 half-hour programs, *City Club Closeup*,

on problems facing residents in the New York City area, will be presented by WNEW New York monthly beginning Sept. 1, at 7:30 p.m. WNEW aired the first segment of *Portrait of a Ghetto: The Bedford Stuyvesant Story*, a two-part series on a neighborhood in Brooklyn, Sunday (Aug. 18). Part two will be presented next Sunday, Aug. 25 at 7:35 p.m.

'Doodles' to Desilu ■ Desilu Sales, syndication branch of Desilu Productions, has acquired worldwide TV distribution rights to *A Day With Doodles*, children's comedy series starring

Doodles Weaver. Morgan-Esty Productions is putting the Doodles TV series of 130 five-minute color programs into production this month.

Radio drama ■ Beginning Sept. 2, KABC Los Angeles will present seven half-hour dramatic series, broadcast on a basis of two each night, Monday-Saturday, starting at 11:15 p.m. and three on Sunday afternoon, 3:30-5 p.m. The programs, obtained through Continental-International Productions and Video-Tel International, include: *Horatio Hornblower*, starring Michael Redgrave; *Lives and Harry Lime* and *Black Museum*, both starring Orson Welles; *Secrets of Scotland Yard* with Clive Brook; *Queen's Men* (stories of the Canadian Mounted Police) and an anthology series, *Theatre Royal*.

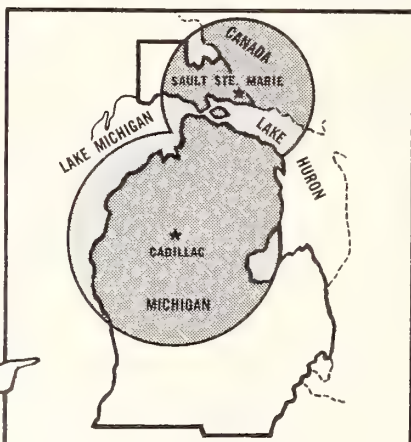
Lilly to produce programs ■ Lou Lilly Productions, Hollywood producer of TV commercials, has entered the program field with two children's shows, *Little Gertie*, a travel-adventure series now being filmed in many locations all over the world, and *The Fun Show*, a variety program combining live action, animation and stop motion. Both are being produced in color.

SESAC sports series ■ SESAC Inc., New York, has released a new series for radio-TV stations entitled *The Perfect Play*. Sub-titled "Instant Sports Music for Your Immediate Sports Programming," the series offers four LP albums of musical selections to be used for pre-game warm-ups, half-time color, forecast and scoreboard shows and related uses. A bonus album of "Just a Minute" marching tunes completes the package now available from SESAC.

New production outfit ■ AFD Motion Picture & Television Distributors has been formed as a production-distribution firm by Sam Ford, head of Hiway House Hotels; Mrs. Rocky D. E. Dupont and Alex Alexander. Mr. Alexander will serve as executive vice president, and general manager of the firm, which has established headquarters at 9107 Wilshire Boulevard, Beverly Hills, Calif. Phone: Crestview 3-8121. Sam Nathanson is general sales manager; June Starr is secretary-treasurer. The Goodman Organization, Hollywood, is advertising-public relations agency.

Mays special ■ Lee Mendelson Film Productions, Burlingame, Calif., has produced an hour-long sports documentary, *A Man Named Mays*, detailing the life and career of the star fielder of the San Francisco Giants with historic footage of the World Series of 1951, 1954 and 1962 and 1963 season games in various cities. Exclusive interviews with Willie Mays (edited from three hours of tape), Casey Stengel, Leo Durocher and Alvin Dark are included

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MAGICAL GROWTH EXPLAINED!

When WWTV planned its WWUP-TV satellite in Sault Ste. Marie, we anticipated an audience increase of 39.5%—and that sounded very fine to our advertisers.

Imagine our delight when ARB (Nov., 1962) showed that we had increased our audience actually 85% in the U. S. alone, not including some mighty important Canadian coverage.

The upshot? Well, we've now got the greatest "almost-undiscovered" market in the nation — 47 counties — nearly a million people — retail sales nearly A BILLION DOLLARS. About four times more TV homes than Atlanta! But you may be the only advertiser in your industry who seems to know about it. Ask Avery-Knodel!

The Feltzer Stations

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TELEVISION:
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KGLN-TV LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

CHANNEL 9
ANTENNA 1640' A.A.T.
CBS • ABC

CHANNEL 10
ANTENNA 1214' A.A.T.
CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives



He Should Have Been A Mother

When Godfrey says eat, people eat.

"Only 20 weeks after Arthur Godfrey started advertising Morton House canned foods," says Mr. Lonnie V. Merrill, Vice President of Marketing, "our sales volume has increased 56.9%, and much of this increase we attribute to the splendid job that Godfrey is doing."

How does he do it? It's true, Godfrey has a

way of describing food that makes your mouth water. But that's not all of it. The secret is that people trust Godfrey like a mother. When he says, "Try it. It's good," they do. And it is good. So sales go up.

If you have a good product, there's no one who can get people to eat it up like Arthur Godfrey. Try him. He's good.

in the program, which is being offered to stations on a first-run basis by the production company.

Hootenanny radio ■ Harry O'Connor Associates, Dallas, brings the hootenanny craze to radio in station promotion jingles with folk-tune themes. The package includes 10- to 20-second formats and is being sold on an exclusive basis to one station per market. It features 16 performers, 10 instrumentalists and six vocalists. The jingles were produced in Hollywood.

Pilot for ABC-TV ■ United Artists Television and Edgewater Productions have announced plans for co-production of a half hour pilot film for ABC-TV. The film based on Richard Powell's novel, *Pioneer, Go Home*, is projected for the 1964-65 season.

Expanded news ■ KGO-TV San Francisco Monday (Aug. 12) began its new *90 For News* program, 90-minute news show to be broadcast each weekday at 7:30-9 a.m. The program, as described by Roger Grimsby, KGO-TV news director, is divided into three 30-minute segments, each containing full and comprehensive coverage of local, national and international news.

'Wake Up' on pay TV ■ The Pay TV operation in Hartford on WHCT(TV) is offering a taped stage play, "Wake Up, Darling," over its facilities on Aug. 10, 13 and 16. The play, starring Michael Rennie, was taped during a stopover of the comedy troupe at the Ivoryton Playhouse in Connecticut last month. The taping was produced for RKO General Phonevision, which is supplying the production for pay TV, by VHF Inc. along with cooperation of the parties involved.

NBC-TV to originate 'Today' from fair site

NBC-TV revealed plans last week for originations of its early morning *Today* show from the New York World's Fair site following the opening of the exposition in April 1964.

Through the 1964 fair season—due to run through mid-October—a half-hour segment of the program will originate at the fairgrounds each week covering the various international exhibits.

To date, NBC-TV is the only network to announce definite plans for World's Fair originations although it has been reported that ABC-TV has tentative plans for one or more specials of *The Jerry Lewis Show* to be telecast from the Flushing Meadows site.

WNYC-AM-FM-TV reportedly plans to transfer most of its operations to the city's building at the grounds during the fair season. Operation of the municipal stations would be open to inspection by fair visitors.

NTA to syndicate six MGM pictures

National Telefilm Associates has acquired six post-'58 MGM motion pictures never before shown on television, and in theatrical release as late as last year, Bernard Tabakin, NTA president, announced. The pictures to be packaged as the "Big 6," were produced by Albert Zugsmith. They will be released first to television, starting immediately, and possibly later to theaters. In the "Big 6" package are: "The Big Operator," starring Mickey Rooney, Mel Torme and Mamie Van Doren; "Platinum High School," with Mickey Rooney and Dan Duryea; "High School Confidential," with Mamie Van Doren, Jackie Coogan, Diana Jergens and Russ Tamblyn; "The Beat Generation," with Fay Spain, Ray Danton and Steve Cochran; "Girls Town," with Mamie Van Doren, Maggie Hayes and Eleanor Donahue, and "Night of the Quarter Moon," with Julie London, Agnes Moorehead and John Barrymore Jr.

Broadcasters seek ETV advisory group

Georgia broadcasters, meeting last week with the state board of regents, asked for the appointment of an advisory committee on educational TV in their efforts to curtail "entertainment" programming on Georgia's three ETV stations (BROADCASTING, Aug. 12, May 6).

And, FCC Commissioner Kenneth A. Cox entered the dispute with a letter to James Dunlap, chairman of the regents, pointing out that the commission considers entertainment programming on ETV "a proper part of the program service of such a station."

The regents held a special meeting last week to consider the protests of Georgia commercial broadcasters against the use of feature movies on the ETV stations—WGTV Athens, WETV Atlanta and WXGA-TV Waycross. Raymond Carow, WALB-TV Albany and president of the Georgia Association of Broadcasters, presented the GAB proposal for an advisory committee to be composed of regents, broadcasters, educators and businessmen.

Dr. O. C. Aderhold, president of the University of Georgia (licensee of WGTV), said the ETV stations present movies which have a cultural as well as entertainment value. WGTV programs for both WETV and WXGA-TV during evening hours, when the movies are shown. The latter two stations are licensed to the state board of education.

Mr. Carow questioned the cultural advantages of a Gina Lollobrigida movie and "Captain's Paradise," a comedy about a ship captain with wives in two

ports. Some of the movies shown on Georgia's ETV stations had been purchased by commercial outlets in the state, according to Mr. Carow.

Commissioner Cox's participation came in answer to four questions submitted by Mr. Dunlap prior to last week's meeting. No FCC rule is violated by the telecasting of feature films on ETV, the commissioner said. He said the FCC's renewal form makes clear that the agency expects ETV stations to normally present programs in a variety of fields.

The regents took no action on the GAB protest against movies in prime time or on the request for representation on an advisory committee on ETV programming.

20th Century-Fox plans new package

Twentieth Century-Fox Television last week announced it was placing its second group of feature films into syndication this fall, the package to be titled, Century II.

The 46-film group is currently appearing on NBC-TV's *Saturday Night at the Movies*, and *Monday Night at the Movies*, and, following completion of the network run in September, the films will go into syndication. Century II has been sold in 18 markets so far.

Twentieth Century-Fox Television's first group of features, Century I, was placed in syndication in September 1962, following a network run on *Saturday Night at the Movies*, which began September 1961. The group contained 30 features.

ABC Films extends 'Girl Talk'

ABC Films announced last week it is committed for production of 26 more weeks of its syndicated daytime *Girl Talk* series. Announcing plans for moving production of the program into its second year, Henry G. Plitt, ABC Films president, said the show has already had renewals in 16 of the 31 markets that originally signed for it.

Film sales ...

Hennessey (NBC Films): Sold to WMCT(TV) Memphis; WAVE-TV Louisville, Ky.; WJRT(TV) Flint, Mich.; WNCT(TV) Greenville, N. C.; WLB(TV) Jackson, Miss., and KOOK-TV Billings, Mont., and renewed by WSB-TV Atlanta, WRCV-TV Philadelphia and WEWS(TV) Cleveland. Now sold in 111 markets.

Laramie (NBC Films): Sold to WUHF(TV) Milwaukee; WTCN-TV Minneapolis-St. Paul; WNYS(TV) Syracuse, N. Y.; WSJS-TV Winston-Salem, N. C.; WTHI-TV Terre Haute, Ind., and WIS-TV Columbia, S. C. Now in 35 markets.

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It packs a friendly punch. Stroll down the street with Fred Hillegas or Carol Johnson or Deacon Doubleday. Watch the smiles light up peoples' faces; hear the known-you-all-my-life greetings from total strangers.

This friendly attitude is for **you**, too, when these personalities are selling for you. And, that's why WSYR Radio is the greatest sales medium in Central New York.

So you see what happens:

Personality Power = Sales Power for you in the 18-county Central New York area.
Instant friends for what you have to sell.

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'DEAR BOB: GOODBYE, ROY'

Swezey announces resignation as NAB code director; Collins has no one in mind to succeed him

Robert D. Swezey officially announced last week that he would not seek renewal of his contract as director of the code authority of the National Association of Broadcasters when it expires Oct. 15.

Mr. Swezey's departure had been expected as he and NAB President LeRoy Collins have not been in agreement on several code matters in recent months (CLOSED CIRCUIT, Aug. 5). In accepting the resignation, Governor Collins said that Mr. Swezey's decision "is a source of regret to all of us here at NAB. . . . Differences between us have reflected sincerity of purpose and . . . have been without rancor or personal animosity."

A code authority directorship was established by the NAB in the fall of 1961 and Mr. Swezey is the first and only man to fill that post. He was signed to a two-year contract at \$40,000 a year. Speculation immediately began as to whether the post would be continued at the NAB following Mr. Swezey's departure, with some board members stating that they have received correspondence recommending that the position be abolished.

Governor Collins, however, said last week the "concept of a code authority director is a splendid one and I expect this plan to be continued." The executive committee of the NAB board (formed last June) holds its first formal meeting in Washington this week and discussion of the future of the job Mr. Swezey now holds will be high on the agenda (see page 70).

Move Expected ■ Both the code director and Governor Collins spoke last week of the disagreements on code matters between them but both stressed that they are dissolving their professional association as the best of friends personally. Because of these differences, Mr. Swezey's resignation has been a foregone conclusion for several months. The resignation was accepted in a "Dear Bob" letter signed "Roy."

Their first split was publicized last fall following Governor Collins's speech in Portland, Ore., condemning cigarette advertising allegedly directed toward minors (BROADCASTING, Nov. 26). It was known that Mr. Swezey tried to dissuade the NAB president from questioning the cigarette industry, which bills \$134 million annually in radio and TV.

Open speculation began on Mr.

Swezey's future at the NAB when he played no major role in the association's annual convention last spring. Their opposing viewpoints broke into the open at the NAB board meeting in June when Governor Collins opposed amendments to the radio and television codes which Mr. Swezey enthusiastically backed (BROADCASTING, July 1).

Mr. Swezey said last week, however, that he had informed Governor Collins prior to the board meeting that he did not intend to remain as code director after his present contract expires. In a memorandum to members of the NAB radio and TV code boards, dated Aug.



Mr. Swezey

9, Mr. Swezey said: "I told Governor Collins some time ago that I would not seek or consider an extension of my contract beyond its expiration date of Oct. 15. By that time, I shall have accomplished all I can expect to as director of the code authority.

"I have never regarded this as a career; it is a prickly industry assignment which should be passed on periodically in order that it may have the continuing benefit of the best energies and ideas of various qualified people. . . . I am particularly appreciative of the free hand which Governor Collins has given my administration even at times when he and I were unable to see eye-to-eye on a particular policy or procedure."

Collins's Reply ■ In a letter dated

Aug. 14, Governor Collins told Mr. Swezey that his decision "is a source of regret to all of us here at NAB. You will be missed personally and as a co-worker. You have brought prestige and conspicuous competence to the NAB code program. Your work has provided foundations for the further advancement of this self-regulatory effort which serves not only broadcasting, but the whole free enterprise in our country."

Governor Collins asked Mr. Swezey to assist in the preparations for code board meetings prior to the annual NAB fall conferences and to assist until a successor is named. "It is extremely unlikely that a successor can be available before late fall, and until he is, we would like to have as much of your time as your own future plans will allow."

Mr. Swezey agreed to both requests. He said that he will be on call as long as needed. "I shall always be interested in the code effort and if there is ever anything I can reasonably do to assist in any respect, I will be available," he said.

As to his future plans, Mr. Swezey said that "I haven't any. I am toying with a number of things." A former executive vice president-general manager and part owner of WDSU-AM-FM-TV New Orleans, he said that at this time he is not considering re-entering station ownership or operation on a day-to-day basis. He is 56 years old.

Mr. Swezey owns a 270-acre farm near Leesburg, Va., and has been spending considerable time there in recent weeks. He is working on a "final report" to be submitted to Governor Collins in which he said he would make recommendations as to the future administration of the code.

His successor should be a practical broadcaster, Mr. Swezey said, because the job would be much easier for someone who knows the business. He has suggested the names of possible successors to Governor Collins but the NAB president said he has no one in mind and has contacted no one as a possible replacement for Mr. Swezey.

Presidential Selection ■ The president of the NAB is empowered to select a new code authority director with the consent of the board. Governor Collins said that he thought the job should be continued rather than reverting to the pre-1961 system whereby code matters were handled by the president through separate managers for radio (Charles Stone) and TV (Ed Bronson). He said the president of the NAB has too many other responsibilities to try to function also as code authority director.

"The code authority director should

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Cleveland, Ohio

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be a household name recognized throughout America," he said. Governor Collins said he did not think Mr. Swezey's successor would necessarily have to be a practical broadcaster because many special qualifications for the job might be found in a nonbroadcaster.

While Mr. Swezey had a two-year contract and an annual salary of \$40,000, most of which was due to his stature in the industry prior to becoming code director, the NAB is not bound to either provision in selecting a successor. In all probability, the new man will be paid somewhat less at the beginning.

Mr. Swezey, an attorney, entered broadcasting in 1939 with NBC. He was general counsel of the Blue Network when, under FCC edict, it was divorced from NBC in 1942 and became ABC. He was prominent in the drafting of both the radio and TV codes of the NAB—as chairman of special committees which revised the radio code in 1947 and wrote the TV code in 1952.

Following World War II, he was vice president-general manager of Mutual and in 1948 joined WDSU-AM-FM-TV. He sold his interest in the New Orleans stations in 1960 and served during the last year of the Eisenhower Administra-

tion as special assistant to the Secretary of Labor.

In resigning officially last week, Mr. Swezey said that he thought the code authority has done "a reasonably good job during the past two years. On the other hand, maybe someone else can now do a better one and I am all for giving him a chance to do so."

Under Attack ■ Mr. Swezey's departure comes at a time when the industry codes face their most serious attack through a threat by the FCC to adopt as federal rules their limitations on the amount of commercial time. Critics of the codes maintain that these same time standards keep many more stations from becoming subscribers. Radio subscribers now number 1,840 and there are 409 TV stations which belong to the TV code. Radio had 1,450 code members and TV 389 when Mr. Swezey was appointed in 1961.

In a talk last spring before the Pennsylvania Association of Broadcasters, Mr. Swezey said the time standards are ineffective and have outlived their usefulness (BROADCASTING, May 27). He said the emphasis should be placed on "quality" rather than "quantity" and recommended a joint broadcasting-advertising study to come up with a solution.

Both the radio and TV code boards

recommended changes in the time standards to place the emphasis on a percentage rather than the present numerical limitations on number of commercials per hour. However, the NAB radio and TV boards rejected the proposed changes last June in Washington after President Collins said the amendments would be a mistake in the face of the government rulemaking. Code Director Swezey did not know that the NAB president opposed the code changes until the latter spoke up at the board meeting. Mr. Swezey told the TV board that he had not had a chance to discuss the amendments with Governor Collins.

Changing hands

ANNOUNCED ■ The following sales of station interests were reported last week subject to FCC approval:

■ **KTOP-AM-FM Topeka, Kan.:** Sold by Bailey Axton to Publishing Enterprises for \$250,000 plus \$50,000 consultancy and noncompeting agreement. Publishing Enterprises is headed by John P. Harris who has controlling interests in KIUL Garden City, Kan.; KBUR Burlington and KMCD Fairfield, both Iowa, and publishes group of newspapers in Kansas and Iowa. KTOP was established in 1947, operates on 1490 kc with 250 w fulltime. KTOP-FM operates on 100.3 mc with 3.3 kw. Broker was Edwin Tornberg & Co.

■ **WOLE-TV Arecibo, P. R.:** One third sold by Hector Reichard to Du-Art Film Laboratories Inc., New York, for \$165,000. Du-Art is headed by Irwin Young and is in film processing business. Screen Gems Inc. also owns one-third of WOLE-TV. Station, on channel 12, covers Mayaguez and Aguadilla as well as Arecibo.

APPROVED ■ The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 93).

■ **WBRY Waterbury, Conn.:** Sold by Gustav Nathanson and associates to a group headed by Kenneth A. Wood Jr. for \$222,826. WBRY is fulltime on 1590 kc with 5 kw.

■ **KHOW Denver:** Sold by Resort Airlines Corp. (Townsend Growth Co.) to the Trigg-Vaughn group for \$570,000. Trigg-Vaughn owns or controls KROD-AM-TV El Paso, KOSA-AM-TV Odessa, both Texas; KRNO San Bernardino, Calif.; and KVII-TV Amarillo, Tex. (recently sold to John B. Walton Jr. for \$1.25 million [BROADCASTING, Aug. 12]). Jack C. Vaughn also owns a community antenna system in Tyler, Tex. KHOW operates fulltime on 630 kc with 5 kw.

Outstanding Values in Radio-TV Properties

Fine daytime facility. Number 1 rating. Absentee owner will offer good terms. Fast growing market.

Top-rated in excellent 3-station market. Excellent profit record. Absentee owner now looking at larger markets. Excellent for owner-operator. Terms.

Well-established full-time operation. Steady profit and cash-flow record. 50% of audience. Liberal terms earnings will amortize.

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Beverly Hills, Calif.
CRestview 4-8151

Internal problems delay CATV meeting

A planned meeting of community antenna TV systems outside the aegis of the National Community TV Association was postponed last week as factions within the industry disagreed on whether there was a move under-way to form a splinter group in opposition to NCTA.

The meeting reportedly had been called for last Thursday (Aug. 15) in Washington but Leon Papernow, executive vice president of H & B American Corp. and one of the organizers, denied that there were any plans to form an organization outside the NCTA. "There are no such efforts, no plans or no intentions along that line," he said.

Mr. Papernow said the meeting will be held early in September to discuss problems connected with the FCC's moves into regulation of CATV systems. He said the industry cannot rely entirely on the NCTA for representation in Washington and that the national trade association would be invited to the meeting.

A strong NCTA supporter saw the planned meeting as an attempt to form an anti-NCTA organization of large CATV operators. He pointed out that H & B's 20-plus systems withdrew from the national association earlier this year.

NCTA has been negotiating with the FCC for several months on the shape of proposed legislation empowering the FCC to directly regulate CATV systems. The commission currently has outstanding a rulemaking which would require CATV systems served by microwave facilities to not duplicate a local station's programming for 30 days and to place the local station on its cable.

While this rulemaking is pending, the commission has been conditioning microwave grants on the acceptance of the above conditions.

NCTA has refused to agree to the 30-day delay on the grounds that a single local station could tie up the programs of all three networks. Unofficially, the FCC is reported ready to adopt the rulemaking with a 7-10 day delay but NCTA members say this also is unacceptable to them.

Educational FM aids two commercial outlets

Educational stations long have been on the receiving end of assistance from commercial broadcasters but last week a noncommercial public school station in Flint, Mich., WFBE(FM), had a chance to return the favors after a major hotel fire there Aug. 11.

Post-fire demolition Monday forced

The indoor sport

Most of the radio listening during the winter of 1962-63 was done, not surprisingly, indoors, according to national radio data released by A. C. Nielsen and Co.

Fixing the average amount of listening time by the radio-equipped home at 18 hours, 53 minutes a week, Nielsen estimated that 54% of the listening was done on line-cord radios. Portable radios—both at home and away from home—accounted for 27% of the time, and auto radio listening for the remaining 19%.

As of September 1962, Nielsen estimated that 51.7 million U. S. homes had at least one line-cord radio, and 36.3 million U. S. homes had cars with auto radios. A Nielsen sample of January 1963 also estimated that 36% of homes equipped with line-cord radios also owned battery-operated portables.

evacuation of an adjacent building housing the studios of both WGMZ(FM) and WAMM Flint, two separately owned commercial outlets, requiring them to move operations to their combined

transmitter site. WAMM used its mobile unit at the transmitter while WGMZ, the Flint outlet for the Mid-State FM Network, patched into the transmitter its off-air FM network monitor rescued from the studios.

Offices temporarily were relocated in space provided by a local church and WAMM's accountant. Both equipment and studio facilities needed by WGMZ were made available by WFBE which is not on the air during school vacation. Both commercial outlets hoped to be back in their own quarters this week.

Media reports...

Hyphenated studios ■ WTVT(TV) Tampa-St. Petersburg, Fla., with main studios in Tampa, has set Aug. 26 as the target date for its first show from its new auxiliary studio in St. Petersburg. The new studio will at first concentrate on local news, later will originate a wider range of programming.

New publication ■ A new regional weekly general advertising publication, *SAM*, will start in Chicago Sept. 20, it was announced last week by Fred Livingston, editor-publisher. Mr. Livingston heads Livingston & Associates, public relations firm. Publication's title means "serving advertisers in the Midwest," he said.

"Thank you for the nice way you handled the sale"

Some months ago Hamilton-Landis and Associates exclusively brokered the sale of KSTB, Breckenridge, Texas. The above was taken from an unsolicited letter recently received by Dewitt "Judge" Landis in our Dallas office from the seller of that station—Hugh M. McBeath.

We immodestly trust that our efforts will someday result in the same sort of a letter from you!

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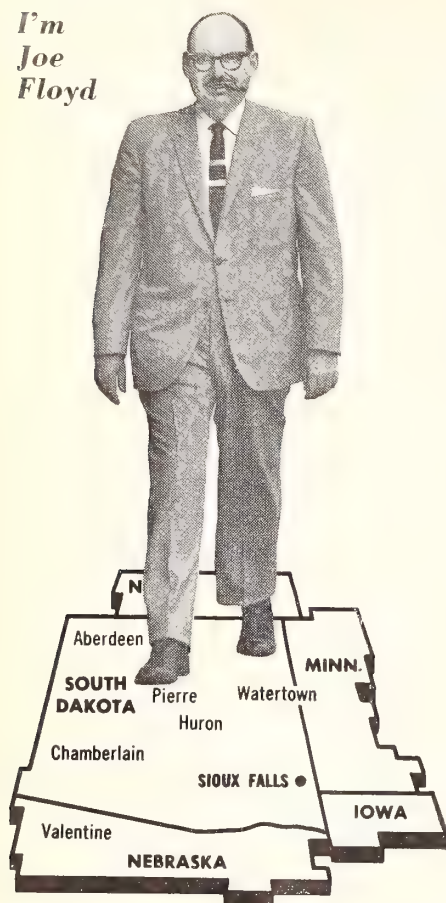
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I'm
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I CONSIDER MYSELF A HELLUVA SALESMAN!

To prove it, I tackled a market with some 282,000 front doors. The SIOUX FALLS-KELO-LAND market takes in more counties than there are states in the U.S.A.—96 counties by ARB count, even more on the SRDS KELO-LAND map.

A market this big is not a one-man selling job. I've surrounded myself with other live-wires who measure up to my idea of a helluva salesman—in television programming and product merchandising.

A market this big isn't a "lone-station" selling job either. Nor can it be covered piecemeal from unrelated "local-reach" stations.

Only KELO-LAND TV* gives you a clean sweep of the market. Only KELO-LAND TV has built a television medium as big as the market. There just isn't any other time buy to match it!

CBS • ABC
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(interconnected)

Represented nationally by H-R

In Minneapolis by Wayne Evans

JOE FLOYD, President

Evans Nord, Executive Vice-Pres. & Gen. Mgr.

Larry Bentson, Vice-Pres.

PAY TV TO OFFER PUBLIC STOCK

West Coast outfit would telecast baseball games

A public offering of stock in a new corporation planning to inaugurate pay TV over telephone lines in Los Angeles and San Francisco is scheduled to be made public this week.

A \$22-million stock offering registration with the Securities & Exchange Commission in Washington is expected to be made tomorrow by promoters of a subscription television service in the two West Coast cities via telephone lines. Backers include Lear-Siegler Inc., West Coast electronics manufacturer; R. H. Donnelley Corp., major commercial printer and directory publisher; Matthew Fox, whose Skiatron of America once held a franchise to feecast the San Francisco Giants, and others (BROADCASTING, July 22; CLOSED CIRCUIT, July 29).

The principal group will put up \$6 million for the initial capitalization of the pay TV company to be called Subscription Television Inc. The major attraction, it is understood, will be the telecasting of the Giants and the Los Angeles Dodgers baseball games. The two clubs have granted these rights, it is said.

Although all concerned were maintaining silence, Arthur Patterson, assistant general manager of the Dodgers, told BROADCASTING last week:

"The Dodgers have always admitted their interest in closed circuit television. A qualified group now appears to be serious in obtaining the necessary permission to start in the business of subscription television. This undertaking has our full support and we are willing to cooperate to offer our baseball games to this new medium in addition to our present broadcasting programs. There is nothing further we can add until and unless this latest development becomes real."

Second Public Offering ■ The Subscription Television Inc. public offering will be the second by a pay TV firm. Earlier this year, Home Entertainment Co., which plans a wired subscription television service in Santa Monica, Calif., offered 300,000 shares of 50 cents par common stock at \$10 (BROADCASTING, April 8). Last month the company canceled its contract with Bernard M. Kahn & Co., the brokerage firm which was handling the offering (BROADCASTING, July 22).

At present there are only two operating pay TV systems in existence. The oldest, operating for three years, is the International Telemeter wired system in Toronto.

Recently celebrating its first birthday is the only over-the-air system, operated by RKO General in Hartford, Conn., using the facilities of its owned

WHCT(TV) on channel 18. The Hartford system uses the Zenith Phonevision method, sending a scrambled signal over the air which is decoded by subscribers with special attachments to their sets.

Scheduled for fall operation is the Teleglobe system which is also an over-the-air operation to be established in Denver, using the facilities of KCTO(TV) on channel 2. In the Teleglobe system, the picture is transmitted in the clear, with the audio coming over special telephone lines.

A request from KVUE(TV) Sacramento, Calif., principal owner Melvyn E. Lucas to try out a pay TV system using the dark channel 40 facility was returned by the FCC last month because of a question regarding financial feasibility. The Sacramento plan proposed the sale of stock to raise \$379,000 (BROADCASTING July 29).

NAB executive group to hold first meeting

The five-man executive committee of the National Association of Broadcasters will hold its first formal meeting in Washington this week. The committee, formed by the NAB board last June (BROADCASTING, July 1), consists of William B. Quarton, WMT-TV Cedar Rapids, Iowa, NAB board chairman; Ben Strouse, WWDC Washington, radio board chairman; Richard Chapin, KFOR Lincoln, Neb., radio vice chairman; James D. Russell, KKTU(TV) Colorado Springs, TV chairman, and Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla., TV vice chairman.

Mr. Quarton said the committee has no formal agenda and probably will discuss most of the major problems facing the NAB. He said a prominent subject will be the future of the position of radio code authority director following the resignation last week of Robert D. Swezey (see page 66). Some NAB members have questioned whether the position should be continued but President LeRoy Collins strongly favors maintaining it.

Executive committee members also will be brought up to date on plans for the NAB fall conference and the association's fight against federal government encroachment on broadcasting in several areas. At its last meeting, the board directed the NAB president and staff to give top priority to "recent proposals for greater government control of broadcasting." Introduced by John Coyle, KVIL Dallas, the resolution directed that NAB curtail other less urgent activities if necessary during the state of emergency.

GROUP W MEANS HISTORIC PRECEDENT

A BROADWAY OPENING ON TELEVISION

This fall television audiences in Boston, Baltimore, Cleveland, Pittsburgh and San Francisco will share with the opening night theatre audience in New York an unprecedented excitement. On opening night, all five stations of Group W—Westinghouse Broadcasting Company—will present a telecast of the William Hammerstein-Michael Ellis production of "The Advocate," a new play by Robert Noah, starring James Daly. "The Advocate" has been selected by the American National Theatre & Academy for presentation this October at the ANTA Playhouse. ■ For the first time a telecast will coincide with the actual opening of a play on Broadway. ■ Here is an event of major significance to the theatre and to television. It is the result of a joint venture without precedent in broadcast and theatrical history. For Group W particularly, it is a journey into an exciting area... one that represents a new source of programming for television.



BOSTON WBZ • WBZ TV
NEW YORK WINS
BALTIMORE WIZ TV
PITTSBURGH KDKA • KDKA TV
CLEVELAND KYW • KYW TV
FORT WAYNE WOWO
CHICAGO WIND
SAN FRANCISCO KPX

WESTINGHOUSE BROADCASTING COMPANY

Rust Craft stations plan expansion

John J. Laux, operating chief of the Rust Craft radio and television stations, with headquarters at WSTV Steubenville, Ohio, since 1940, is setting up a new office in California next month to look into the expansion of Rust Craft Broadcasting to the West Coast. Mr. Laux, executive vice president of the broadcast properties, will handle his executive duties from his California office, which will be in the Los Angeles area.

The announcement of the move and Rust Craft expansion plans was made by Jack N. Berkman, president of Rust Craft Broadcasting and vice chairman of Rust Craft Greeting Cards Inc., the parent company. Rust Craft Greeting Cards, with major plants in Dedham, Mass., and Joliet, Ill., has offices and warehouses in Los Angeles and San Francisco. Mr. Laux is also a vice president and director of the parent company.

There are no negotiations going on at the present time for the purchase of new

stations, Mr. Berkman said last Thursday, "but a couple have been thrown at us," he explained. With Mr. Laux on the West Coast, he added, "it will be easier for us to have the benefit of a first hand report when we are faced with a decision." Mr. Berkman also stressed that the executive offices of the Rust Craft stations will remain in Steubenville. "With plane travel so easy," he said, "there will be no problem at all for Mr. Laux to return to the home office whenever it's necessary."

Rust Craft stations are WSTV-AM-FM-TV Steubenville; WRCB-TV Chattanooga; WRDW-TV Augusta, Ga.; WBOY-AM-TV Clarksburg, W. Va.; WPIT-AM-FM Pittsburgh; WSOL Tampa, Fla.; WWOL-AM-FM Buffalo, and 40% interest in WVUE-TV New Orleans. The Clarksburg stations are being sold to the Fortnightly Corp. (*Reporter* magazine, CATV systems) for \$950,000.

The parent company also has greeting card plants in Cincinnati, Detroit, New York, Toronto, Leeds (England), Frankfurt am Main (West Germany), Monaco and Rome. Its executive sales offices are in New York.

NBC Radio affiliates told of network progress

A strengthened sales record and the injection of new talent in the weekend *Monitor* program service on NBC Radio were reported last week as highlights of an Aug. 10 weekend meeting of the NBC Radio Affiliates Committee and network executives at Carmel, Calif.

Reviewed were sales for the first six months of the year, during which, NBC Radio said, the network hit a high of 43.3% of all measured commercial time in network radio. News specials and "hot line" reports totaled over 126 hours during the period.

On the talent side, David Wayne has replaced Mel Allen as host of the Saturday morning segment of *Monitor*, Mr. Allen now conducting a sports show as part of the weekend service. Jonathan Winters has been added to the lineup (*Monitor* "Comedy Time") as has Basil Rathbone (*Monitor* "Theater Time").

Lyell Bremser, KFAB Omaha, is chairman of the committee which met at the

FINANCIAL REPORTS

BEST FIRST HALF AT CBS

Net income up \$4.7 million as all divisions with exception of international, show gains

A bright financial report issued by CBS last week called the first half of 1963 the best in the company's history. A stockholders' report from Board Chairman William S. Paley and President Frank Stanton showed net income for the six months up \$4,782,297 over the 1962 first half. Not included in reported income is a net gain of \$1,499,014 from disposition of real estate.

Leading the list of gains over the period was revenue from CBS-TV sales which were said to be substantially above last year's record-breaking first half. Income figures by division were not available in the report.

Sales for the CBS owned TV stations division also were reported well above last year's first half. Radio network sales for the year to date, combined with current orders, are said to exceed by more than one-third the network's revenues for all of 1962 (CLOSED CIRCUIT, July 8).

Columbia Records division had six month sales figures approximating last year's first half.

The only division with revenues reported below those of last year's first half was CBS International. The drop here was attributed to the loss of sales

in Argentina due to political instability. Six months ended June 29:

	1963	1962
Earned per share	\$ 2.11	\$ 1.59
Net sales	273,276,969.00	253,135,149.00
Cost of sales	177,369,664.00	170,425,427.00
Selling, general and administrative expenses	56,845,920.00	52,215,119.00
Operating income	39,061,385.00	30,494,603.00
Other income	3,770,381.00	2,921,345.00
Other deductions	2,096,749.00	1,475,228.00
Income before income taxes	40,735,017.00	31,940,720.00
Income taxes	21,365,000.00	17,353,000.00
Net income	19,370,017.00	14,587,720.00

Walt Disney Productions

Film and television revenues received by Walt Disney Productions for the first nine months of this year were up by \$1,516,194, it was announced last week. The increase was attributed primarily to the syndication of the *Mickey Mouse Club* programs.

Nine months ended June 29:

	1963	1962
Earned per share*	\$ 2.58	\$ 2.06
Gross income	53,709,831.00	49,716,429.00
Net profit	4,453,692.00	3,452,223.00

*Based on 1,725,049 shares as of June 29, compared to 1,674,804 at the same time last year.

MCA's first half

A financial statement issued by MCA Inc. board chairman Jules C. Stein last week showed consolidated net earnings by MCA in the first half of 1963 up \$558,000 over the first six months of 1962. The first-half report includes the company's interest in Decca Records earnings.

Six months ended June 30:

	1963	1962
Earned per share after preferred dividends	\$ 1.45	\$ 1.38*
Consolidated net earnings	7,189,000.00	6,631,000.00
Common shares outstanding	4,538,770	4,519,603

*Exclusive of nonrecurring item of \$0.46 per share.

Universal Pictures Corp.

A decline in net earnings of over \$1 million was noted by Universal Pictures Inc. for the 26-week period ending June 29, as compared to figures for a similar period last year.

The company's reported figures for 1962, due to a change in the fiscal accounting period, contain earnings for the first 25 weeks of the year, ending June 23. The report:

	1963	1962
Net earnings per share after dividends on preferred stock	\$ 2.94	\$ 3.99
Consolidated net operating earnings	2,566,520.00	3,567,570.00
Shares of common stock outstanding excluding shares in company treasury	861,351	881,270

Highlands Inn in Carmel. Top NBC Radio executives, including William K. McDaniel, president, were in attendance at the meeting.

McLendon's WYSL joining ABC Radio

WYSL Buffalo, the first McLendon Corp. station to affiliate with a radio network, will join ABC Radio Sept. 1, station and network officials announced last week.

Robert R. Pauley, ABC Radio president, hailed the step as having "great significance to the entire radio industry in that a station representing the No. 1 independent group in the country has become a network affiliate."

Gordon B. McLendon, president of the McLendon Corp., who was joined in the announcement by Chairman B. R. McLendon, said at a reception for advertisers and newsmen in Buffalo that there were three reasons for the move: Both the news reporting of ABC News and the entertainment values of *Flair Reports* for the "abnormally high" calibre of WYSL's adult audience; ABC



On hand for the announcement were (l to r) Mr. Pauley; Leonard H. Goldenson, president of American Broad-

casting-Paramount Theatres, and Mr. McLendon. Affiliation is effective Sept. 1.

Radio's sports coverage, supplementing the station's and "the adult programming policy" and aggressive nature of the network.

WYSL operates with 1 kw daytime

and 250 w nighttime on 1400 kc. Other McLendon stations are KLIF Dallas, KILT Houston, KTSA San Antonio, KABL Oakland-San Francisco, and WYNR Chicago.

TTC earnings fall in half-year report

Transcontinent Television Corp. reported its revenues and net income for the half-year last week.

Six months ended June 30:

	1963	1962
Earned per share	\$ 0.42	\$ 0.49
Broadcasting and other revenues, less agency commissions	7,996,391.00	7,879,380.00
Total expenses	6,456,642.00	5,900,440.00
Operating, selling and administrative	5,738,110.00	5,179,148.00
Depreciation	454,784.00	419,402.00
Interest	263,748.00	301,890.00
Income before federal income taxes	1,539,749.00	1,978,940.00
Provision for federal income tax	784,000.00	1,106,000.00
Net income	755,749.00	872,940.00

Oak Manufacturing Co.

Oak Manufacturing Co., maker of UHF tuners among other products, declared a regular quarterly dividend of 7½ cents a share, payable Sept. 16 to stockholders of record Sept. 3.

Six months ended June 30:

	1963 (loss)	1962
Earned per share*	\$ 0.74	\$ 0.95
Net sales	19,999,283.00	15,769,956.00
Income from operations	1,091,154.00	1,132,306.00
Other income, net	(14,663.00)	130,712.00
Income before income taxes	1,076,491.00	1,263,018.00
Provision for income taxes	571,000.00	642,450.00
Net income	505,491.00	620,568.00

* Based on 687,074 shares as of June 30 and 655,794 shares as of same date last year.

National General Corp.

National General Corp. plan to start big screen theater TV in color using a new General Electric projector next year is making steady progress, the company said last week in issuing its six month earnings statement. NGC owns 38% of National Telefilm Associates, five community antenna systems as well as a chain of theaters, mobile rental service and a fruit packing company.

39 weeks ended June 25:

	1963	1962
Earned per share*	\$ 0.65	\$ 0.47
Total income	35,005,832.00	33,438,567.00
Operating earnings	2,156,342.00	1,570,995.00**

* Based on 3,313,363 shares as of June 25.

** Excludes nonrecurring gain of \$637,876.

Gross Telecasting shows increase in net income

Dividends of \$190,000 have been paid by Gross Telecasting Inc., Lansing, Mich., in the first six months of 1963, the company reported in announcing half-year financial figures last week.

The company report for six months ended June 30:

	1963	1962
Operating revenue	\$1,315,607	\$1,145,517
Costs and expenses	688,600	626,266
Other income	79,529	71,062
Provision for federal income tax	361,899	301,463
Net income	344,637	288,850

Ampex registers record 1st quarter

Introduction of six new products, including a fully transistorized medium priced Videotape television recorder, VR-1100, helped Ampex Corp. to set new first-quarter records for sales, earnings and order backlogs in the three months ended July 31, first quarter of Ampex's fiscal 1964. New orders for the quarter amounted to \$26,307,000, second highest level of any quarter in Ampex history, resulting in a current backlog of \$40,810,000, up 8% from \$37,916,000 at the beginning of the quarter and up 22% from \$33,600,000 in the first quarter of last year.

Commenting on the first quarter results, William E. Roberts, Ampex president, noted that "our substantial investment in research and development continues to result in very satisfactory returns. This year we will expend more than \$9 million for company sponsored research and development, from which there will be a continuous flow of interesting and profitable new products."

Three months ended July 31:

	1963	1962
Earned per share* \$	0.12	0.11
Sales	23,413,000.00	21,513,000.00
Net income before taxes	1,795,000.00	1,483,000.00
Net earnings after taxes	993,000.00	878,000.00

*Based on 7,827,282 shares outstanding, July 31, 1963, and 7,798,757 shares outstanding, July 31, 1962.

HARRIS MAY INVESTIGATE COMSAT

Want's to know what's been going on in past year

A congressman who has done his share of scrutinizing broadcasting is preparing an investigation and possible public hearing on where the U.S. stands in the development of a commercial space communications system by a government-chartered private monopoly.

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, has asked the Communications Satellite Corp. and five government agencies having responsibility in this field to explain what they have been doing about developing an operational system since approval of the Communications Satellite Act last summer.

Noting that Aug. 28 marks the first anniversary of the satellite law, Representative Harris explained that his committee is required by statute to exercise legislative oversight on the act, Public Law 87-624.

It was learned last week that Representative Harris has written to these agencies and the corporation: the FCC, the National Aeronautics and Space Administration, the State Department, Department of Justice and the office of the telecommunications advisor to the President.

His interest, he explained, was in three areas:

1. Economic and technical aspects of developing a workable system.
2. Negotiations with foreign nations.
3. The issuance of stock by the corporation.

Leo D. Welch, Comsat chairman, wrote FCC Chairman E. William Henry two weeks ago that the company was

working toward making a stock offering as soon as such action becomes practicable (BROADCASTING, Aug. 12). Chairman Henry prodded Comsat with a letter late in July which implied that the company was moving slowly and that its incorporators were making decisions which ought to be handled by directors elected by stockholders.

Only two weeks ago a group of senators which has been fighting the corporation since passage of its establishing legislation failed to write new, stiffer reimbursement requirements into NASA's 1964 budget (BROADCASTING, Aug. 12). The group, led by the late Senator Estes Kefauver (D-Tenn.) (see page 92), argued that Comsat, being a monopoly, would be the sole beneficiary of almost \$44 million in research planned by the NASA. The agency's \$5.5 billion authorization bill was passed Aug. 9 with a modified version of the reimbursement provision: Comsat would have to pay for "exclusive" benefits from the NASA research and development program.

A House-Senate conference group was to work out minor differences between two versions of the 1964 NASA authorization now passed by both houses of Congress.

Information wanted on information given

A congressman and a House subcommittee opened new and separate attacks on access to information in government agencies last week.

The Foreign Operations and Govern-

ment Information Subcommittee mailed out detailed questionnaires to 117 federal agencies in an attempt to learn how much they spend on information activities and what they do about helping the public get "necessary" information.

The questions fall into four categories: public and congressional information, classification of security information and practices of special commissions and boards in providing information about decisions and rulings.

Last week's subcommittee action apparently grew in part from a request made in June 1962 by Representative George Meader (R-Mich.), a subcommittee member who asked Representative John E. Moss (D-Calif.), chairman, to conduct "an investigation of the publicity, publication and propaganda activities of agencies of the federal government." Noting that the government's information activities would seem to be "enormously costly" and that an estimate of its extent would be valuable, Representative Meader said the study should assess "the importance of these activities in shaping public opinion and influencing legislative and national policies."

He also pointed out that "it is possible by releasing a partial, distorted or slanted account to make an impact upon public and congressional opinion totally different from the impact which would result from accurate and complete information on the subject."

Representative Dante B. Fascell (D-Fla.), another subcommittee member, introduced a freedom of information bill (HR 8046) last week as a companion to a Senate bill (S 1666) introduced by Senator Edward V. Long (D-Mo.) (BROADCASTING, June 10).

The legislation would invalidate any law or agency ruling or procedure not published in the *Federal Register* or not indexed in a listing of opinions, orders rules or statements made available to the public. Agencies would have to publicize how their records may be inspected. Votes of individual members in all proceeding would also be made public.

Washington UHF granted

The FCC last week granted an application by Capital Broadcasting Co. for a new television station on channel 20 in Washington, dismissing a competing request for the channel by Automated Electronics Inc., which wanted to locate the station in Arlington, Va., adjacent to Washington. In return for withdrawing its application, Automated was paid \$2,500 by Capital for out-of-pocket expenses. Part owner of the new station is Milton Grant, Washington broadcast personality (see FOR THE RECORD, page 93).

The senator had bad memories of the night before

Tennessee broadcasters who went to Washington to ask the state congressional delegation to oppose proposed FCC rules limiting commercial time got little sympathy from Senator Albert Gore (D-Tenn.).

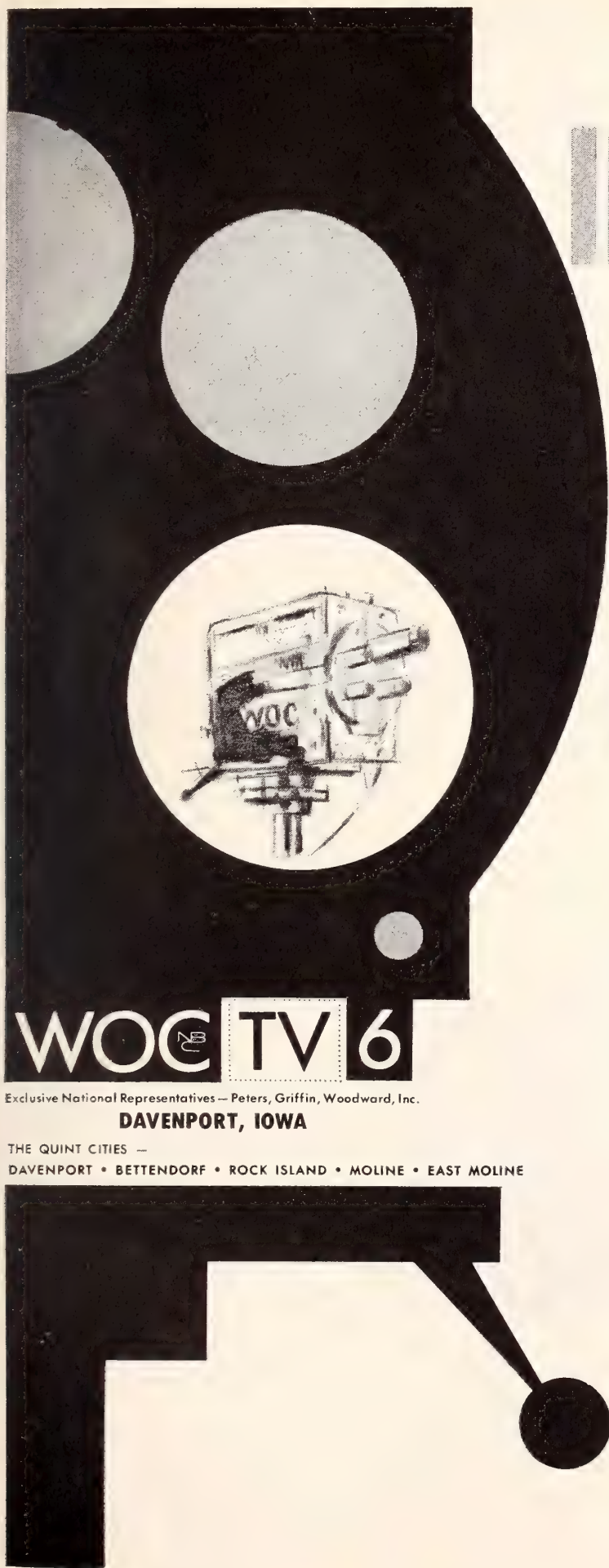
Senator Gore told the broadcasters he went along with FCC Chairman E. William Henry, who favors a limitation. The senator said that the night before he met with the group he had to sit through "six or seven minutes of commercials to get only two or three minutes of news" on a Washington television station.

The broadcasters were given a warmer welcome by Representative W. E. (Bill) Brock (R-Tenn.), who

said that he thought Chairman Henry's proposal would infringe on private property. Senator Gore, countered with a statement that "the space over which television signals are sent is not private property."

F. C. Sowell, chairman of the government affairs committee of the Tennessee Association of Broadcasters, said last week that the organization was "going all out" to block Chairman Henry's proposal.

In comments on the proposed rulemaking filed with the FCC, the association asked whether the commission intended to sacrifice constitutional freedom for the improvement of public entertainment (see page 78).



IMPETUS

IMPACT

IMAGE

IMAGE IS A LOOKING GLASS WORD

Webster says " . . . a mental representation . . . a symbol."

It's our representation of ourselves to loyal and responsive viewers as an informative and entertaining neighbor. It is WOC-TV's constant aim to be a respected member of a fine community by always providing responsible programming.

WOC-TV coverage area is the largest between Chicago and Omaha . . . St. Louis and Minneapolis. Effective Buying Income exceeds 2 billion dollars. There are almost 350,000 TV homes. Need more convincing? See your PGW Colonel today.

M'LENDON DEFENDS WYNR PROGRAMING

Tells FCC that changes were decided after the sale

The McLendon Corp. didn't decide to change the programing of WYNR Chicago until after it acquired the station (then WGES), and thus it didn't misrepresent its proposed programing. The evidence revealed at the hearing on the matter proves this point, the company said in its "suggested conclusions" submitted to the FCC last week.

The fact that the programing of WYNR did change abruptly after the McLendon group acquired the facility caused Representative Roman C. Pucinski (D-Ill.) to seek an order from the commission requesting WYNR to show cause why its license should not be revoked. The commission acted last January by ordering an investigation to determine if McLendon had been honest in its program proposals for WYNR (BROADCASTING, Jan. 28).

Representative Pucinski, whose mother had long conducted a program in Polish on WGES, was incensed over WYNR's increase of its 80-85% Negro oriented programing to 100%. The commission, at the time it ordered the investigation, noted that McLendon had proposed to keep some 32 hours weekly of German, Italian and Polish language programs.

Only Vaguely ■ McLendon told the commission that during the negotiations for WGES the future program plans for the station were mentioned only vaguely whenever the question arose. Gordon McLendon, who handles programing

decisions for the group's stations, was not present at the purchase negotiations, the company said. At that time he was busy surveying the Chicago area for ideas, but had made no specific decisions on programing.

Although the company had made no plans for changes, during the sale negotiations rumors started in Chicago that the programing and personnel would change under the McLendon group. The former owners, Mrs. Elizabeth Hinzman and her brother, Dr. John Dyer, became worried that the rumors would injure the business of WGES and asked Gordon McLendon to issue a press release to the effect that there were no changes planned, which he did on Aug. 22, 1961, the company said.

When the rumors persisted, the firm said, Mr. McLendon took more steps to discount them and at no time were any alterations discussed.

What Was Missing ■ McLendon Corp. said the report written by FCC investigators about their interview with Mrs. Hinzman failed to include her statement that there had been no discussion of changing the WGES format.

Mrs. Hinzman testified at the hearing held in Chicago that she had been reluctant to sign the statement presented to her by the investigators because of factual errors (BROADCASTING, April 15). However, she said, she was assured that the document was not of a great deal

of importance.

McLendon quoted from the FCC investigators' notes which quoted Mrs. Hinzman as saying "I don't think foreign-language programing was ever alluded to in our conversations with McLendon. We were all thinking of Negro programing as our primary product." These statements, McLendon added, are inconsistent with the commission's report which indicated that she had said the McLendons were thinking of discontinuing the foreign language broadcasts.

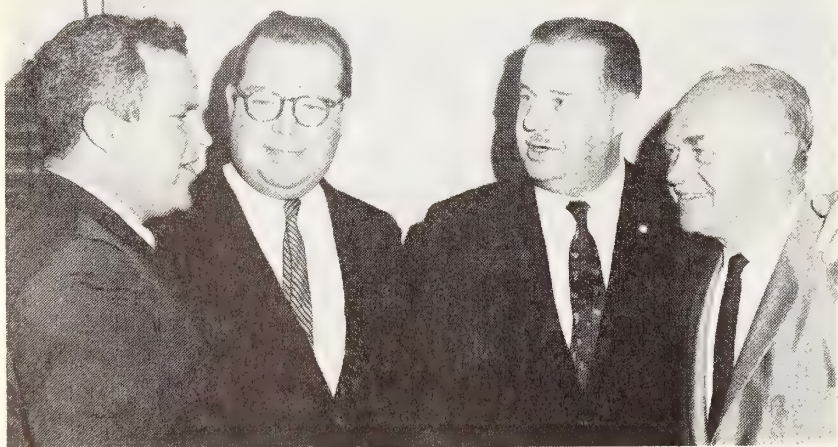
McLendon pointed out that the portion of the interview which was quoted above was the only substantial part of the interview that was not included in the investigators' report. To credit the statement, the commission would find it "necessary, in view of later evidence, to indict both Dr. Dyer and Mrs. Hinzman as members of a pervading conspiracy to deceive not only the commission, but also every single person who ever did business with . . . WGES," the company said. However, McLendon said, this is hardly likely in view of the letters of concern they sent to Gordon McLendon in an effort to put an end to rumors of a format change.

McLendon noted that in any case it was likely that WGES was soon to become all-Negro oriented. It said that when Mrs. Hinzman and Dr. Dyer bought the station in 1946 it was almost all foreign-language programed, but that in August 1963 it had become as much as 85% Negro programed. The change to a Negro format was a definite effort on the part of the licensee, McLendon said.

A Rigid Policy ■ McLendon noted that many factors lead to its decision to do away with the foreign-language broadcasts. Primary among them was the brokerage plan under which time for them had been sold. Brokers were sold time on a flat rate basis which they in turn sold for whatever price they could. McLendon policy has never allowed such a practice, the company said, and it dictated the discontinuance of such contracts.

McLendon said that at no time during negotiations for WGES did it become aware that the practice of brokerage was used, that references had always been to bulk time sales or similar terms.

McLendon told the commission that when it surveyed the area for programing ideas the company found that it could better serve Chicago if WYNR were all-Negro programed, but this was after the grant from the commission had been obtained. The time just prior to the grant was taken up by engineering problems arising from the renewal application for WGES, McLendon said. The surveys which were made indicated that Chicago Negroes considered most of the programing aimed at them



Keystone day in Washington

Listening to talk about the Commonwealth of Pennsylvania last week were some Keystone State figures: (l-r) Representative Joseph M. McDade (R-Pa.); John Stilli Jr., general manager, WFBG-AM-FM Altoona; Senator Hugh D. Scott (R-Pa.) and Roger W. Clipp, vice president and

general manager of the radio-TV division, Triangle Publications Inc. The occasion was a Triangle Stations' reception in Washington honoring Anne Blair, its Washington news correspondent, who is the new president of the American Newspaper Women's Club.

to be "Uncle Tom." Mr. McLendon also concluded that there was a lack of good news for the Negro community of Chicago. He found the existing programs over WGES to be distasteful, the music of a poor quality and the announcing "illiterate."

Mr. McLendon had also become convinced that Chicago needed a first radio station to program fulltime to Negro audience.

McLendon called the commission's attention to the findings that Commissioner Robert E. Lee made at the Chicago television programing hearing held in Chicago in March and April 1962. Commissioner Lee concluded that the Negro audience was not adequately served. The company said that there is plenty of foreign language broadcasting in Chicago.

McLendon also told the commission that at all times the company was candid with commission investigators and to agency inquiries. Mr. McLendon really didn't have prior knowledge of the brokerage contracts, and the FCC should determine if its investigators took proper note of the fact, the company said. The revised format for WYNR was an attempt to better serve the community, it added.

Other Problems ■ WYNR's licensee was also faced with defending its promotional tactics. The commission said that there had been complaints that treasure hunts and other promotional contests had caused damage to public property and that a "Mystery Phone" contest annoyed private citizens.

McLendon denied that any real damage had been done and that, as it had in the past when it held a treasure hunt, WYNR took repeated caution that no ill would come of it. For instance, the company said, it actually hid four separate treasures in distant caches so that large crowds would not gather in one place and that the Chicago park officials were satisfied with the station's repeated broadcasts urging participants to respect regulations and property.

McLendon said that the "Mystery Phone" contest in actuality caused little trouble and that where this did occur, WYNR broadcast appeals to cease this harassment. WYNR broadcast telephone numbers that were repeatedly harassed by callers.

McLendon defended its "School Spirit" signature contest by citing the praise WYNR received for the way it handled the contest and the dances that were given to the winning schools. Both school and juvenile authorities were quoted as saying that there was nothing harmful about the promotion.

McLendon concluded that the commission's investigation has shown the company to be a "responsible and respected licensee" and that there is no basis for continuing the proceeding.

New Pentagon policy on TV and motion pictures

The Department of Defense is coming up with an updated policy on the cooperation it will provide for motion picture films and there will be a section on TV in it.

The policy directive, first issued in 1954, was the subject of a special meeting last week at the Pentagon between Arthur Sylvester, defense under secretary for public affairs, and delegates of the major motion picture producers. No television representatives were present, although most of the producing companies have TV subsidiaries or do TV work.

Earlier in the year, it was explained by Donald Baruch, chief of the department's motion picture division, a meeting took place in Hollywood with motion picture film producers and representatives of the Alliance of TV Producers.

The revision, expected to be issued soon, requires greater justification for the use of troops and other assistance by the military in motion picture productions, and also insists on more details on how they are to be used.

Meeting with Mr. Sylvester and his staff were the following: Charles Boren, Association of Motion Picture Producers; Milton Lipsner, Allied Artists; J. Raymond Bell and Gordon Stulberg, Columbia Pictures; Orville Crouch and Howard W. Horton, MGM; Robert Denton, Paramount; Frank H. Ferguson and Ellen McDonnell, 20th Century-Fox; Edwin Bigley, United Artists; Marshall Green and John Horton, Universal Pictures; Bill L. Hendricks, Warner Bros., and Ken Clark, Motion Picture Association of America.

Bar warned of agencies' power grab

HENRY, LOEVINGER, LEE SPEAK AT ABA CONVENTION

Although the American Bar Association was instrumental in obtaining passage of the Administrative Procedure Act of 1946 to help contain the federal administrative agencies, alarm was voiced at ABA's convention in Chicago last week that agency growth and power are getting still further out of bounds. No agency was singled out however.

The warning was given by Sylvester C. Smith Jr., retiring president of the ABA, before the opening assembly of the annual meeting which was attended by some 15,000 of the nation's lawyers and judges. Several members of the FCC, Federal Trade Commission and other government agencies were among the more than 300 officials and others who addressed the convention on a host of subjects, but none had occasion to answer the issue.

"There is every indication that the federal administrative agencies are again reaching out for power, extending their jurisdiction beyond the intended delegation granted by the Congress," Mr. Smith said. "I have grave doubt that the top executive leaders or the leaders in the Congress are fully aware of these grasps for power."

E. William Henry, FCC chairman, explored satellite communication progress and problems in a talk before the ABA standing committee on communications. He pointed to the growing international communications needs which require full development of a communication satellite system in addition to existing and proposed earth facilities.

Mr. Henry urged a prompt, broad-

gauged study of the organizational framework of the U. S. international communication services and suggested that the international record (telegraph, facsimile) carriers be equipped to provide broadband services capable of mixed voice and record traffic use.

Commissioner Lee Loevinger discussed computer problems in the legal field before ABA's special committee on electronic data retrieval. Commissioner Robert E. Lee outlined UHF-VHF television allocation progress before a bar public relations institute (BROADCASTING, Aug. 12).

Silver To Gold ■ CBS was presented the ABA "Gold Gavel" award for having won the bar group's "Silver Gavel" award three times, the third being this year for the CBS News division's two-part TV documentary "Storm Over the Supreme Court." The documentary was part of the CBS Reports series.

A Silver Gavel also was presented to NBC for the drama "The Judge" which was a part of the NBC-TV *Sam Benedict* series. Two radio stations also won Silver Gavels from ABA: WMAQ Chicago and KYW Cleveland. Certificates of merit went to WJBK-TV Detroit and WLW Cincinnati.

Actor E. G. Marshall, who portrays Lawrence Preston in the CBS-TV series *The Defenders*, told ABA's section on family law that TV has reunited the American family and comprises "one of the few areas of common experience shared on a day-to-day basis." He noted that TV also has served to upgrade the nation's folk heroes and has given new

status to scientists, policemen, teachers, etc., through portrayal in entertainment programs.

Mass Criticism ■ TV and other mass media as well as advertising in general came in for some critical comment during talks on teen-age marriages before an ABA affiliate group, the National Association of Women Lawyers. Several times speakers cited overemphasis of sex and other materialistic values in the mass media as contributing factors to the growing teen-age problems.

The legal field of defamation by broadcast is explored in an article in the August issue of the American Bar Association *Journal* distributed at the meeting. The author, New York lawyer Herbert J. Korbel, calls for a federal statute on defamation by radio or TV with a rule of "absolute liability" for the broadcaster. A uniform federal law, he contends, would replace the patchwork of state laws.

Absolute liability, Mr. Korbel wrote, is "social insurance" and imposes the loss on the person "who is in the best position to distribute it." The broadcaster would bear the loss only initially, though, he noted, since the broadcaster would have insurance, and the premium cost would be passed along to sponsors and by them in turn to the general public.

Tennessee broadcasters oppose FCC time limit

The Tennessee Association of Broadcasters last week attacked the FCC for proposing what it called the sacrifice of constitutional freedoms to improve the quality of entertainment on radio and television stations.

TAB ire was directed at the commission's proposed rulemaking to adopt the National Association of Broadcasters' radio and television code commercial time standards as its own rules (BROADCASTING, May 20).

TAB said that the commission lacks the legal power to adopt the NAB code. Congress granted it the right to control the traffic of common carriers, but not broadcasters, it said. There is no fear of monopolizing a service because broadcasters are not paid by the public they serve, it said.

The association said the rulemaking proposes a new kind of censorship—"Not what you can say, but how much you can say." The proposed limitations on the freedom of speech of broadcasters is not designed to protect the welfare of the public, TAB said.

TAB said that it would seem the rules have been proposed to increase the public's enjoyment. "Are inroads on constitutional freedom to be predicted upon a vague standard equated to an individual's assumed enjoyment?" it asked. TAB further asked if the democratic

Deductible tax booklet

The Internal Revenue Service announced last week that a booklet on deductible travel, entertainment and gift expenses now is available from the Government Printing Office, Washington 25. The booklet, "Questions and Answers for the Businessman," explains in nonlegal terms the new IRS regulations which became effective in July. Single copy price is 5 cents with a 25% discount on quantities of 100 or more.

way had deteriorated to the point where an individual's enjoyment is more important than basic rights.

The Public As Regulator ■ TAB said the broadcast station that is enjoyed by the public will be the station to succeed and that the station will fail to succeed to the degree the public disapproves of it. The public pressure is a strong regulator, the association said.

The association said that if the code is adopted as a rule the next "logical" step would be for the commission to regulate the amount of news coverage as well as commercial time.

The proposed rules would destroy the laissez faire under which the economy and the broadcast industry have developed, TAB said. Any attempts to improve the quality of programming should not be made by curtailing business freedom, it added.

The rules, if adopted, would force the commercial rates to increase and could injure the small businessman. The commission would then have to set maximum rates so that every one could afford to advertise, the association said. The final result of this cycle would be the injury of some broadcasters because of competition, ultimately forcing them out of business.

TAB told the commission that the variables of markets and station operations would make it "difficult if not impossible" to formulate a single standard. If the commission allowed for exceptions to fit every region the result would be a great complexity of administrative problems. The only alternative would be to handle each station on a case-by-case basis.

In conclusion the association said that presently there are three sources regulating broadcast commercials: the NAB code, which to an extent even regulates nonsubscribers; the FCC studies of the amount of commercial time logged at license renewal time, and the public disapproval of over-commercialized stations. If this is not enough, a rule adopting the NAB code won't help, TAB said.

House passes D.C. obscenity bill

The House passed and sent to the Senate Monday (Aug. 12) a controversial omnibus crime bill for the District of Columbia that includes a section on indecency which could affect all communications media.

The bill, HR 7525, will be given a public hearing before the Senate District Committee, but probably not until some time after Labor Day, it was learned last week.

House opponents said the bill incorporates prior censorship, is unconstitutional and "combines in one bill many of the worst conceptions of law enforcement and morals . . . sponsored in many years."

The indecency section, a reworked version of an indecency bill which was vetoed by President Kennedy last year (BROADCASTING, Oct. 22, 1962), would permit temporary restraining orders against broadcast, exhibition or publication of indecent or lewd material and would authorize police to seize equipment without a hearing.

Proponents said the bill is aimed at "a thriving traffic in indecent and obscene literature and materials within the District of Columbia." It is an effort to modernize the District's obscenity laws by covering electronic media, said Representative John Dowdy, prime mover and author of the section.

The Senate committee has requested interested government agencies to prepare comments on the bill, however the Justice Department, Bureau of Budget and the D.C. Corporation Counsel already are on record in opposition to many sections of the legislation.

Representative Dowdy has said the bill is intended as a model for other communities (BROADCASTING, Aug. 12).

Uniform time bill sent back to committee

A bill to establish uniform time standards was sent back to the Senate Commerce Committee for reconsideration Wednesday (Aug. 14).

The legislation, a compromise version of several time bills, was reported favorably in June (BROADCASTING, June 17), but the Senate leadership apparently found it unsatisfactory and sent it back. Usually this means it failed to please the Democratic Policy Committee, headed by Senator Mike Mansfield (D-Mont.).

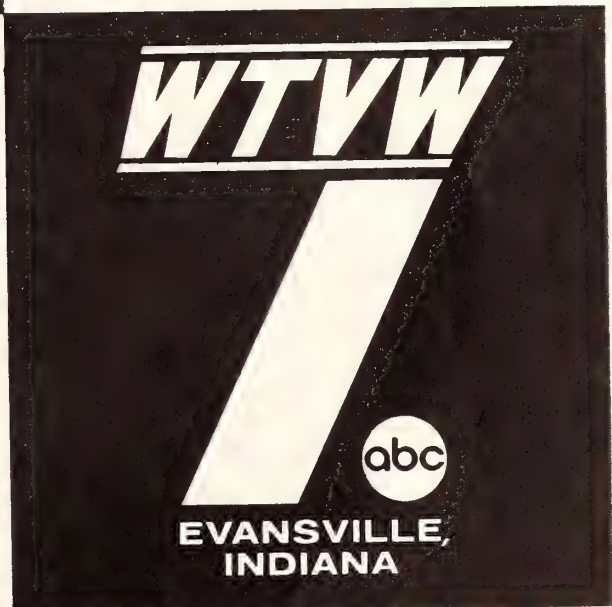
The bill, S 1033, would establish new time zones and provide uniformity in daylight saving time. Federally regulated business, such as broadcasting, would be required to abide by federal time.

A proposal rejected by the Commerce Committee in June would have required all business, even intrastate, to go by the national time standards.



Evansville, Indiana
is the hub of a tri-state
market of more than
\$1.76 billion in income.
It is also the home of...

WTVW, a Polaris station,
(James L. Ritter, Station Manager;
Robert D. Ossenberg,
National Sales Manager).
WTVW now appoints...



**BLAIR TELEVISION,
BTA Division,** as its
exclusive national representative
and adds its selling power
to the list of dynamic stations
represented by Blair Television.

Television's worldwide role as a political tool

TV has played an increasingly important role in American politics, but the medium's power is by no means restricted to the United States. *Newsweek* magazine's Aug. 19 issue contains an around-the-world wrapup of the political role of television, which, the article claims, "has blossomed into a super weapon in the world's political arsenal."

In Iraq last February, for instance, a children's show telecasting a Mickey Mouse film was interrupted by a picture of "the mangled face of Abdul Karim Kassem, until that morning the revolutionary leader of Iraq." Rumors that the ex-political leader was still alive were effectively scotched.

The Middle East is an extreme example, the article said, but virtually every country with television facilities recognizes the medium's

power. President Charles de Gaulle of France has selected TV as his "chosen means of communication with the nation," the magazine said. During two separate crises, "de Gaulle's words were virtually the only things standing between order and civil war." Order, with the decided help of TV, prevailed.

The West German government, the report said, bears its recent history in mind and tries to play down personalities in its political broadcasts. Many of its shows are picked up in East Germany, where politics are painted an unrelieved Red.

Newsweek said that in Russia "TV, politically, is a cut-and-dried affair. Khrushchev speaks between three and five times a year, but other party bigwigs are seldom on TV."

In Red China, a set-scarce nation, "the party values TV highly. The leaders themselves seldom appear,"

but programs stress the success of Communism.

In last spring's Italian elections, the "Christian Democrats seemed, on TV, the most stiff of all parties. [Their] plurality dropped, and many people credit TV with helping them lose the votes. The recent surge of Italy's Communist Party has also been traced to TV," which carries its message to sections of the populace previously remote from their propaganda.

"The medium has, in fact, altered the art of politicking. . . . It hurts the orator and helps the personality," *Newsweek* said, and England is a prime example. "The Labor Party has embraced television" rather than print to speak to the people, and many British politicians fear the prospect of televised House of Commons debates, as they fear personalities will be emphasized.

Raises recommended for government leaders

FCC COMMISSIONERS WOULD GET \$35,000 ANNUALLY

FCC commissioners would have their salaries raised to \$35,000 yearly, with the chairman to receive \$40,000, under proposals submitted to President Kennedy by a special advisory panel on federal salary systems. The group is headed by Clarence B. Randall, former board chairman of Inland Steel Co.

The committee's report was made public last week at the same time that Civil Service Commission Chairman John W. Macy advocated pay raises for federal government employees before the House Post Office and Civil Service Committee.

FCC commissioners now receive \$20,000 yearly, with the chairman receiving \$500 extra.

The Randall report urges a revision of executive pay scales to bring them more in line with emoluments paid by private industry and state and local governments. Included are suggestions that cabinet officers be raised to \$50,000 yearly (from \$25,000); justices of the U. S. Supreme Court, \$60,000 (from \$35,000); speaker and Vice President, \$60,000 with allowances of \$15,000 (from \$35,000 and \$10,000), and members of Congress, \$35,000 with \$5,000 tax deductible (from \$22,500).

The group also recommended among other things that presidential appointees be reimbursed for the expense of moving to Washington and returning to their homes, that they receive "severance" pay equal to one month's salary

for every year of service with a three-month ceiling; that they receive \$50 a day for official travel.

In addition to Mr. Randall, members of the committee were: General Omar Bradley, retired; John J. Corson, Princeton University; Marion B. Folsom, Eastman Kodak Co.; Theodore V. Houser, Sears, Roebuck Co. (retired); Robert A. Lovett, Brown Bros.-Harriman; George Meany, AFL-CIO; Don K. Price, Harvard University; Robert Ramspeck, former member of Congress from Georgia; Stanley F. Reed, retired associate justice of the Supreme Court, and Sydney Stein Jr., Stein, Roe & Farnham.

FCC complies with Ross request for dismissal

William L. Ross, disillusioned applicant for a new AM station in Riverton, Wyo., was granted his request for dismissal of his application by the FCC last week—but with prejudice.

Mr. Ross requested the dismissal charging that the commission had never planned to grant his application which had been on file for three years (BROADCASTING, July 22). Mr. Ross warned other businessmen to beware lest they find themselves operating for the government rather than themselves.

The FCC's Broadcast Bureau last week disagreed with Mr. Ross's opinion. The bureau said he had been afforded every opportunity to show his financial

qualifications, but he had failed to do so. The charge that the commission never intended to make a grant is supported by no evidence, the bureau said. It recommended dismissal with prejudice for failure to prosecute.

The bureau put the blame for the slowness with which Mr. Ross's application progressed not with the commission, but with the applicant.

Questionnaires sent for emergency radio

All standard broadcast stations will be receiving a questionnaire this week from the FCC's Office of Emergency Communications which asks for information on facilities. The answers may have a bearing on how quickly a station may receive a national defense emergency authorization, making it a part of the Emergency Broadcast System (EBS).

The answers will be correlated with requirements being drawn up by the Office of Civil Defense, and early next year it is expected that county, state and regional civil defense units will be "married" to similar broadcast stations for local and national information in the event of a war or emergency period.

The new EBS, successor to Conelrad, went into effect Aug. 5. It is planned to permit all radio stations to remain on the air in the event of an emergency.

Broadcasters who are volunteering for EBS are being asked to delay their applications until the end of the year when the civil defense requirements will be known.

FLINTSAGINAWBAYCITY



You're checked out on \$892 million in retail sales when you add it up like this

Or when WJRT adds it up for you.

For, you see, when we turn our transmitter on, Flint, Saginaw and Bay City come together as the 37th metropolitan television market.

A market, indeed, that spends \$4,527 a year per household on retail sales—or about \$275 more per year than the national average. And a market whose

metropolitan area *alone* has the wherewithal for an annual \$892 million worth of cars, refrigerators, cleansers, drugs and what-have-you.

Sound good? A Harrington, Richter and Parsons man will not only happily tell you more about FLINTSAGINAWBAYCITY—he'll tell you the best way of selling it, too: WJRT/Channel 12/ABC Primary/Division: The Goodwill Stations, Inc.

WJRT

GOING ON 27!



Swimsuit styling by Catalina

More top-name shows are going on Ch. 27—to make WKOW-TV's new local film lineup the biggest and brightest in Madison market history!

Every-week favorites like HENNESSEY, starring Jackie Cooper . . . BIOGRAPHY with Mike Wallace . . . TRAILS WEST, brand new to the Madison market.

And right across the board, Monday thru Friday, GROUCHO MARX . . . ART LINKLETTER'S PEOPLE ARE FUNNY . . . ADVENTURES IN PARADISE . . . THE REBEL . . . THE RIFLEMAN, with Chuck Connors.

And an exciting new format for WKOW-TV's legions of late evening viewers. THE NEW BREED . . . 87TH PRECINCT . . . and the star-studded DICK POWELL THEATRE.

For participations in these strong local shows — and adjacencies to ABC-TV's exciting new network lineup—now's the time to switch your pitch to WKOW-TV. Why don't you get going on 27.



Wisconsin's Most Powerful Full Time Station

TONY MOE, Vice-Pres. & Gen. Mgr.
Ben Hovel, Gen. Sales Mgr.
Larry Bentson, Pres.
Joe Floyd, Vice-Pres.

represented nationally by H-R

MIDCO

Midcontinent Broadcasting Group

WKOW-AM and TV Madison • KELO-LAND
TV and RADIO Sioux Falls, S. D. • WLOL-
AM, FM Mpls.-St. Paul • KSO Des Moines

FCC bill on transfers introduced in Senate

Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, introduced legislation last week requested by the FCC to amend the Communications Act and give it greater flexibility when passing on transfer or assignment of a license. The bill, S 2052, would permit the commission to consider whether someone other than a proposed transferee could better serve the public interest.

The measure is the same as HR 7477,

introduced in the House last month by Representative Oren Harris (D-Ark.).

Senator Magnuson said FCC Chairman E. William Henry had written that the effect of the present provision of Section 310(b) "has been to permit a licensee to choose his successor." Persons with "minimal qualifications" have in some cases lost comparative hearings, but because of the present law become the only ones whose qualifications the FCC can consider.

The FCC has authority to choose the best qualified applicant "in all other instances involving licensing functions," Chairman Henry said.

EQUIPMENT & ENGINEERING

NEW PARTNERS IN SPACE

Passive reflector, Echo II, will join U.S.,
Russia in communications transmission

The first joint venture in space with Russia is going to be with Echo II, it was announced last week by U.S. space officials.

The second passive reflector balloon for bouncing radio signals halfway around the earth is scheduled to be launched late this year.

Echo II will be 135 feet in diameter, weighing 580 pounds. The balloon will be made of Mylar plastic and aluminum—and it will be rigidized to hold its shape under the buffeting of space meteorites. It will be placed in polar orbit, about 1,000 miles above the earth and will be used for teletype, facsimile, voice and data transmission.

The Soviet-American project proposes to use Echo II for communications and is part of the agreement signed last May between Hugh Dryden, deputy administrator of the National Aeronautics & Space Administration, and Soviet Academician A. A. Blagonravov.

Since Echo II is not expected to be in line of sight between the U.S. and Russia, the U.S. transmission will be sent to England's Jodrell Bank Observatory by cable or shortwave radio. Jodrell Bank will beam these signals to Echo II using 162 mc. The transmission will be reflected off Echo II to the Zimenky Observatory at Gorky State University at Gorky.

Contract Let ■ Last week NASA placed a \$362,000 order for the construction of three Echo II's with the G. T. Schjeldahl Co. of Northfield, Minn. The first will be used for an inflation test; the second for the launch, and the third as backup for the launch.

Meanwhile, Echo I celebrated its third birthday on Aug. 12. Launched in 1960, the 100-foot, 132-pound balloon has traveled 417,431,506 miles in 13,555 orbits and although its skin is somewhat wrinkled from its bombardment by

meteorites it is still usable for communications—primarily teletype, but also to a degree for facsimile and voice.

One of the results of the Echo I travels has been the knowledge of the effect of solar winds. These have changed Echo I's orbit from its original 1,000 mile high altitude to a more elliptical orbit ranging from 600 miles to 1,600 miles. This phenomenon occurs every six months, but the orbit returns to its circular pattern by the end of the second six months.

Why NASA's preoccupation with passive reflectors when the active satellites have proven so successful? Space spokesman quote Leonard Jaffe, director of communications systems for NASA:

"The passive reflector is a simple solution to the multiple access problem. Any number of ground stations can use the reflector simultaneously.

"The reliability of the passive reflector is inherently good. There are no electronic circuits to fail in space."

Other space communications activities last week:

■ Syncom II was goosed into position at 55 degrees west longitude last week and is in perfect position as the first hanging satellite. Syncom II is rotating at 22,300 miles in sync with the earth's revolutions and therefore appears to be stationary to a spot on earth.

Gas jets on the 86-pound spacecraft were fired Aug. 15 to stabilize it over Brazil and enable 24-hour communications over the Atlantic Ocean. It already has been used for teletype, and facsimile between Lakehurst, N.J., and the USS Kingsport, a Navy communications ship anchored in the port of Lagos, Nigeria.

Because of the irregularity of the earth's orbit, the satellite will perform a figure eight pattern between 33 de-

degrees north and 33 degrees south latitude.

Syncom II was built for NASA by Hughes Aircraft Co. and launched July 26.

■ After being silent since July 16, two months after its launch, Telstar II spoke up last week.

AT&T scientists at Andover, Me., who have been interrogating their satellite every pass for a month, reported that on Aug. 12 Telstar answered. The response, for which no explanation is known, was confirmed with a picture and sound program sent from Andover and returned by the satellite. This was on Telstar II's 622th orbit.

Further rise reported in FM stereo receivers

The production of radio-TV and radio-phonograph combinations capable of receiving FM stereo broadcasts has moved up again, the Electronic Industries Association announced last week.

For the second quarter of this year, 57% of all such combinations had this facility; in the first quarter 50% produced were capable of receiving FM stereo. For the first six months of this year, the FM stereo proportion is 46%.

Radio-TV and radio-phonograph combinations totaled 354,824 for the April-June period of this year. Having FM stereo capability were 203,324. This breaks down to: radio-TV combinations, 57,829 total, 27,017 with FM stereo; radio-phonograph combinations, 296,995 total, 176,307 with FM stereo.

Technical topics...

Penney's Color ■ J. C. Penney Co., New York, which has been marketing its own line of black-and-white TV sets under private label of Penncrest, will add color sets with 21-inch round tube starting this month in some stores. Wells-Gardner Electronics Co. will make Penney's color set.

Analyzer ■ General Radio Co., West Concord, Mass., has announced the production of a new portable, transistorized sound and vibration analyzer which features one-tenth octave, one-third octave and all-pass bandwidths. Price is \$1,150, f.o.b.

Orr, Cousino merge

The merger of Cousino Electronics, Toledo, Ohio, with J. Herbert Orr Enterprises, Opelika, Ala., has been announced. Bernard Cousino, head of the Cousino company, is a pioneer in the development of continuous-play tape cartridges. The Orr company is the successor to ORRadio Industries, magnetic tape manufacturer (Irish Brand), which was sold to Ampex in

All-channel sets hit high production mark

June 1963 may be the month when all-channel television set production took hold. For the first time TV receivers with UHF broke the 100,000 mark—there were 107,500 made—compared to almost half that number (57,208) in May. The previous high month for all-channel set production this year was March when 76,481 were made.

Radio production at half year was behind the units manufactured in the

six months of 1962.

Cumulatively, in the first six months of this year over 200,000 more TV sets were sold than during the first half of 1962. In radio sales slumped; EIA figures showed sales were almost 900,000 this year than for the same period in 1962.

The six-months sales and production figures, as reported by the Electronic Industries Association last week:

Period	TV	SALES (with UHF)	Radio	(FM)
Jan.-June 1963	2,956,808	3,935,670*
Jan.-June 1962	2,724,038	4,800,574
		PRODUCTION		
Jan.-June 1963	3,459,921	433,339	8,585,238**	640,907
Jan.-June 1962	3,295,501	275,446	9,264,445	459,508

* Excludes auto radios.

** Includes 3,752,626 auto radios compared with 3,271,477 in same period in 1962.

1958, and is the parent company of Orrtronics, maker of tape cartridge recorders and programs. Last June Orr Enterprises successfully offered 200,000 shares of common stock to the public at \$5.25 per share.

Wescon opens tomorrow

The 1963 Western Electronic Show and Convention gets under way tomorrow (Aug. 20) in San Francisco's Cow Palace, where more than 800 exhibits of the latest technical product developments will compete with a 20-session technical program for attention from the 35,000 engineers and scientists ex-

pected to attend the four-day meeting.

The session of most interest to broadcast engineers will be the one on active communications satellites, in which engineers from Bell Telephone Laboratories, RCA, Hughes Aircraft, Aerospace Corp. and Spindletop Research, will discuss Telstar, Relay, Syncom, Comsat and commercial communications satellites in general.

There is no session on any phase of broadcasting, but one of the technical tours to be held in conjunction with Wescon is a visit to the transmitter of KPEN(FM) San Francisco, which was completely customized specifically for FM multiplex broadcasting.

TELEPROMPTER TO SELL 3 DIVISIONS

Defiance Industries buying them in \$1.5 million deal

Teleprompter Corp. last week announced plans to sell in early September three of its operating divisions to Defiance Industries for what is called a potential return in excess of \$1.5 million.

The transaction involves the Weathers, Conley Electronics, and Audio-Visual divisions of the company, which manufacture Conley endless loop magnetic tape cartridges, Weathers high fidelity components and the basic Teleprompter branded products sold both as individual equipment and as part of large-screen display systems.

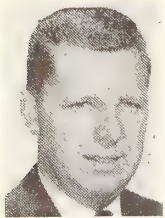
Teleprompter chairman and president Irving B. Kahn noted that the divisions to be sold accounted for approximately 40% of Teleprompter's gross revenues, but represented less than 10% of the company's assets. Unaudited net earnings for the retained divisions, he said, were in excess of \$380,000 in 1962, and

for the first six months of this year were \$340,000, including a non-recurring gain of \$140,000 from the sale of property.

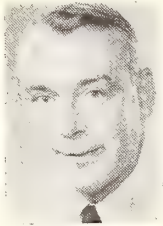
Following the September transaction, Mr. Kahn stated, Teleprompter will concentrate upon the expansion of its community antenna television holdings, and its related closed-circuit television and meeting production services. It will also retain its contract to supply audio-visual support and operate educational television facilities for the Army Ordnance guided missile school.

The only major personnel change involved in the transaction will be the resignation of H. J. Schlafly Jr. as vice president, engineering, of Teleprompter, to become executive head of the divisions under the new owners. Mr. Schlafly will continue as a Teleprompter director and will retain stock holdings in the company.

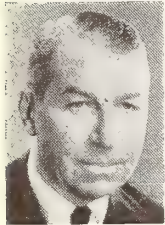
BROADCAST ADVERTISING



Mr. Keating



Mr. Aiston



Mr. Johnson

Thomas P. Keating, James W. Johnson and William C. Aiston, account group heads at BBDO, New York, elected VP's. Mr. Keating joined Buffalo office of BBDO in 1952 from The Biow Co. Mr. Johnson, a group head on DuPont account, joined agency in 1957. He had been account supervisor at Young & Rubicam and VP of former Rickard & Co. Mr. Aiston joins BBDO's Chicago office to work on Alberto-Culver account. He had been VP of Compton Adv. and account executive with Tatham-Laird.

Joseph H. Caro, senior VP and treasurer of Buchen Adv., Chicago-New York, elected executive VP. **J. Wesley Rosberg** elected treasurer in addition to present duties as senior VP and director of marketing services division.

Charles Dunkin, former advertising director of Beech-Nut Life Savers Inc., joins New York office of McCann-Erickson as VP and vice chairman of marketing plans board. Mr. Dunkin is former VP of Ted Bates & Co.

Irving Sonn, former copy group head at Compton Adv., joins Ogilvy, Benson & Mather, New York, as vice president and copy group head.



Mr. Sonn

Richard L. Olanoff, Philadelphia advertising and PR executive, joins Firestone-Rosen Adv. as VP in charge of agency's new public relations division. Mr. Olanoff has been operating his own agency for past three years.

Carlton Malcolm Jr., account executive, and **Louis F. Jacob Jr.**, research manager, elected VP and VP-marketing, respectively, for Tucker Wayne & Co., Atlanta advertising agency. **Hortense R. Callaway** appointed agency's secretary-treasurer.

Marvin Shore, principal of Aron and Shore Adv., joins Gresh and Kramer, Philadelphia, as VP and creative director. Agency has moved to larger quarters at 1528 Walnut Street.

Charles E. Wickard, account executive and administrative director at Johnstone Inc., a subsidiary of Interpublic Inc., New York, elected VP.

Ronald G. Vrba, assistant distributor advertising manager for Falstaff Brewing Co., St. Louis, named to newly created position of administrative assistant to brewing firm's director of advertising. Mr. Vrba joined firm in 1960.

George R. Frerichs, marketing executive with Pure Oil Co. and earlier with Leo Burnett Co., joins Earle Ludgin & Co., Chicago, as director of research.

Bob Kavet, formerly western regional sales manager of Airwick Brands, joins Los Angeles office of Foote, Cone & Belding's merchandising staff.



Mr. Shapiro

Marvin L. Shapiro, eastern sales manager for Television Advertising Representatives Inc., elected VP. Mr. Shapiro has been with TvAR since May 1961, and has worked in broadcasting 15 years, after serving with Harrington, Richter and Parsons, CBS-TV Spot Sales and WCAU-TV Philadelphia. He will continue in his capacity as eastern sales manager.

Martin F. Puris, in charge of radio-TV advertising with Bonsib Inc., Fort Wayne, Ind., joins Detroit office of N. W. Ayer & Son as copywriter on Plymouth and Valiant dealer accounts.

Vic Rowland resigns as public relations director for Los Angeles office of Fuller & Smith & Ross.

John P. Lynch, formerly of Alex T. Franz Adv., Chicago, joins Frank Block Associates, St. Louis advertising-PR firm, as PR field representative.

John J. Manning, former media and research director for Kircher, Helton & Collett, Dayton, joins Perry-Brown Inc., Cincinnati, as director of market research and media.

THE MEDIA

C. B. (Rik) Rogers, general manager of WIST Charlotte, N. C., elected VP and assumes added duties as national accounts representative. **Barbara Harding** elected VP in charge of PR at WIST in addition to her duties as supervisor and consultant on public relations for WIST and other stations of Belk Radio Group. **Douglas G. Bell** named general manager of WORD Spartanburg, S. C. (Belk station), succeeding **Thomas Thuman**, who has resigned.

W. R. (Bill) Lastinger, general manager of Carlsbad Cablevision in Carlsbad, N. M., appointed general manager of TV Cable of Austin Inc.

Tom Elkins, formerly president of Mexia Broadcasting Inc. (KBUS Mexia, Tex.), elected president of Marti Broadcasting Corp. and assumes full responsibility for operation of KKJO St. Joseph, Mo.

Luther R. Strittmatter, Albert M. Fiala and Herbert M. Levin appointed general manager, national sales manager and local sales manager, respectively, at WICE Providence, R. I.

James J. Wychor, account executive at KSTP Minneapolis, elected vice president and general manager of KWOA-AM-FM Worthington, Minn. Before joining KSTP, Mr. Wychor was general manager of WKEE-AM-FM Huntington, W. Va.



Mr. Wychor

William G. Evans, operations manager of WZZM-TV Grand Rapids, Mich., promoted to station manager.

Ralph Klein, station manager of WCCC Hartford, Conn., joins WINF Manchester, Conn., as general manager.

Charles Park Jr., program director of WBRB-AM-FM Mount Clemens, Mich., promoted to managing director of station. Mr. Park joined WBRB in 1959 as news director.



Mr. Sklar

Rick Sklar, director of production and community services for WABC-AM-FM New York, promoted to program manager, succeeding **Sam Holman**, who remains with station to host his own records show.

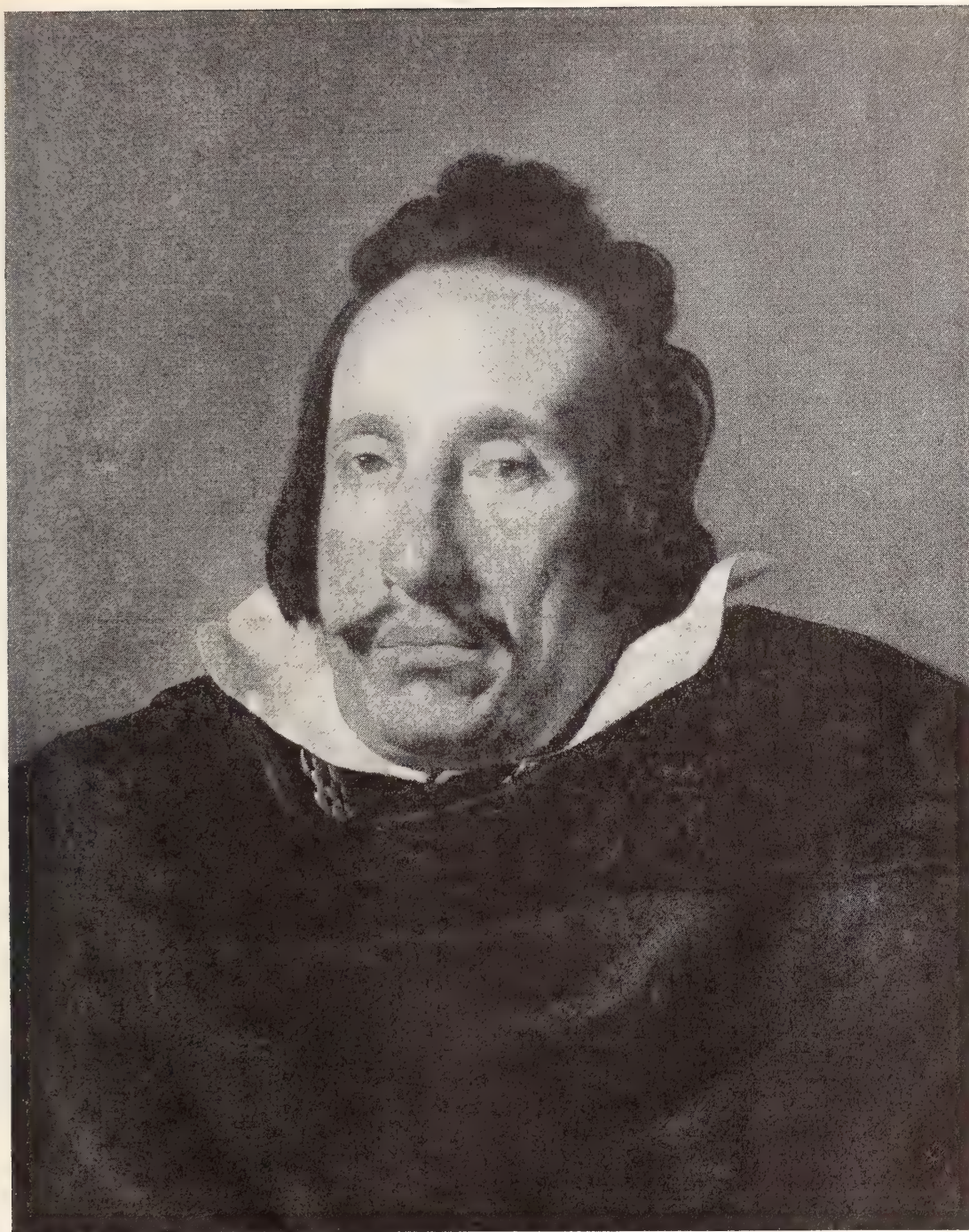
Donn E. Winther, formerly assistant sales manager of WBZ-TV Boston, joins WABC as advertising and promotion manager. Mr. Winther earlier served as advertising and sales promotion manager of WFIL-AM-FM-TV Philadelphia.

James S. Lafferty, formerly of WNCT(TV) Greenville, N. C., appointed regional sales manager of WNBE-TV New Bern, N. C. **George Sustek** joins WNBE-TV as account executive.

Marvin Mirvis, previously general manager of WITH Baltimore, appointed sales manager of WEBB, that city.

John O'Connell, former sales manager at WMEX Boston, joins WNAC, that city, as account executive.

Ed Hawkins, formerly northwest regional sales and merchandising man-



Courtesy of The Detroit Institute of Arts

**"PORTRAIT
OF A MAN"**

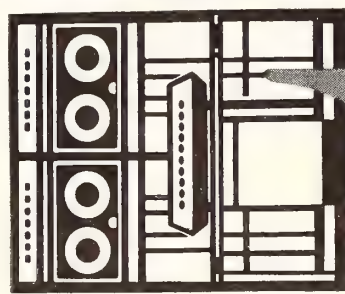
by Diego Velasquez is a famous character study of a Spanish nobleman in the court of Philip IV. Notable features are its fluid technique and soft pictorial style.

in a class by itself

Masterpiece — exceptional skill, far-reaching values. This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser on WWJ Radio and Television.

WWJ and WWJ-TV
THE NEWS STATIONS

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.



The *all* of SELECTING MEDIA

...Seasoned Judgment,
SRDS Information
and Consumer/Audience
Profile Data

These are the kinds of Consumer/Audience data you have sought and asked for...these are the data which allow you to pinpoint advertising pressure by answering the question "cost per thousand WHAT"?

AUDIENCE PROFILES (Selected Products)

	TV Shows				Consumer Magazines		News- paper/s	Radio	Newsp. Supply.
	Daytime		Prime Time						
	"A"	"B"	"A"	"B"	"A"	"B"	"A"	"A"	"A"
	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)
PRODUCTS: OWN/USE ^a									
Appliances									
Dishwasher	1,252	321	1,167	807	1,356	1,806	2,758	2,070	1,428
Room Air Conditioner	3,295	1,194	4,268	3,045	3,720	4,207	7,272	6,735	3,954
Wringer Clothes Washer	7,402	5,240	12,950	5,848	5,261	6,973	9,502	10,339	7,028
Refrigerator with Freezer	19,636	10,827	31,006	16,980	17,098	19,548	34,592	30,975	18,845
Electric Clothes Dryer	2,767	1,169	3,509	3,227	4,049	4,778	6,716	6,694	4,569
Food									
Instant Coffee	10,521	6,910	18,421	9,377	9,885	11,432	20,721	17,638	10,718
Regular Coffee	15,660	7,655	24,769	14,963	14,324	17,102	26,883	25,577	16,890
Frozen Orange Juice	8,676	4,624	14,992	8,974	10,234	12,026	17,839	15,792	9,774
Margarine	16,209	9,659	25,936	14,378	15,290	16,850	29,294	24,341	16,166
PRODUCTS: INTEND TO BUY									
Appliances									
Dishwasher	286	26	219	242	267	274	469	282	198
Room Air Conditioner	527	372	730	665	514	937	1,487	434	351
Automatic Clothes Washer	1,120	295	1,021	1,109	986	617	1,519	1,549	1,010
Separate Freezer	439	372	365	343	226	663	650	723	242
Color TV	549	103	438	403	493	320	435	605	417
Food									
Instant Coffee	5,381	3,583	9,448	4,779	5,056	4,504	9,474	8,506	5,118
Regular Coffee	9,730	4,739	14,883	10,002	8,816	11,249	16,663	15,524	10,279
Powdered or Dry Milk	1,977	1,734	2,955	1,633	1,685	1,806	2,508	2,632	813
Cake Mix	4,898	2,787	6,238	4,114	4,706	5,213	7,838	6,523	3,866
DEMOGRAPHIC CHARACTERISTICS: ^{b,c}									
Age									
15-17	1,743	1,332	2,812	2,178	2,117	2,904	3,379	3,269	1,955
18-34	6,932	4,718	8,215	8,469	7,974	7,302	11,000	13,788	7,424
35-49	5,497	2,053	9,713	5,909	5,528	6,440	12,632	9,268	6,457
50-64	4,812	2,867	9,130	2,158	3,411	4,662	8,665	6,276	3,625
65 and over	2,980	1,874	6,608	1,452	1,521	1,555	4,399	4,134	2,503
TOTAL AUDIENCE:									
	21,964	12,844	36,478	20,166	20,551	22,863	40,075	36,735	21,964

*Fifty products profiled across ALL media in every Consumer Audience Profile Service Study

WITH BRAND INFORMATION OBTAINED FOR EACH PRODUCT LINE.

** Fifteen additional Demographic Characteristics available.

Data
INCORPORATED

The media selection process has, for years, been long on seasoned judgment, well provided with accurate, up-to-date rate information, but woefully short on reliable, current and comparable consumer-audience data.

Now the Consumer/Audience Profile Service, announced in August, 1962, field tested in September, 1962 and launched in February, 1963, is offering the industry the most comprehensive consumer and media audience data available. Based on personal interviews conducted in 100 sampling points throughout the continental U.S., the C/AP data profiles the buying and media habits of all individuals fifteen years of age and older. The C/AP Service studies 50 product lines and 200 media vehicles from the same sample at the same time.

The tables opposite present "live data" from the National Spring Sweep. The many ways of combining these data prohibit any attempt at comprehensive presentation here. However, we do welcome your inquiry. The household characteristics of total income, number of residents, education level, etc., which have been most often used to profile a medium's audience, were very helpful but required assumptions that an audience meeting these measurements actually used the product to be advertised. Now Consumer/Audience Profile data adds to demographic characteristics the heretofore unavailable specifics of product purchase and usage, directly related to the media exposure of the individuals who comprise your market.

Today, the combined services of SRDS and its subsidiary, Data, Inc., provide the required data and the data processing facilities that offer exciting new creative scope to the ART of selecting media.

Consumer/Audience Profiles

AN EXCLUSIVE SERVICE OF



INCORPORATED

A SUBSIDIARY OF SRDS

Created to further the art of selecting media through research and computer utilization.

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AREA CODE 212 MU 9-6250

The question of "cost per thousand WHAT?" becomes even more penetrating when the additional detail of C/AP data is used. This type of product-market analysis can be also carried to the brand level.

CONSUMER PROFILES (Cigarette Smokers)

	TOTAL AUD. INDV. (000)	TOTAL CIGAR- ETTE SMKRS. INDV. (000)	DAILY CIGARETTE CONSUMPTION				TYPE OF CIGARETTE USUALLY SMOKED				
			Less than a pack INDV. (000)	About a pack INDV. (000)	More than a pack INDV. (000)		Non-Filter			Filter	Menthol
							Total INDV. (000)	Regular INDV. (000)	King INDV. (000)		
TV SHOWS											
Daytime											
Show "A"	21,964	9,341	3,801	2,976	2,564		4,153	1,819	2,623	4,150	1,572
Show "B"	12,844	4,556	2,696	1,269	591		1,980	1,071	1,062	1,746	996
Prime Time											
Show "A"	36,478	16,902	6,788	5,389	4,725		6,761	3,900	3,173	7,895	2,987
Show "B"	20,166	11,076	3,704	3,891	3,481		4,467	2,517	2,099	5,921	1,445
CONS. MAGS.											
Magazine "A"	20,551	9,450	3,142	3,371	2,937		3,694	1,819	2,050	4,555	2,138
Magazine "B"	22,863	9,268	4,073	3,392	1,803		2,560	1,022	1,562	4,757	2,714
NEWSPAPERS											
Audience "A"	40,075	17,073	6,381	6,263	4,429		7,172	3,912	3,404	8,552	3,290
RADIO											
Audience "A"	36,735	15,126	5,334	5,285	4,507		6,230	2,940	3,441	7,970	2,538
NEWSPAPER SUPS.											
Supplement "A"	21,964	9,731	3,045	3,329	3,357		4,008	1,744	2,282	4,782	1,669
DEMOGRAPHIC CHARACTERISTICS:											
Age											
15-17	13,230	1,920	1,416	333	171		1,014	673	342	557	420
18-34	38,405	21,516	7,874	8,031	5,611		8,427	3,538	4,978	10,879	4,246
35-49	34,937	18,637	5,004	7,075	6,558		7,824	4,311	3,587	9,413	2,528
50-64	25,047	9,812	3,685	3,267	2,860		4,854	2,567	2,526	3,062	2,011
65 and over	16,825	3,860	1,416	2,102	342		2,028	1,370	769	1,392	547
TOTAL CONSUMERS	128,444	55,745	19,395	20,808	15,542		24,147	12,459	12,202	25,303	9,762

* Fifteen additional Demographic Characteristics available.

Media combinations showing unduplicated Consumer/Audience Profiles across more than one vehicle are also available.

SRDS Data
INCORPORATED

ager for KTTV(TV) Los Angeles, joins RKO General Broadcasting as TV sales executive in San Francisco office. Mr. Hawkins served as director of merchandising on national food accounts for Lennen & Newell from 1958 to 1962. **George Whitney**, TV sales executive in RKO's San Francisco office, moves to organization's New York office in similar capacity.

Robert F. Neece, regional sales manager for ABC Films and Official Films, joins Ohio Station Representatives, Cleveland, as account executive.

Howard N. Johansen, formerly national sales manager of WHIM Providence, R. I., joins WEEI Boston as account executive.

Doug Wildfoerster, sales manager of KACY Oxnard, Calif., joins KCPX Salt Lake City as account executive.

Frank G. Potts, of sales staff of WWL-TV New Orleans, joins WBRC-TV Birmingham, Ala., as account executive.

Warren L. Gamble, formerly of Nelson Roberts and Associates, newspaper representatives, joins KFAC Los Angeles as account executive.

Doug Slye, radio-TV timebuyer at D'Arcy Adv., Chicago, for All American Oil Co. products, joins Chicago sales department of Robert E. Eastman & Co., station representative.

John L. Sunderland, regional sales manager of C. W. Stuart and Co., and **Joel Flemming**, general manager of WOLF Syracuse, N. Y., join television and radio sales departments respectively of WSYR-AM-FM-TV Syracuse as account executives.

Clyde H. Reid, director of public relations for Brooklyn Tuberculosis and Health Association, named editorial writer at WINS New York, effective today (Aug. 19).

Stanly D. Tinsley, sales representative for past 10 years at KHOU-TV Houston, Tex., promoted to local sales manager.

Bruce C. Blevins, national sales representative for KEX Portland, Ore., for past three years, joins KSFO San Francisco, in similar capacity. Mr. Blevins replaces **Pat Hodges**, who joined San Francisco office of AM Radio Sales.

Bob Wilson, former sales representative for KGLO-TV Mason City, Iowa, joins sales staff of WOW-TV Omaha.

Donn B. Duffy joins WTTG(TV) Washington in newly created post of national sales service coordinator.

Marvin Earl Hill, technician for Voice of America at Greenville, N. C.,

ASCAP's personnel shift

George A. Hoffman, controller of American Society of Composers, Authors and Publishers, named to newly created position of special assistant to Stanley Adams, ASCAP president. **Carl Levinton**, Mr. Hoffman's assistant, named controller. Mr. Levinton has been in charge of society's auditing department. Other promotions included **Clarence C. Rubin**, formerly New York division manager, appointed assistant sales manager in charge of general licensing; and **Louis E. Weber**, manager of radio-TV department, appointed assistant sales manager in charge of radio and TV.

joins WNBE-TV New Bern, N. C., as chief engineer. **Donald F. Harling** and **Richard H. Hite** appointed WNBE-TV photographic director and film director, respectively.



Mr. Arnold

David H. Arnold, staff producer-director and coordinator of special program features for WEWS(TV) Cleveland, promoted to publicity-promotion director. He succeeds **Robert K. Doerr**, who resigned to join NBC publicity department in New York. Mr. Arnold joined WEWS in 1960.

Steve Markstrom, program coordinator at WHA-TV (educational ch. 21) Madison, Wis., appointed assistant to manager. Other appointments: **Theodore Nielsen**, program director, and **Karl Schmidt**, special projects director.

Lee Leonard, program manager at WAVY Norfolk, Va., appointed operations manager of WHIH, that city.

Don Steele, formerly of KOIL Omaha, appointed program director of KISN Portland, Ore.

Ron MacDonald, air personality at KIRO Seattle, assumes added duties as program director. He is former program director of KREM Spokane, Wash.

Tony Arnone, public relations director of KHJ-TV Los Angeles, promoted to assistant director of programming.

Dave Archard, formerly of WALT Tampa, Fla., joins WFUN South Miami as production and continuity director.

Walter H. Simon joins KMCS-FM Seattle as merchandising manager.

Jerry Gross, member of St. Louis Cardinals baseball broadcasting team for past three years on KMOX and KSD-TV St. Louis, named announcer for St.

Louis Hawks professional basketball games for 1963-64 National Basketball Association season.

John A. Schneider, CBS VP and general manager of WCAU-TV Philadelphia, named chairman of radio-TV committee of 1964 United Fund Torch Drive. **Alan Bobbe**, radio-TV director at Aitken-Kynett Co., appointed chairman of UFTD's sponsor and advertising agencies committee, and **Murray Arnold**, general manager of WPEN Philadelphia, to chairman of radio sub-committee.

Richard Greene, former news and farm director at WOI-TV Ames, Iowa, appointed farm director for WQAD-TV Moline, Ill.

Harry Brawley, director of public affairs for WCHS-TV Charleston, appointed to new nine-member West Virginia Educational Broadcasting Authority. Other appointments include **Dr. Stephen Buell**, director of radio-TV at Marshall University, and **C. Gregory VanCamp**, director, educational broadcasting at West Virginia University.

Elmer A. Knopf, president and general manager of WFDF Flint, Mich., elected to Flint Board of Education, replacing **S. S. Stewart**, who resigned.



Mr. Greene

PROGRAMING

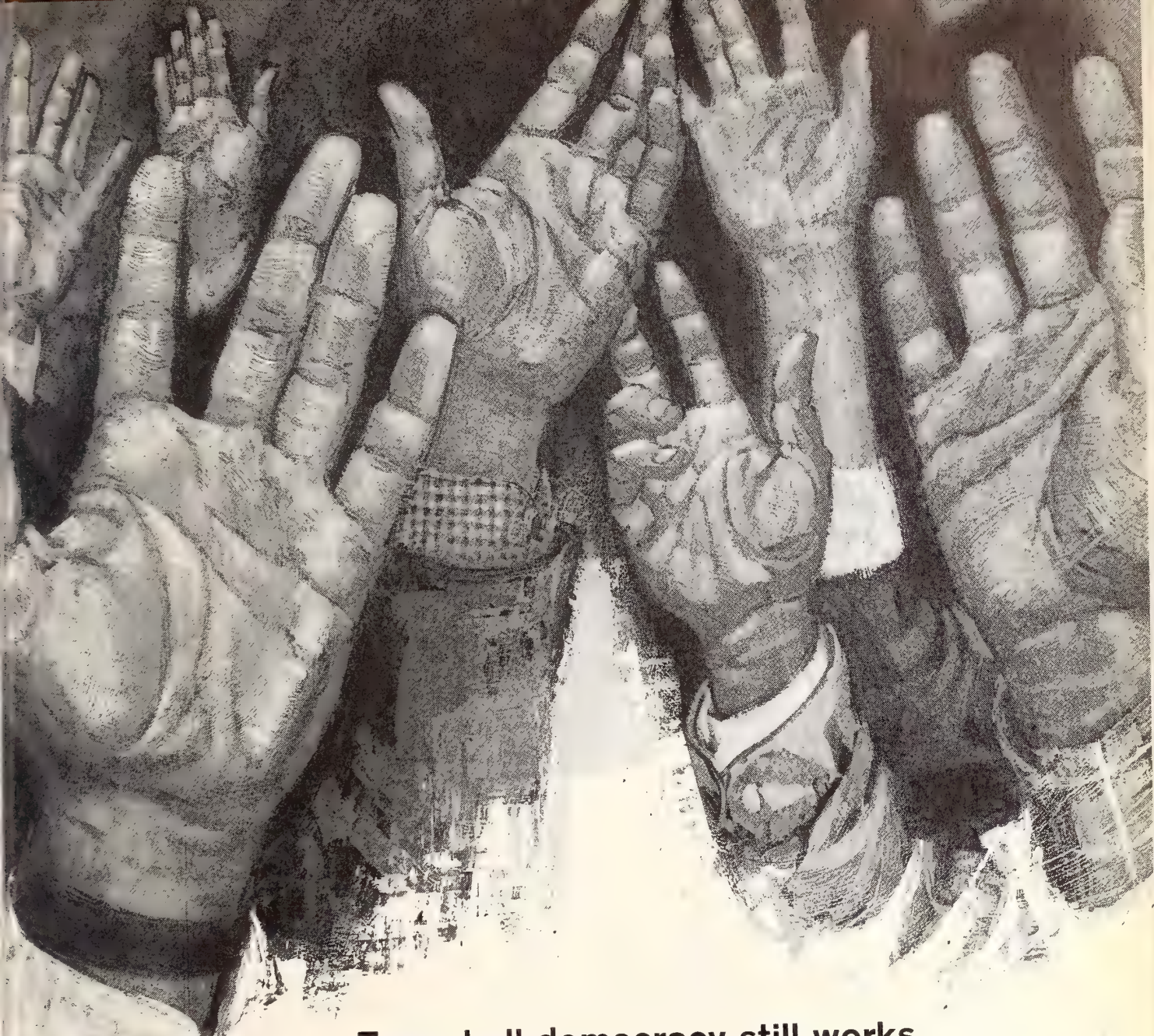


Mr. Bercovici

Julian Bercovici, director of daytime programming for ABC-TV, resigns to accept post of VP and director of program development for Larry Thomas Productions, New York. Mr. Bercovici, who had been with ABC since 1958, previously held executive positions at CBS and NBC. Mr. Bercovici is second ABC executive to join Larry Thomas Productions in recent weeks. John B. Green, formerly network executive producer, is now producer of 100 Grand quiz show which will make its debut on ABC-TV network Sept. 15.

Larry Lowenstein, VP of General Artists Corp., New York, resigns. Mr. Lowenstein joined GAC as head of advertising and publications relations, and at one time had been with CBS, National Telefilm Associates and Benton and Bowles.

Norman Abbott appointed director of CBS-TV's *General Foods Opening Night* special to be presented Monday, Sept. 23 (9-10 p.m. EDT). Show will star Lucille Ball, Jack Benny, Andy Griffith, Garry Moore, Phil Silvers and Danny Thomas.



Town hall democracy still works

Hunger, hardship, danger—the price of self rule came high! No wonder our early settlers prized the right to have a say in their town meetings. Today, rural electric cooperatives give millions a chance to take part in this pure democracy which has contributed so much to the strength of America.

The name has changed, but the rural electric annual meeting has the same rule-by-the-people freedom that characterized the colonial town meeting. Once a year, the member-owners of these local cooperatives get together to find out how their business is doing, and to take an active part in running it.

Free exchange of views, and frank discussion of policy give any interested member a chance to have his say. To become a director, with policy-making authority, a candidate must win the confidence and the votes of a majority of his fellow members. Plans, programs, and progress reports are subject to searching review.

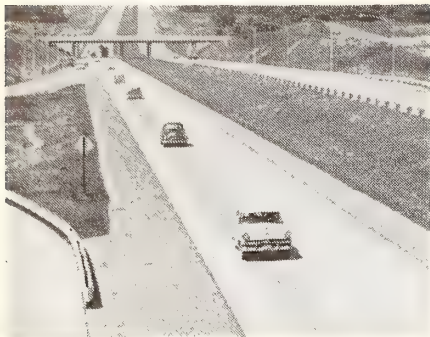
The sanctity of the ballot and the basic freedoms of assembly, speech, and private ownership are American ideals. They find full expression in a business activity in America's rural electric systems.



AMERICA'S RURAL ELECTRIC SYSTEMS*

*These are the nearly 1,000 consumer-owned, non-profit electric systems, financed by Rural Electrification Administration loans, which serve 20 million rural Americans in 46 states. For more information, write Rural Electrics, 2000 Florida Avenue, N. W., Washington 9, D. C.

Indiana Toll Road . . .
"The Main Street of The Mid-West"



WSBT AM/FM/TV . . .
Serving "The Main Street
of the Mid-West"

Most of Indiana's 157 mile toll road is reached by WSBT, South Bend. With AM and FM radio, with TV, WSBT covers the big South Bend market. It's an area rich by income measurement; rich, too, in diversity of industry, farming and commerce. Cover "The Main Street of the Mid-West" with WSBT radio or TV. Raymer has the latest markets facts.

WSBT CBS Radio & TV
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 Paul H. Raymer • National Representative



Automation

Has it helped others? Can it help you? How many approaches to automation are available?

What can IGM offer you? Equipment, straight music, announced programming, custom programming, and over 4 years of experience in production and use of automation! Write for our brochure, "THE WHY AND HOW OF AUTOMATION."

IGM **implimation**

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 In New York City TELE-MEASUREMENTS, Inc. 45 W. 45th St. 581-9020 (Area 212)

Robert Edmonds, for past three years business representative of Screen Directors International Guild, elected executive secretary, succeeding **George L. George**, who resigned to become administrator of SDIG Trust Fund.



Mr. Maguire

Frank Maguire, co-producer of ABC Radio's *Flair Reports*, appointed director of radio network's newly created Special Program Features Service, responsible for creation of programs solely for ABC Radio stations for sales on local level. Mr. Maguire will deal directly with station managers in effort to help stations solve their local programing problems. Before joining ABC Radio programing department, Mr. Maguire was advertising administrative assistant to president of AB-PT's Paramount Gulf Corp.

David Wynshaw, manager of Los Angeles branch of Columbia Record Distributors, appointed director of artists relations for Columbia Records Sales Corp. Mr. Wynshaw joined Columbia Records in 1960.

Sidney Lansfield named producer of several segments of *McHale's Navy* for 1963-64 season on ABC-TV network.

William Froug appointed producer of *Twilight Zone* on CBS-TV network, succeeding **Bert Granet**, recently named producer of new hour-long series, *The Great Adventure*, also on CBS-TV.



Mr. O'Leary

Raymond O'Leary, former director of Science Films division of Texas Industrial Films Co., organizes his own medical motion picture firm, Vital Research Films, with offices at 2510 Tangley Ave., Houston.

Stanley Chase, director of program development at ABC in New York, joins Screen Gems Inc., TV subsidiary of Columbia Pictures Corp., as production executive. **Ron Kaiser**, East Coast studio representative for Screen Gems, promoted to assistant to Mr. Chase.

Dennis C. Marlas, formerly of Fred Niles Communications Center, Chicago, joins The Film-Makers Inc., that city, as producer-director.

Frank Comstock has been signed to write an original score for *Temple Houston*, series being produced by Warner Brothers for broadcast on NBC-TV network starting this fall.

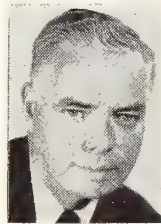
Don Ingalls appointed producer of MGM-TV's *The Travels of Jaimie McPheeters*, succeeding **Robert Sparks**,

who died three weeks ago. **Joseph Calvelli** succeeds Mr. Ingalls as associate producer of series which premieres Sept. 15 on ABC-TV network.

Al DeRise, former senior editor at MPO, New York, joins SIB Productions of New York as supervising editor.

NEWS

Mary Worth Warren, for past four years aide in office of Senator Paul Douglas (D-Ill.), appointed executive assistant to John Edwards, bureau manager-correspondent of CBS-owned TV stations' Washington news bureau. **James W. Rhodes**, NBC cameraman in Washington since 1961, named cameraman for news bureau.



Mr. Cunningham

Thomas E. Cunningham appointed radio-TV sales manager for United Press International. Mr. Cunningham's assignment will include coordination and supervision of sales activities for UPI's news,

newsfilm, newspictures and audio news. He joined UPI last year and has served at New York headquarters as general sales manager handling newspaper and broadcast groups.

James Karyan, former film producer at KTTV(TV) Los Angeles, signs with NBC News' Washington bureau to produce series of documentaries.

Norman Waggy named news and editorial director of WJW-TV Cleveland, effective today (Aug. 19). **Ken Armstrong**, news and public affairs director, and **Warren Guthrie**, resign. **Joel Daly** joins station's news department as reporter and on-the-air personality, effective Aug. 26.

George Palmer, executive news director and newscaster at WKRC-TV Cincinnati, discontinues his on-the-air announcing duties to concentrate on production of series of local program specials. **Edward Marks**, WKRC-TV writer-photographer, will assist Mr. Palmer in producing series.

Chet Brower, former producer of *Panorama Pacific* for KNXT(TV) Los Angeles and *Sundown* for ABC-TV, named producer of live segments of *L.A. Today* on KTLA(TV) Los Angeles. **Stan Chambers** appointed host of *L.A. Today* show, replacing **Jack Barry**, who

McHugh and Hoffman, Inc.

Consultants for

TV—Radio • Networks—Stations
 Advertisers—Agencies

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Tubes designed from the user's viewpoint ...use them wherever reliability is essential

When reliability really counts—as it does in broadcasting—be sure with tubes custom-designed and tested for the job.

Sylvania engineers traveled the country—met with engineers and maintenance groups in broadcasting, public service radio, industry, the airlines—listened to their problems and studied them. From this came GB Gold Brand, a superior line of new and upgraded tubes,

each tailor-made to a specific job. A given tube may have, for example, low noise, exceptional stability or vibration resistance. Or a critical parameter may be as much as three times the usual value. In each case, performance and reliability have been verified by actual user experience as well as laboratory testing.

This extra effort has paid off. "Excellent results," says an airline official. "No failures,"

reports a highway patrol department. "Hundreds of dollars saved in program interruptions," reports a TV station. "Less costly in the long run," discovered a county government. Similar results can be yours with a truly reliable, genuinely interchangeable GB Gold Brand Tube.

Electronic Tubes Division, Sylvania Electric Products Inc., 1100 Main St., Buffalo 9, N. Y.

AVAILABLE FROM YOUR SYLVANIA INDUSTRIAL TUBE DISTRIBUTOR

SYLVANIA

SUBSIDIARY OF

GENERAL TELEPHONE & ELECTRONICS



Kefauver death recalls early committee telecasts

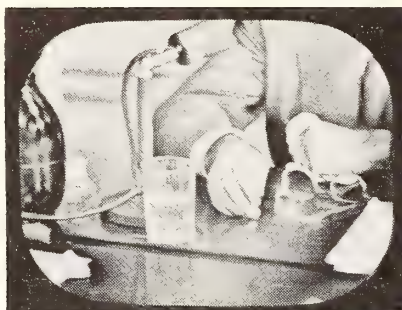
Senator Estes Kefauver (D-Tenn.), 60, who catapulted to national fame by live television coverage of an investigation into organized crime in 1950-51, died Aug. 10 of a massive coronary at Bethesda (Md.) Naval Medical Center.

His rackets investigation hearing drew one of television's first multi-million viewer daytime audiences and gave the young medium a chance to demonstrate its enormous public service potential. He also helped establish the Juvenile Delinquency Subcommittee, a Senate unit which was later to give television some of its most painful hours.

Senator Kefauver, a liberal Southerner whose principles caused him to back many unpopular causes, died while he and a small group of senators were waging another unsuccessful fight against the Communications Satellite Corp. (see page 82 and BROADCASTING, Aug. 12).

He was the only man to beat John F. Kennedy in a political race, winning the Democratic nomination for Vice President in a party contest in 1956.

At the time of his death he was



These are the expressive, nervous hands of gambler Frank Costello—all that a nationwide TV audience was allowed to see of him on March 13, 1951, as he testified in the Kefauver committee's investigation of organized crime. On Mr. Costello's objection to being televised, Senator Kefauver, committee chairman, ruled that the witness's face could not be shown. Instead, cameras focused on his hands.

chairman of the Senate Antitrust and Monopoly Subcommittee, and a member of both the Judiciary and Appropriations committees.

He is survived by his widow, Nancy, and their four children.

leaves to devote more time to production of pilots for KTLA, Paramount Television Productions Inc.

Jack McCarthy, manager of daytime sales service at ABC News, named manager of nighttime sales service. **Richard Masilotti**, formerly assistant manager of daytime sales, succeeds Mr. McCarthy. **Wendell Barnes**, daytime availabilities coordinator, replaces Mr. Masilotti.

Jack Gilmour, announcer at WKBW Buffalo, N. Y., joins news department of WGR-AM-FM, that city. **Robert H. Ingalsbe**, system sales representative for Royal McBee Corp., appointed to WGR's sales department.

Bernard Shusman, **Robert Buchanan** and **John Pierson** join WRCV-AM-FM-TV Philadelphia as reporters. Mr. Shusman is former news director at WAST-TV Albany, N. Y.; Mr. Buchanan formerly served on staff of *York* (Pa.) *Gazette and Daily*; Mr. Pierson had been with WHO-TV Des Moines, Iowa.

Bob Palmer, with KOA-TV Denver news department for past six years, assumes reporting duties on station's 10 O'Clock News show.

Sam Saran, news commentator with NBC, Chicago, named director of public relations department of Northwestern University, effective Sept. 1. **Raymond C. Nelson**, assistant director of

press, radio and TV at National Education Association, Washington, named assistant director of public relations at NU. Both are NU graduates.

Donald Foley, member of news staff of KFBK Sacramento, Calif., appointed public information officer for city of Sacramento, effective Aug. 26.

ALLIED FIELDS

Edgar F. Czarra Jr. named partner of Washington communications law firm of Covington & Burling. Mr. Czarra joined firm in 1952 after graduating from Yale University Law School and has been associate since then except for three years in Navy (1952-55).

Charles A. Hobbs, an associate of Wilkinson, Cragun & Barker, Washington, D. C., communications law firm, named partner. **Jerry C. Straus**, formerly with appellate section, civil division, Department of Justice, joins Wilkinson, Cragun & Barker.

EQUIPMENT & ENGINEERING

Clifford Warner, chief applications engineer for power grid marketing at Eitel-McCullough Inc., San Carlos, Calif., named manager of firm's southwestern district sales office at Inglewood, Calif. Mr. Warner succeeds **Ben Allgood**, who resigned.

Dr. Stanley E. Rauch, professor of applied mathematics at University of California, joins electronics research department of Melpar Inc., Falls Church, Va., as director. Melpar is subsidiary of Westinghouse Air Brake Co.

Charles E. Shaw Jr., assistant manager of industrial relations for Rohm & Haas Co., Philadelphia, joins consumer products division of Philco Corp., that city, in newly created position of industrial relations manager.

INTERNATIONAL

Robert A. Grant, VP of Lennen & Newell, New York, since January 1960, elected senior VP and coordinator of international operations, a newly created position. Mr. Grant will be responsible for overseas branch operations and accounts and expansion into new foreign markets. Before joining L&N, Mr. Grant was general manager and account supervisor at Robert Otto & Co., New York.



Mr. Grant

W. C. Townsend, assistant manager of media services for Cockfield, Brown & Co. Ltd., Toronto, promoted to manager of media services.

DEATHS

Clifford Odets, 57, noted dramatist who was doing his first work for television as head writer and story consultant for *Richard Boone Show*, anthology series to start this fall on NBC-TV, died Aug. 14 of cancer at Cedars of Lebanon Hospital in Hollywood.



Mr. Hahn

Paul M. Hahn, 68, who retired last March as president and chief executive officer of American Tobacco Co., died Aug. 9 at Doctors Hospital in Washington. Mr. Hahn joined company in 1931 as assistant to late George Washington Hill, whose hard-sell radio commercials contributed to the sales success of Lucky Strikes. Following year Mr. Hahn was elected VP of company and in 1940 he was elected president of American Cigarette and Cigar Co., then a subsidiary. It was merged with parent company in 1953. Mr. Hahn was among tobacco industry's first leaders to speak out against medical charges that associated cigarette smoking with lung cancer.

David F. Shoop, 54, music director at WHP-AM-TV Harrisburg, Pa., died Aug. 14 in Harrisburg Osteopathic Hospital. He joined WHP in 1932.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 8 through Aug. 14 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw.—kilowatts. w.—watts. mc.—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc.—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

ACTIONS BY FCC

Washington—Capital Broadcasting Co. UHF channel 20 (506-512 mc); ERP 600.2 kw vis., 300.1 kw aur. Ant. height above average terrain 513.45 feet, above ground 373.6 feet. P. O. address c/o Milton Grant, Suite 5, 2480 16th St., N.W., Washington. Estimated construction cost \$495,175; first year operating cost \$650,000; revenue \$700,000. Studio location Washington, trans. location Arlington, Va. Geographic coordinates 38° 53' 46" north latitude, 77° 08' 05" west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-27J. Legal counsel Mallyck & Bernton, consulting engineer Silliman, Moffet & Kowalski, both Washington. Principals: Milton Grant and Walt Kay (each 25%), A. Dana Hodgdon (26%), Guy A. Luttrell (19%) and Drs. Emerson A. Williams and Robert M. Williams Jr. (each 2½%). Mr. Grant owns radio-TV production company and music publishing company; Mr. Kay is vp in Mr. Grant's production company; Mr. Hodgdon is stock broker; Mr. Luttrell is real estate investor; Dr. E. A. Williams is physician; Dr. R. M. Williams is dentist. Action Aug. 13.

Bloomington, Ind.—Trustees of Indiana University. Granted CP for new TV on UHF channel 30 (566-572 mc); ERP 14.4 kw vis., 7.8 kw aur. Ant. height above average terrain 720 feet, above ground 647 feet. P. O. address Bloomington. Estimated construction cost \$156,870; first year operating cost \$30,000. Studio location Bloomington, trans. location Sare Road near Bloomington. Geographic coordinates 39° 08' 32" north latitude, 86° 29' 43" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-24-DL. Consulting engineer Martin R. Williams Sr. Principals are board of trustees. Action Aug. 8.

APPLICATIONS

Santa Rosa, Calif.—Santa Rosa Enterprises. UHF channel 50 (686-692 mc); ERP 5.11 kw vis., 2.76 kw aur. Ant. height above average terrain minus 123.5 feet, above ground 199 feet. P. O. address Box 2325, Santa Rosa. Estimated construction cost \$140,562; first year operating cost \$150,000; revenue \$160,000. Studio and trans. locations both Santa Rosa. Geographic coordinates 38° 27' 22" north latitude, 122° 44' 06" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-6B. Legal counsel Lester W. Spillane, consulting engineer A. E. Towne Associates Inc., both San Francisco. Principals: Hugh B. and Nellie W. Codding (22%) and others. Applicant is in real estate business. Ann. Aug. 8.

Orlando, Fla.—Florida Central East Coast Educational Television Inc. UHF channel 24 (530-536 mc); ERP 255 kw vis., 136 kw aur. Ant. height above average terrain 817 feet, above ground 829 feet. P. O. address c/o A. F. Edmunds, Director of ETV, Box 271, Orlando. Estimated construction cost \$599,358; first year operating cost \$116,758. Studio location Orlando, trans. location Winter Garden, Fla. Geographic

coordinates 28° 33' 30.9" north latitude, 81° 35' 37.5" west longitude. Type trans. GE TT-56-A, type ant. GE TY-25-B. Legal counsel Norman E. Jorgensen, consulting engineer George P. Adair Engineering Co., both Washington. Principals: board of directors. Ann. Aug. 12.

Existing TV station

CALL LETTERS ASSIGNED

■ *WNJE-TV Glen Ridge, N. J.—New Jersey Educational Television Corp.

Existing AM stations

CALL LETTERS ASSIGNED

■ WGUL New Port Richey, Fla.—Jasmin Properties Inc.
■ KANS Larned, Kan.—Hoagland-Downie.
■ WBGS Slidell, La.—Bill Garrett Chevrolet Inc.
■ WMKR Millinocket, Me.—Mid-Maine Broadcasters Inc.
■ KOLM Rochester, Minn.—WBIZ Inc. Changed from KFAV.
■ WKER Pompton Lakes, N. J.—Upper Passaic County Radio.
■ WMVR Sidney, Ohio—Van Wert Broadcasting Co.
■ KVVY Holdenville, Okla.—Canadian River Broadcasting Co.
■ WUPR Utuado, P. R.—Central Broadcasting Corp.
■ KDRY Alamo Heights, Tex.—National Enterprises Inc.
■ WMIR Lake Geneva, Wis.—Southern Wisconsin Inc.

New FM stations

APPLICATIONS

Santa Rosa, Calif.—Thomas L. Brennen. 100.1 mc, channel 261, 2.58 kw. Ant. height above average terrain minus 259 feet. P. O. address 2555 Bennett Valley Road. Estimated construction cost \$13,100; first year operating cost \$15,000; revenue \$14,000-16,000. Mr. Brennen is ½ owner of KVRE Santa Rosa. Ann. Aug. 14.

Blacksburg, Va.—WBCR Inc. 101.7 mc, channel 269A, 2.77 kw. Ant. height above average terrain 296 feet. P. O. address Box 1260, Christiansburg, Va. Estimated construction cost \$16,465; first year operating cost \$10,200; revenue \$12,000. Applicant owns WBCR Blacksburg. Ann. Aug. 14.

Existing FM stations

CALL LETTERS ASSIGNED

■ KGVW-FM Belgrade, Mont.—Christian Enterprises Inc.
■ KURL-FM Billings, Mont.—Christian Enterprises Inc.
■ *KEWC-FM Cheney, Wash.—Eastern Washington State College.

APPLICATION

KNDX(FM) Yakima, Wash.—CP to change frequency from 106.3 mc, channel 292, to 107.3 mc, channel 297; increase ERP from 890 w to 11.03 kw. Ann. Aug. 14.

Ownership changes

ACTIONS BY FCC

KFGT Flagstaff, Ariz.—Granted assignment of license from E. G. Phillippi (100%) to Guy Christian (100%). Consideration \$12,595. Mr. Christian is majority owner of KKAN Phillipsburg, Kan. Action Aug. 12.

KBLU-AM-TV Yuma, Ariz.—Granted assignment of license (AM) from Robert W. Crites (100%), tr/as Desert Broadcasting Co., and CP (TV) from Mr. Crites and Robert H. Langill (each 50%), d/b as Desert Telecasting Co., to Mr. Crites, Patricia A. Crites, John Noga and Helen Noga (each 25%), tr/as Desert Telecasting Inc. Consideration \$25,000. Mr. and Mrs. Noga own entertainment agencies. Action Aug. 9.

KDES-AM-FM Palm Springs, Calif.—Granted assignment of license from George E. Cameron Jr. (100%) to Mr. Cameron (100%), tr/as KDES Inc. No financial consideration involved. Action Aug. 7.

KKIS Pittsburg, Calif.—Granted transfer of negative control of licensee corporation, Pace-Shear Radio Inc., from John H. and Bedford F. Pace (each 25%) to Roy L. Cordell and Sherry B. Pace (each 25%). No financial consideration involved. Action Aug. 12.

KFIL(FM) Santa Ana, Calif.—Granted assignment of license from Gus S. Malpee (100%), d/b as KFIL Broadcasting Co., to A. J. Bumb, trustee in bankruptcy. No financial consideration involved. Action Aug. 9.

KFML-AM-FM Denver—Granted assignment of license and CP from Winston L. Cox, Carl M. Williams and Robert W. Daniels (each 33 ⅓%), d/b as Fine Arts Broadcasting Co. (Colorado Televents Inc.), to Messrs. Cox and Daniels (50%), tr/as as Fine Arts Broadcasting Inc. Consideration \$100 and assumption of debt. Action Aug. 8.

KHOW Denver—Granted transfer of control of licensee corporation, TCA Broadcasting Corp., from Resort Airlines Inc. to Cecil L. Trigg (27.72%), Jack C. Vaughn (24.2%) and others, tr/as Southwest States Inc. Consideration \$570,000. Southwest owns KROC-AM-TV El Paso, KOSA-TV Odessa and KVII-TV Amarillo, all Texas, and controls KOSA Odessa. Action Aug. 12.

KFKA Greeley, Colo.—Granted transfer of control of licensee corporation, Mid-Western Radio Corp., from H. E. Green (55.4%) to Harry E. Green Jr. and Ralph H. Green, executors of estate (55.4%) of H. E. Green; other ownership remains same. No financial consideration involved. Action Aug. 8.

WBRY Waterbury, Conn.—Granted transfer of control of licensee corporation, Crystal-Tone Broadcasting Inc. (100 shares before transfer, 80 shares after), from Gustave Nathan (100) to Kenneth A. Wood Jr. (25 shares), Emily W. Underhill, Walter S. Robbins, Alden H. Sulger Jr. (each 10 shares) and others. Consideration \$222,826. Mr. Wood is account supervisor at Young

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Negotiators For The Purchase And Sale Of Radio And TV Stations Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

E T

& Rubicam Inc., but will resign since sale is consummated; Mrs. Underhill, sister of Mr. Wood, is housewife; Mr. Robbins is insurance agent; Mr. Sulger is VP of Ted Bates & Co. Action Aug. 9.

WKYO Caro, Mich.—Granted assignment of license from Robert F. Benkelman (66 2/3%) and James A. McCoy (33 1/3%), d/b as Tuscola Broadcasting Co., to same persons in same proportion tr/as company of same name. No financial consideration involved. Action Aug. 7.

KNIM Maryville, Mo.—Granted assignment of license from Roger (60%) and Zoe (40%) Moyer, d/b as Clark Broadcasting Co., to R. Moyer (100%), tr/as company of same name. Assignment was in terms of divorce settlement. Action Aug. 7.

KHDN Hardin, Mont.—Granted relinquishment of positive control of licensee corporation, Hardin Broadcasting Co., by Conrad E. Bales (55% before transfer, 45.6% after) through sale of stock to Henry S. Ruegamer (12.2% before, 21.6% after). Consideration \$4,125. Action Aug. 8.

WTSN Dover, N. H.—Granted acquisition of positive control of licensee corporation, WTSN Inc., from William F. Rust Jr. (69.5% before transfer, 42.5% after) by Ralph Gottlieb (57.5% after, 30.5% before). Consideration \$54,810. Action Aug. 12.

WOHO Toledo, Ohio—Granted transfer of control of licensee corporation, Midwestern Broadcasting Co., from Sebastian N. Sloan (37.48%) to Samuel W. Sloan (22.48% individually and 37.48% as executor of estate of S. N. Sloan). No financial consideration involved. Action Aug. 7.

WKRK Columbia, Tenn.—Granted acquisition of positive control of licensee corporation, Middle Tennessee Broadcasting Co., from R. M. McKay Sr. (70%) by R. M. McKay Jr. (99% after transfer, 29% before). No financial consideration involved. Action Aug. 9.

KBUY Amarillo, Tex.—Granted transfer of control of licensee corporation, Radio KBUY Inc., from G. E. Miller & Co. to stockholders of Miller & Co. No financial consideration involved. Also see KPCN Grand Prairie, Tex., grant below. Action Aug. 7.

KPCN Grand Prairie, Tex.—Granted

transfer of control of licensee corporation, Radio KPCN Inc., from G. E. Miller & Co. to stockholders of Miller & Co. No financial consideration involved. Also see KBUY Amarillo, Tex., grant above. Action Aug. 7.

APPLICATIONS

KPMC Bakersfield, Calif.—Seeks acquisition of positive control of licensee corporation, Pioneer Mercantile Co., by Frank G. R. Schamblin, individually and as executor of estate of Florence Schamblin, through sale of minority shares to licensee; ownership remains essentially same. Consideration \$12,498. Ann. Aug. 8.

KCLB(FM) Carlsbad, Calif.—Seeks assignment of CP from Patrick F. Michaels (100%) to Assembly of God of Pacific Beach (100%), non-profit charitable organization. Consideration \$380. Ann. Aug. 8.

WINF-AM-FM Manchester, Conn.—Seeks assignment of license (AM) and CP (FM) from John Deme (100%), d/b as Manchester Broadcasting Co., to Sidney and Marjorie Walton (each 47.5%) and others, tr/as Information Radio Inc. Consideration \$225,000. Assignee is subsidiary of Profit Research Inc., book publishing house; Mr. Walton is radio business information commentator. Ann. Aug. 12.

WFFG Marathon, Fla.—Seeks assignment of license from Gilmore N. Nunn (33.33%), John W. Betts, Charles P. Clarke and James M. Finch Jr. (each 22.22%), d/b as Key Broadcasting Inc., to G. D. Kincaid (47.7%), Ken Hart, Frank G. Trimble (each 14.2%), Ralph G. Worster (9.4%) and John T. Rutledge (4.5%), tr/as WHOO Radio Inc. Consideration \$250,000. WHOO and parent company, Bluegrass Broadcasting Inc., own WHOO-AM-FM Orlando, Fla. and WVLK-AM-FM Lexington, WNNN Louisville and WCMI-AM-FM Asland, all Kentucky. Ann. Aug. 12.

KSWI Council Bluffs, Iowa—Seeks assignment of license from O'Brien family and others, d/b as Nonpareil Broadcasting Co., to Clair J. Gross and Abe Slusky (each 50%), tr/as Council Bluffs Broadcasting Co. Consideration \$50,000. Mr. Gross is radio-TV sales consultant; Mr. Slusky is real estate developer. Ann. Aug. 14.

KOLM Rochester, Minn.—Seeks assignment of CP from Howard G. Bill (100%), d/b as WBIZ Inc., to Mr. Bill (100%), tr/as Olmstead County Broadcasting Co. No financial consideration involved. Ann. Aug. 8.

KBMN Bozeman, Mont.—Seeks transfer of control of licensee corporation, Penn Engineering Inc. (287 shares issued), from Dale G. Moore (186 shares), William A. Merrick (100 shares) and Shirley M. Moore (1 share) to Mr. Merrick and family (100%), d/b as KBMN Inc. Consideration \$135,000. Also see application below. Ann. Aug. 14.

KBMN Bozeman, Mont.—Seeks assignment of license from Penn Engineering Inc. to KBMN Inc. Contingent on grant of application above. Ann. Aug. 14.

KABR-AM-FM Great Falls, Mont.—Seeks assignment of licenses from Pat M. Goodover (100%) to Mr. Goodover (87% plus), Erma N. Goodover (12.5%) and William E. Murray (less than 1%), tr/as Radio-TV Enterprises Inc. No financial consideration involved. Ann. Aug. 14.

WMBL Morehead City, N. C.—Seeks transfer of negative control of licensee corporation, Carteret Broadcasting Co. (360 shares issued), from Samuel M. Jones, Sherman T. Lewis (each 75 shares) and Skinner A. Chalk (20 shares) by Grover C. Munden and Robert L. Pate (each 50% of company after transfer, 95 shares before). Consideration \$24,700. Ann. Aug. 14.

KELR El Reno, Okla.—Seeks transfer of control of licensee corporation, C P Corp., from Charles L. (49%) and Jessie Mae (1%) Cain and Joseph M. Price (50%) to Mr. and Mrs. Cain (34% and 1% respectively), Mr. Price (35%), Bill B. Marshall and Clifton R. Gardiner (each 15%). Consideration \$26,700. Messrs. Marshall and Gardiner are co-managers of station. Ann. Aug. 14.

KREK Sapulpa, Okla.—Seeks acquisition of negative control of licensee corporation, Creek County Broadcasting Co., from Melwyn E. Klar and William E. Minshall (each 25%) by R. B. and Bernice Bell (each 50% after transfer, 25% before). Consideration \$29,500. Ann. Aug. 8.

KRAF Reedsport, Ore.—Seeks assignment of license from Walter J. Kraus (100%), tr/as Oregon Coast Broadcasters, to Gless Connoy (100%). Consideration \$48,000. Mr. Connoy is KRAF station manager. Ann. Aug. 14.

WTND Orangeburg, S. C.—Seeks transfer of control of licensee corporation, WTND

Inc., from Sims family (100%) to James H. Grassette and John B. Rembert, trustees of estate of James I. Sims (33 1/3% before transfer, 100% after). Consideration \$46,666. Ann. Aug. 12.

WZZR-FM Cookeville, Tenn.—Seeks assignment of license from Helen L. Cunningham (100%) to Redman L. Turner, J. B. Crawley, William B. Kelly (each 25%), Mrs. Redman L. Turner and Mrs. Louise Keltner (each 12 1/2%). Consideration \$12,000. Mr. Turner has interest in WTCO Campbellsville, WLCK Scottsville, WMSK Morganfield and WCND Shelbyville, all Kentucky, and WPTN Cookeville; Mr. Crawley has interest in same stations, also WPHN Liberty, Ky.; Mr. Kelly's holdings are same as Mr. Crawley's, except he has no interest in WTCO; Mrs. Turner and Keltner each have interest in WLCK and WPTN. Ann. Aug. 8.

KRRV Sherman, Tex.—Seeks assignment of license from A. Boyd Kelley (92%) and others, d/b as Red River Broadcasting Co., to William Wayne Phelps (100%). Consideration \$180,000. Mr. Phelps owns KALG Alamogordo, N. M. Ann. Aug. 9.

WMTD Hinton, W. Va.—Seeks assignment of license from David B. Jordan (100%) to Mr. Jordan (74%) and wife, Margaret E. Jordan (1%), and Lonnie R. Mullins (25%), tr/as Bluestone Broadcasters Inc. Consideration \$10,400. Mr. Mullins is manager of WMTD. Ann. Aug. 12.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward revoking CP of Martin R. Karig for WIZR Johnstown, N. Y., and denying applications of Spa Broadcasters Inc. for renewal of license and change of operation to 1280 kc, 1 kw-D, both for WSPN Saratoga Springs, N. Y., and application of Radio Station WBSA Inc. for new AM on 900 kc, 250 w-D, in Troy, N. Y. As result of consolidated hearings, largely held in Saratoga Springs, hearing examiner held that Karig's interest in all applications indicated willful violations of rules and false testimony and statements to commission. Action Aug. 9.

OTHER ACTIONS

■ Commission gives notice June 21 initial decision which looked toward granting application of Star Broadcasting Corp. to increase power of WFLS Fredericksburg, Va., from 500 w to 1 kw, continued operation on 1350 kc, D; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, became effective Aug. 12 pursuant to Sec. 1.153 of rules. Action Aug. 14.

■ By memorandum opinion and order, commission (1) granted application of Frontier Broadcasting Co. for mod. of CP for KTVS(TV) (ch. 3) Sterling, Colo., to change authorized trans. site to site about 9.7 miles east southeast of Sterling, without prejudice to whatever action commission deems appropriate as result of decision of U. S. Court of Appeals for District of Columbia Circuit in May Broadcasting Company vs. FCC, case No. 17,730, and (2) dismissed opposing petition by May Broadcasting Co. (KMTV(TV) [ch. 3]) Omaha. Action Aug. 12.

■ By memorandum opinion and order, granted joint motion by West Michigan Telecasters Inc., MKO Broadcasting Corp. and Peninsular Broadcasting Co. to extent of extending to Aug. 21 time to file exceptions and briefs to initial decision and to Oct. 21 for replies in Grand Rapids, Mich., TV channel 13 comparative proceeding. Action Aug. 12.

■ By order in investigatory proceeding involving McLendon Corp. (WYNR), Chicago, commission granted licensee's request to extend time from Aug. 9 to Aug. 12 to file summary of facts and suggested conclusions. Action Aug. 12.

■ Commission gives notice that June 13 initial decision which looked toward granting application by R. M. Chamberlin for renewal of license of WAXE Vero Beach, Fla., became effective Aug. 2 pursuant to Sec. 1.153 of rules. Action Aug. 12.

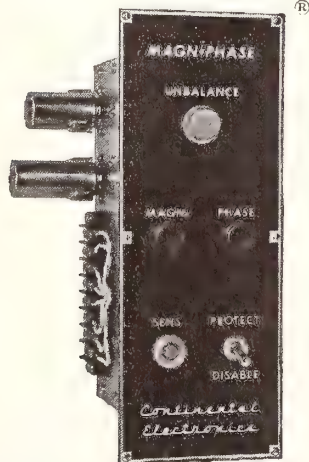
■ By second supplement to third report, memorandum opinion and order in Doc. 14185, commission, on own motion, modified action of July 25 in adopting table of FM channel assignments by addition of channel 252A to Spearman, Tex. Action Aug. 8.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order (1) granted petition by James S. Rivers Inc.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 14

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,817	43	158	336
FM	1,096	24	90	192
TV	522 ¹	53	86	115

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 14

	VHF	UHF	TOTAL TV
Commercial	484	91	578
Non-commercial	47	21	68 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC June 30

	AM	FM	TV
Licensed (all on air)	3,809	1,090	519
CP's on air (new stations)	51	30	56
CP's not on air (new stations)	137	87	85
Total authorized stations	3,997	1,207	660 ¹
Applications for new stations (not in hearing)	210	178	67
Applications for new stations (in hearing)	146	13	53
Total applications for new stations	356	191	120
Applications for major changes (not in hearing)	254	90	47
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	308	93	55
Licenses deleted	0	2	0
CP's deleted	1	2	0

¹Does not include six licensed stations off air

²Includes three stations operating on unreserved channels

(WJAZ), Albany, Ga., for waiver of Sec. 1.362 of rules insofar as it requires publication and broadcast immediately following release of order specifying time and place of commencement of hearing in proceeding on AM application, and (2) accepted tendered notice. Action Aug. 13.

■ By memorandum opinion and order in proceeding on AM application of Denver Area Broadcasters (KDAB), Arvada, Colo., in Doc. 14817, (1) granted petition by Broadcast Bureau and enlarged hearing issues to determine whether nighttime interference-free contour of proposed operation of KDAB would encompass most distant residential area of Arvada as required by Sec. 3.188(b) (2) and 3.30(c) of rules and, if not, whether circumstances exist which would warrant waiver of the sections, and (2) denied KDAB's petition to temporarily withhold action on petition to enlarge issues. Board Member Nelson not participat-

ing. Action Aug. 13.

■ By memorandum opinion and order, granted joint petition by North Atlanta Broadcasting Co. and J. Lee Friedman, applicants for new AM stations in North Atlanta, Ga., for approval of agreement whereby Friedman's application would be dismissed; application dismissed with prejudice; and North Atlanta application retained in hearing status. Action Aug. 13.

■ By memorandum opinion and order, granted joint petition by Automated Electronics Inc. and Capital Broadcasting Co., applicants for new UHF TV station in Arlington, Va., and Washington, respectively, for approval of agreement whereby Automated would be reimbursed \$2,500 for partial expenses incurred in connection with application in return for withdrawal; application dismissed with prejudice; and granted Capital's application for new UHF TV station to operate on channel 20 in

Washington; proceeding terminated. Action Aug. 13.

■ By members Nelson, Pincock and Slone, adopted decision (1) denying for failure to prosecute application of Magic City Broadcasting Corp. for additional time to construct WBHM Birmingham, Ala.; and (2) denied request by respondent Voice of Dixie Inc. (WVOK), Birmingham, for oral argument. April 23 initial decision looked toward denial. Action Aug. 9.

ACTIONS ON MOTIONS

■ Commission, by office of opinions and review, granted petition by Broadcast Bureau for extension of time from Aug. 12 to Sept. 3 to file replies to exceptions to initial decision in Kent-Canton-Kent-Ravenna, Ohio, AM proceeding. Action Aug. 12.

■ Commission, by office of opinions and review, granted petition by Windber Community Broadcasting System to extend time to Sept. 16 to file oppositions to application by Ridge Radio Corp. for review in proceeding on applications for new AM stations in Windber, Pa. Action Aug. 13.

■ Commission, by office of opinions and review, granted motion by Onondaga Broadcasting Inc. to extend time from Aug. 9 to Aug. 12 to file replies to exceptions to initial decision in Syracuse, N. Y., TV channel 9 proceeding in Doc. 14367 et al. Action Aug. 8.

By Acting Chief Hearing Examiner
Jay A. Kyle

■ Granted petition by William L. Ross to extent of dismissing but with prejudice application for new AM in Riverton, Wyo., and terminated proceeding. Action Aug. 9.

By Hearing Examiner Isadore A. Honig

■ Granted request by Delaware Valley Broadcasting Co. (WAAT), Trenton, N. J., to extend time from Aug. 9 to Aug. 14 to file proposed findings and from Aug. 23 to Aug. 28 for replies in proceeding on AM application. Action Aug. 9.

■ Granted petition by Broadcast Bureau to extend time from Aug. 8 to Aug. 19 to file proposed findings and conclusions and from Aug. 19 to Sept. 3 for replies in proceeding on AM application of Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn. Action Aug. 8.

By Hearing Examiner H. Gifford Irion

■ On own motion, continued Oct. 21 hearing to Oct. 28 in proceeding on applications of D & E Broadcasting Co. and Great State Broadcasters Inc. for new AM stations in San Antonio, Tex. Action Aug. 13.

■ Granted petition by Van Wert Broadcasting Co. for leave to amend application for new AM in Plymouth, Ind., to reflect death of minority stockholder and issuance of letters testamentary appointing executor of estate. Action Aug. 6.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Big Bear Broadcasting Co. for leave to amend financial showing in application for new AM in Big Bear Lake, Calif. Action Aug. 6.

By Hearing Examiner Herbert Sharfman

■ Reopened record in proceeding on AM applications of Southern Radio & Television Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, both Florida, in Docs. 14909-10 and canceled Aug. 12 date for filing replies to initial proposed findings, and scheduled further hearing for Sept. 6; and by separate order, granted petition by Broadcast Bureau to accept for filing late filed proposed findings of fact. Action Aug. 7.

BROADCAST ACTIONS by Broadcast Bureau Action Aug. 13

WRVC(FM) Norfolk, Va.—Granted license covering change in frequency and specify type trans.

WONO(FM) Syracuse, N. Y.—Granted mod. of license to change studio location and remote control point.

WBBQ Augusta, Ga.—Waived Sec. 3.30(a) of rules and granted CP to extent of permitting establishment of main studio beyond corporate limits of Augusta at North Augusta, S. C.; change ant.-trans. location, make changes in ground system and ant. (reduce height); remote control permitted.

WOXR(FM) Oxford, Ohio—Granted CP to change main studio and ant.-trans. location; increase ERP to 3 kw, decrease ant. height to 85 feet, install new trans. and make changes in ant. system; conditions.

KEND-TV Fargo, N. D.—Granted mod. of CP to change ERP to 304 kw vis., and 152 kw aud.; type trans. and type ant., and

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make changes in ant. system and other equipment.

WEFF-FM Highland Park, Ill.—Granted mod. of CP to change type ant.

Actions of Aug. 12

WGCD Chester, S. C.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; delete remote control operation; conditions.

WSVM Valdese, N. C.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

KIKI Honolulu—Granted CP to make changes in ground system; condition.

***WYSO(FM) Yellow Springs, Ohio**—Granted CP to replace expired permit to make changes in ant., ERP, ant. height and ant. system.

***WLFM(FM) Appleton, Wis.**—Granted CP to move ant.-trans. location 90 feet east of present site and make changes in ant. system (decrease height); ant. height 120 feet.

***WHA-FM Madison, Wis.**—Granted CP to replace expired permit to make changes in ant. height, ant. system, alternate main trans. location, trans. equipment and type ant. (alternate main trans.).

K83AL Windom, Minn.—Granted CP for new UHF TV translator station on channel 83 to translate programs of KELO-TV (ch. 11) Sioux Falls, S. D.

KZOO Honolulu—Granted mod. of CP to change ant.-trans. location to KIKI Honolulu site, make changes in ground system and change type trans.; condition.

WRYM-FM New Britain, Conn.—Granted mod. of CP to install new ant. and specify ant. height as 135 feet.

KTVS(TV) Sterling, Colo.—Reconsidered and set aside July 30 action granting mod. of CP to change facilities.

WRYM-FM New Britain, Conn.—Granted extension of completion date to Dec. 15.

Action Aug. 9

KMUR Murray, Utah—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KBAR Burley, Idaho—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KCEE Tucson, Ariz.—Granted mod. of CP to change hours of operation to unl. on 790 kc, 500 w-N, 5 kw-D, make changes in DA system (add 1 tower), and change from DA-D to DA-2; conditions.

K04AH, K06AT, K11BP, K13BO, Story, Sheridan and Fort MacKenzie, all Wyoming—Granted assignment of licenses for VHF TV translator stations to Sheridan T. V. Translator Inc.

WVNA-TV Tusculumbia, Ala.—Granted CP to replace expired permit for new TV.

KHOU-TV Houston—Granted CP to change trans. location, type ant., ant. height to 1440 feet and make changes in ant. structure and equipment (main trans. and ant.).

KMLA(FM) Los Angeles—Granted CP to install new ant.; ERP 58 kw (horizontal polarization) and 3.7 kw (vertical polarization); ant. height 1180 feet.

WDOD-FM Chattanooga—Granted CP to install new ant. and decrease ERP to 11.5 kw.

WGPC-FM Albany, Ga.—Granted CP to install new ant.; condition.

WIBF-TV Jenkintown, Pa.—Waived Sec. 3.613(a) of rules and granted mod. of CP to change station location to Philadelphia; ERP to 1150 kw vis. and 630 kw aur.; change type trans., type ant., and ant. height to 330 feet and make changes in ant. system.

KCND-TV Pembina, N. D.—Granted mod. of CP to change type trans. and make changes in transmission line and equipment.

***WNTV(TV) Greenville, S. C.**—Granted mod. of CP to change type trans. and make other equipment changes; condition.

WTHI Terre Haute, Ind.—Granted mod. of CP to change ant.-trans. site.

WOLF Syracuse, N. Y.—Granted mod. of CP to make changes in DA system and ground system; condition.

K03CC Cortez, Colo.—Granted mod. of CP to change frequency to channel 3, type trans. and make changes in ant. system for VHF TV translator station; condition.

WKLA Ludington, Mich.—Denied request for waiver of Sec. 17.43 of rules, governing tower painting, in accordance with commission policy effective Dec. 31, 1960, and directed completion of required specification to repaint tower by Nov. 1.

KUKA San Antonio, Tex.—Granted request to continue existing pre-sunrise operation with non-DA and reduced power of 500 w between 4 a.m. and local sunrise until

final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Actions of Aug. 8

***KRVS(FM) Lafayette, La.**—Granted license.

WNUE Fort Walton Beach, Fla.—Granted license covering change of frequency, hours of operation, and deletion of remote control operation.

KGER Long Beach, Calif.—Granted license covering installation of aux. trans.

***KTOY(FM) Tacoma, Wash.**—Granted license covering change in ant. location, ant. height, and installation new trans. (specify type trans.).

WJBC-FM Bloomington, Ill.—Granted license covering changes in ERP, ant. height, and installation new trans. and ant.

WCRA-FM Effingham, Ill.—Granted license covering changes in ERP, ant. height, ant.-trans., studio, and remote control location, and installation new ant.

WCRT-FM Birmingham, Ala.—Granted license covering change of type trans.

KTAL-FM Texarkana, Tex.-Shreveport, La.—Granted license covering installation of new ant.

WLBH-FM Mattoon, Ill.—Granted license covering installation new ant. and trans.

WJBK-FM Detroit—Granted license covering installation of new aux. trans.

WSNJ Bridgeton, N. J.—Granted license covering use of old main trans. as aux. trans. at present main trans. location.

WILX-TV Onondaga, Mich.—Granted mod. of license to change main studio location to 1510 Springport Road.

KSRO Santa Rosa, Calif.—Granted mod. of license to operate trans. by remote control; conditions.

WCST-TV Portland, Me.—Granted extension of completion date to Dec. 6.

■ Granted renewal of licenses for following: ***KTOY(FM) Tacoma, Wash.**; ***WFUV (FM) New York**; ***WIRQ(FM) Rochester, N. Y.**; ***WMHT(TV) Schenectady, N. Y.**; ***WSHS (FM) Floral Park, N. Y.**; **KTPS(TV) Tacoma, Wash.**; **KAMP El Centro, Calif.**; **KAGO Klamath Falls, Ore.**; **KHEY El Paso, WFBK Syracuse, N. Y.**; ***WFMU (FM) East Orange, N. J.**; **KWPC-FM Muscatine, Iowa**; **WAWZ Zarephath, N. J.**; **WDVL Vineland, N. J.**

Actions of Aug. 7

KGIL San Fernando, Calif.—Granted license covering increase in nighttime power, change in DA system and nighttime pattern, use of nighttime DA pattern during day when KPFC Pasadena, Calif., operates, and changes in daytime DA pattern (main); and use of old alternate main trans. as aux. trans. with DA (DA-2) at main trans. site.

WOKS Columbus, Ga.—Granted license covering installation of old main trans. as aux. daytime and alternate main nighttime trans.

WRGM Richmond, Va.—Granted license covering increase in radiation by addition of top loading to present tower; remote control permitted.

WJEF Grand Rapids, Mich.—Granted license covering use of old main trans. as aux. daytime and alternate main nighttime trans.; remote control permitted.

KSET El Paso—Granted license covering change in trans. location.

WJEF Grand Rapids, Mich.—Granted license covering an increase in daytime power (main trans.) and changes in ant. system.

KSD St. Louis—Granted license covering installation of aux. trans.; specify geographic coordinates.

WMIN St. Paul—Granted mod. of license to change name to WMIN Inc.

K08CZ Park River, N. D.—Granted CP to change trans. location 534 feet south of original site and change ant. height for VHF TV translator station.

K09AN Valier, Mont.—Granted mod. of CP to change type trans. and make changes in ant. system for VHF TV translator station.

■ Granted licenses for following: **WRTL Rantoul, Ill.**; condition; **WMBT Shenandoah, Pa.**, and redesign main studio and trans. location as West Mahaney, Pa.; **WRPM Poplarville, Miss.**; **WLUX Baton Rouge**, specify type trans., redesign main studio location and change ground system.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: **KTSM El Paso**; **WAIR Winston-Salem, N. C.**, and specify type trans.; **WRKD Rockland, Me.**, and specify type trans.; **WMOF Ocala, Fla.**, and specify type trans. and geographic coordinates.

■ Granted licenses covering increase in power for following: **WRKM Carthage, Tenn.**, condition; **WOAP Owosso, Mich.**; **WRWJ Selma, Ala.**, and installation of new

trans.; **WNJH Hammon, N. J.**, installation of new trans. and specify type trans.

■ Following stations were granted extensions of completion dates as shown: **WREM Remsen, N. Y.**, to Jan. 3, 1964; **KCHJ Delano, Calif.**, to Sept. 30; **KCTY Salinas, Calif.**, to Aug. 31; **WRKL New City, N. Y.**, to Feb. 11, 1964; **WIVI-FM Christiansted, St. Croix, V. I.**, to Feb. 1, 1964; **WBRD-FM Bradenton, Fla.**, to Aug. 31; **WDJK(FM) Smyrna, Ga.**, to Aug. 31; **WITN-FM Grifton, N. C.**, to Dec. 31; **WLTA-FM Atlanta**, to Nov. 8; **KBOX-FM Dallas**, to Oct. 31; **WOLA (FM) San Juan, P. R.**, to Dec. 10; **KCRA-FM Sacramento, Calif.**, to Nov. 1; **WBLK-FM Depew, N. Y.**, to Jan. 1, 1964; **WHUB-FM Cookeville, Tenn.**, to Jan. 30, 1964; **WAPI-FM Birmingham, Ala.**, to Aug. 31; **WMNC-FM Morganton, N. C.**, to Feb. 7, 1964; **KIFM(FM) Bakersfield, Calif.**, to Dec. 30; **KLFM(FM) Long Beach, Calif.**, to Sept. 15; ***KUID(FM) Moscow, Idaho**, to Aug. 30; **K09FI Key Club of Dunsmuir, Calif.**, **Castella, Calif.**, to Dec. 10.

Actions of Aug. 6

Cokeville Television Corp., Cokeville Town and Smiths Fork, both Wyoming—Granted CP's for new VHF TV translators on channels 3, 6, and 13, to translate programs of **KCPX-TV (ch. 7)**, **KUTV (ch. 11)** and **KSL-TV (ch. 9)**, all Salt Lake City.

Trans-Tel-Co., Aberdeen, Hoquiam, Montesano and Central Park, all Washington—Granted CP for new UHF TV translator on channel 83 to translate programs of **KATU (TV) (ch. 2)** Portland, Ore.

Actions of August 5

Aztec Non-Profit TV Association Inc., Aztec, N. M.—Granted CP for new VHF TV translator on channel 12 to translate programs of **KOAT-TV (ch. 7)** Albuquerque, N. M.

■ Granted CP's for following new VHF TV translator stations: **Robert A. Neish, channel 2, Grants Pass, Ore.**, to translate programs of **KMED-TV (ch. 10)** Medford, Ore.; **Skyway Broadcasting Co., channel 8**, Bryson City, N. C.; **WLOS-TV (ch. 13)** Asheville, N. C.; **Barbourville Area Television Corp., channel 4**, Barbourville, Ky.; **WBIR-TV (ch. 10)** Knoxville, Tenn.; **Custer T.V. Association, channel 12**, Custer, S. D.; **KTWO-TV (ch. 2)** Casper, Wyo.; condition.

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RADIO

Help Wanted—Management

Management opportunity. Wanted: A sales-partner, with experience in sales field proven. Preferably family man. Must have cash to invest. 20% stock available to right party, with possibility of 50%. Station value \$75,000.00 in market of 3 other locals. Located in Utah in 2nd largest metropolitan area. 125,000 population. Box J-3, BROADCASTING.

Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programing departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, BROADCASTING.

Seeking manager for Iowa station. Must have successful record as manager or sales manager. Box K-126, BROADCASTING.

\$10,000 to \$15,000 or more as manager of successful station in upper midwest. Compensation based on cash flow. Box K-127, BROADCASTING.

Manager position open, top forty, fulltime, network affiliate major midwest market. Must have proven sales background. Send pic. and details. Box K-209, BROADCASTING.

Knowledge and experience in small market radio essential. Excellent equipment, well established 1kw daytime, fine staff small Colorado community. A job for a Selling manager!! Write fully. Salary, commission, expenses. Box K-202, BROADCASTING.

Wanted: Asst. manager, radio station KVOU, Uvalde, Texas. Sales experience necessary and must have 1st engineer license. E. J. Harpole.

KWHP in Edmond, Oklahoma, seeking full time announcer-sales-management-sports. Must not smoke or drink. Good appearance and willing to work. Room for advancement! Salary held open for you! 405-PL 4-1598.

If you have \$25,000 cash! Move to beautiful Colorado and enjoy living while operating your own radio station. Husband and wife operation. High net. Write R. W. Schmidt, 9693 E. Colfax, Denver, Colo. Cline & Hardesty, Inc.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five markets. Box H-128, BROADCASTING.

Salesman, combo engineer/announcer, salary, talent, commission. Hard intelligent work will earn ever increasing large income. N.Y. state fulltimer. Box K-83, BROADCASTING.

Experienced salesman . . . Excellent permanent opportunity for idea man with solid background capable of working with top regional station. Send photo, resume. Box K-157, BROADCASTING

Help Wanted—(Cont'd)

Sales

Experienced salesmen needed for good music operations in Boston, Charlotte, N.C. and Los Angeles county area. Send complete resume to Box K-170, BROADCASTING.

Opening for experienced radio-salesman-announcer Rocky Mountain 5kw. Growing organization, growing area. Must be creative, aggressive. Salary plus. Box K-214, BROADCASTING.

KRSA County radio needs another salesman to handle increasing business. Guarantee and gas plus 15% commission. Personal interview required. P.O.B. 2138, Salinas, Calif. Phone 424-1428.

Experienced salesman for 24 hour good music Florida am station. Reply to WTRL, Bradenton, Fla.

Wanted immediately a salesman/announcer who is capable of selling good radio in medium competitive market. We want you to make a career of our operation. Lee Nolan, WVTR, White River, Vt. 802-295-3167.

Announcers

Classical music man with solid combo operate-announce commercial experience. Smooth delivery and voice, must be sophisticated in classical music programing. References and resume only. Box J-158, BROADCASTING.

Top rated station in eastern Pennsylvania with heavy accent on news, sports, special events and specialized programming has an immediate opening for topnotch announcer with solid experience authoritative voice and ad lib ability. Excellent salary and talent. Send resume tape and picture to Box K-1, BROADCASTING.

Announcer with versatility who likes small town living and can settle into small market Pennsylvania operation. Married man preferred. Send tape, details of experience, salary requirements. Box K-5, BROADCASTING.

Grand opportunity for experienced morning man to join progressive good music multiple station organization in upper midwest. Immediate opening. Salary open for right man. Send air-check, picture and resume. Box K-8, BROADCASTING.

September opening for staff announcer for upstate New York collegetown station. dj and news experience a must. Send tape and resume. Box K-11, BROADCASTING.

The big opportunity . . . one of the nations fastest growing stations in small middle Atlantic community with a big market . . . needs announcer-salesman at once. If you have guts and imagination and want to grow, send tape and resume to Box K-142, BROADCASTING.

Announcer . . . experienced "big" voice, full-time for stable operation. Tight board, good sound. Send tape, photo, resume. Box K-159, BROADCASTING.

Bright lively morning man. Experience necessary. Warm the year round. Send tape and resume immediately. State salary requirements. Box K-185, BROADCASTING.

Need experienced announcer with 1st class ticket to locate permanently with adult good music format station in Florida. Good salary, no maintenance. Send tape and resume. Box K-190, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Middle of the road radio personality, live sound, sharp production, good judgment on amount of talk. Start at \$115 weekly, fringe benefits. Great Lakes medium large market. Photo and tape required for consideration—will return. Box K-199, BROADCASTING.

Strong morning man for medium market Pennsylvania. Must be three years or more veteran. Salary open. Good music sound. Modern equipment with good working conditions. Send tape and complete background first letter. Box K-212, BROADCASTING.

First phone announcer. Middle of road format. Salary depends on ability. No maintenance—we have a good chief engineer. Fine opportunity for young, aggressive man. E. H. Whitehead, KTLU, Rusk, Texas.

Wanted: Announcer with first class license. Station WAMD, Aberdeen, Md.

Immediate opening for good morning man. Send tape, resume & salary requirements: WASA, Havre de Grace, Md.

Top forty announcer, 1st phone, immediate opening rush tape, resume. WBRD, Bradenton, Fla.

Suburban Chicago. Combo first class. Permanent. Tape, complete information now. WEAW, Evanston, Ill.

Experienced afternoon man wanted for pop music station in medium Michigan market. Fast paced but no screamers. Send tape resume & photo to John Moss, WIBM, Jackson, Mich.

WIRK, West Palm Beach, has immediate opening for a real pro. Must be strong on production and news. Send tape of dj. news and production, plus resume. Full time, format, pop music operation.

WIRL, Peoria, Illinois needs an afternoon drive-time, seasoned, clever personality. Send resume and tape immediately.

WLPM needs an engineer-announcer with 1st class license. No maintenance required. If interested in joining staff of stable, aggressive, well equipped station playing up tempo big band music, send tape picture and resume to: E. D. Beydush, WLPM, Suffolk, Va.

Announcer, 1st phone—5,000 watt midwest independent has immediate opening. Emphasis on air work, little maintenance. Run own board. Send tape, photo, references, complete resume, first letter, WMIX, Mt. Vernon, Illinois.

WRMF, Titusville, Fla. (Cape Canaveral) has opening for announcer. Permanent and immediate.

Immediate opening for experienced man. Mid-morning and traffic shift. Adult music with good equipment. Clean air-conditioned control room. No beginners please. Send air check and full background. All tapes returned. WRTA, Altoona, Penna.

Announcer-salesman-Florida single station market. Ideal opportunity for right man. Football play-by-play helpful. Rush taped audition, resume, references, and salary expected to: Chuck Grant, Station Manager, WSLC, P. O. B. 606, Clermont, Fla.

Help Wanted—(Cont'd)

Announcers

Experienced newsman-deejay for Illinois good-music kilowatt. Excellent opportunity—gather, write, broadcast news and present music programs. Send tape, full resume to WSOY, Decatur, Ill.

Sharp announcer needed now by top-rated, tight production, modern format station. Good opportunity for experienced man with good voice. Send tape, resume to WSPT, Stevens Point, Wis.

All night first phone announcer wanted by modern central New York operation. Contact Bill Quinn, WTLB, Utica, N. Y.

Wanted immediately a salesman/announcer who is capable of selling good radio in medium competitive market. We want you to make a career of our operation. Lee Nolan, WVTR, White River, Vt., 802-295-3167.

Announcers needed! A complete service. Audition tapes duplicated, edited, recorded. 20 tapes \$25. Resumes written, edited, printed. 1000 resumes \$15. Check with the mad men at: Darden Associates, Box 231, Roosevelt, N. Y.

DJ's learn the professional way to introduce a record. 300 interchangeable, intelligent intros by excellent writers for vocals and instrumentals. \$3.95. Broadcast Intros, 975 North 35th, Milwaukee 8, Wisconsin.

Technical

Alert, responsible engineer-announcer-citizen. Small market, Kansas am/fm station. Good job. Send complete application. Box K-36, BROADCASTING.

Chief engineer, 1kw, 100 miles from New York, \$125. Box K-77, BROADCASTING.

Chief engineer. No announcing. Top rated station. Major market. Must know all phases maintenance. Prefer man with Schafer automation experience. Stable, highly respected group. Box K-113, BROADCASTING.

Chief engineer for long-established Virginia fulltime station in small market. Position offers security and many benefits. Announcing or sales ability helpful but not essential. Theory, technical and practical ability a must. This is a settled, hard working, friendly operation, and we want a man with the same qualities. Box K-169, BROADCASTING.

Chief engineer for major radio station in southeast. Require broad experience with emphasis on preventive maintenance. Box K-210, BROADCASTING.

New York state 5 kilowatt non-directional wants first phone engineer for maintenance and light announcing. Box K-233, BROADCASTING.

Chief engineer, 1kw daytimer, full maintenance control room, transmitter, mobile unit. New Equipment, excellent condition. Announcing shift, must be competent engineer, will train beginning announcer. Send recent photo, resume, references. E. J. Patrick, G.M. KAVI, Rocky Ford, Colorado.

Experienced chief engineer for Alaska am-tv. Light announcing. Send resume to KINY, 231 S. Franklin St., Juneau, Alaska.

Chief engineer with some announcing duties. An ideal spot for the right man in a good, efficient small market station. Recently moved to new studios and offices, with improved equipment, in a new building. Write KTTN, Trenton, Missouri or call Elmwood 9-2261 for details.

Immediate opening for first class engineer capable of maintaining 10 kw transmitter and studio equipment. Rush resume, photo, references. Include experience in any other phases of radio. WPAQ, Mt. Airy, N. C.

Help Wanted—(Cont'd)

Technical

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs Radio Transmitter and Receiver Operating and Maintenance Technicians for relay stations in Greenville, North Carolina; Marathon, Florida; Dixon and Delano, California; and Bethany, Ohio. These positions for operation and maintenance of high power transmitters and receiver stations require a minimum of five years of responsible technical operating and maintenance experience. Experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer is also qualifying. Salary determined by applicant's experience and ability. Present rate range is \$6344 to \$10,504 per year; promotional opportunity. Positions are in Career Civil Service, and therefore, appointments are made thru competitive examination. Must be American citizen. To apply for this nonwritten examination, please request Announcement No. 283B and application forms from your nearest U. S. Civil Service Commission Representative's Office or write to The Executive Secretary, Board of U. S. Civil Service Examiners, U. S. Information Agency, Washington 25, D. C.

Production—Programing, Others

News editor wanted for Ill. kilowatt metropolitan, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

Top news personality for Florida market. Must be authoritative newscaster for on air work with growing department. Write Box K-92, BROADCASTING, giving experience, salary requirements, and include photograph, audiotape, and film or vtr if available.

Virginia radio-tv station needs manager for news department. Must be 35 or over and have radio—not necessarily tv—experience. Write Box K-125, BROADCASTING.

Major Michigan radio and TV combo needs capable newscaster-reporter strong on civic and government affairs. Send resume, tape and expected salary range to Box K-130, BROADCASTING.

Major station on NYC fringe—We concentrate on news, are looking for experienced man to do same. Must have polished, authoritative delivery, must be able to gather and write local news. Opportunity to do news specials, editorials, sports, too. Only replies which include audition tape, not less than 5" reel and preferably air check, will be considered. Complete resume to Box K-141, BROADCASTING.

A genius-of-all-trades: a creative production man with first phone license and ability to handle personality format with middle-of-the-road music. Starting salary \$127.50 per five-day week with excellent opportunities for advancement. Here's your golden opportunity to locate permanently in one of California's choicest cities. Please send air-check or audition tape sample copy, and taped production spots. Box K-156, BROADCASTING.

Program Director . . . Need fully experienced mature man for top community station. Permanent position with unlimited opportunities for stable operation. Send photo, resume. Box K-158, BROADCASTING.

Help wanted—Newscaster for network affiliate, leading station in large, progressive southeastern city. Need good air man with news background. \$140 to \$160 week. Box K-167, BROADCASTING.

Metropolitan southwest station desires aggressive young radio newsman eager to work and willing to take direction. Complete resume, picture and tape in first letter to Box K-191, BROADCASTING.

Experienced copywriter, three in department. Write KSAL, Box 180, Salina, Kansas.

Help Wanted—(Cont'd)

Production, Programing & Others

Production director for group operation, excellent working conditions, headquarter at one station with occasional field trips to others in group—good starting salary. Must have experience, talent and ability to help create top-notch promos, clever contests and hip sounds. Writing ability secondary but must be a master with tape and have know how to make productions that are noticed. Send resume and sample of work to Box K-231, BROADCASTING.

News director for top 40 operation in large Ohio city, must have desire to dig for news, write and deliver concise, fast paced newscasts. Fine working conditions, great crew, opportunity to editorialize, good starting salary. Send tape and facts to Box K-232, BROADCASTING.

Independent Los Angeles TV station needs experienced cameraman with own 16mm equipment for shooting silent footage—commercial film clips. Must have own transportation. Send resume and salary desired to Box K-234, BROADCASTING.

New station, fall target date now accepting applications announcers and news director. Send resume, photo, salary requirements, tape, Box 66, Shakopee, Minnesota. No material returned.

ETV producer-director, minimum salary \$7,000 for experience and masters degree. Position available now. Contact L. Rhodes, Central Michigan University, Mt. Pleasant, Michigan.

Writers: Scripts wanted for half hour dramatic radio programs. For further information write Satellite Broadcasting Company, 5935 SW. 8th Street, Miami, Fla.

Experienced reliable man as continuity director immediately. Prefer man who can develop and record production spots but will consider woman. Excellent working conditions. Contact Jim Heaton, KVGB, Great Bend, Kan.

Come blow your horn . . . I'm looking for my own replacement. Have just moved into radio pd spot in top quality, dominant 5 kw CBS affiliate in northeast. Want a heads-up, creative, polished pro—one who can produce solid commercial work on the air—experienced in tight production—and not afraid of six-day week. There's a future here—and money, too. Our TV operation will welcome this pro with open accounts. Must be available for on-camera audition. Send tape, full resume, pix and sof, if available, to: Tom Whalen, P.D., WNBC Radio, Binghamton, New York.

Immediate opening for experienced newsmen with ability to gather, write and make strong presentation of local news. Play-by-play sports experience desirable but not necessary. KAOR Radio, Oroville, Calif.

Wanted intelligent and experienced newsmen for afternoon shift at top-rated station in central New York, only those willing to dig for their stories need apply, rush tape and resume to WTLB, Utica, N. Y.

SITUATIONS WANTED

Management

Pittsburgh program director strong in promotion, production, news and sales, desires station manager's position in metropolitan market. College graduate, married, 35 years old, references. Box J-367, BROADCASTING.

Experienced selling manager desires to relocate in Arizona. More than doubled billings present location. Box K-203, BROADCASTING.

Situations Wanted—(Cont'd)

Management

I know the industry. Have proved it for about 20 years in sales, management consulting and management. Am out of the industry for about 1 year. Got to get back in. Looking for major market to sell or manage. About all, I want back in and work. I do not want idle talk. If your want action, Act. I'll do the same. Box K-161, BROADCASTING.

General manager, former owner, strong sales, top announcer, 20 years broadcasting, can invest. Box K-177, BROADCASTING.

I will put your station close to or on top in 90 days. Very successful commercial manager in one of U.S.'s toughest markets wants to manage station in small or medium market. Top notch salesman, thoroughly experienced all phases of radio, 39, college graduate, married, best references. Box K-180, BROADCASTING.

Aggressive manager—with successful record also handles top flight play-by-play, news & special events and programing. \$200 minimum, plus moving expenses. Can invest. Prefer New England, Missouri or Illinois, but will consider others. Box K-195, BROADCASTING.

Management-young, aggressive family man-ownership interests-prefer New England. Box K-196, BROADCASTING.

Desire manager or sales manager position with west Texas station. References, 9 yrs. experience radio, all phases, except engineering. Married, civic minded and ambitious. Available Sept. 30. Only consider station giving priority to advertising results. Box K-220, BROADCASTING.

Station manager, experienced all phases of phases of small market station operation. First class license. Management, sales, programing. Presently employed but seeking change. Best of references. All offers considered. Box K-224, BROADCASTING.

Top manager, pd, commercial manager. 13 years experience. I know all phases. Presently employed, 5 kw in San Francisco. Seek S-W, midwest, Pacific northwest stable position. Write or wire Box 5004, Vallejo, Calif.

Manager. 15 years radio sales at one station. Creative, with imagination. Twelve thousand or more. Merlin H. Smith, 3014 Barnhart, Fort Wayne, Ind. Phone 483-3861.

Sales

Salesman, dedicated, competent, 6 years radio, license, 5 year chain station reference, capable with copy, radio school graduate, anywhere. Box K-108, BROADCASTING.

Experienced selling manager desires to relocate in Arizona. More than doubled billings present location. Box K-204, BROADCASTING.

Announcers

Boston area. Announcer/dj, 27, with first phone seeks part-time work while attending college. Box J-297, BROADCASTING.

Sportscaster, dj. First phone. Experienced. Personality. College graduate. Any format. Box K-70, BROADCASTING.

Energetic sportsman who can double as dj now available. Box K-75, BROADCASTING.

Top 40 dj-announcer, tight production and fast board. A broadcast graduate and wants to swing. Box K-98, BROADCASTING.

First phone announcer—limited experience; 6 to midnight shift only. Box K-104, BROADCASTING.

Attention: Tennessee and Kentucky! Announcer, dj-combo: Three (3) years experience. Presently employed, but would like to relocate within 150 miles of Nashville, Tenn. Good references including present employers. Veteran, married and reliable. Good board, cut all shows. Available: Dec. 1st. Box K-149, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Hating your rating? I'm the doctor of the air-waves . . . I'll boost your Pulse and give you a super-duper Hooper. Top-40 personality now employed in medium market looking for swingin' station. Box K-154, BROADCASTING.

Dj-5 years experience . . . all areas considered . . . modern format. Box K-110, BROADCASTING.

Available October 1st—Professional network—quality newscaster, also middle of road record show. Sixteen years exp. Former general manager and station owner, desires position away from front desk and back on board or news mike. Prefer New England or middle Atlantic area, will consider any offer. If personal interview required, will share expense. If out of requested area, the trip at your expense. Tape available immediately. Will sell on own time at 20% commission. Exp. in all phases of radio. Minimum salary \$150.00 week. Box K-140, BROADCASTING.

Mature voice, 31, 5 years experience. Family man, northeast. (dj-announcer). Box K-165, BROADCASTING.

1st phone personality—college, draft free, 6 years experience in the top 50 markets. Box K-172, BROADCASTING.

Staff announcer-newsman presently employed by leading southeastern NBC radio-TV affiliate desires position with progressive organization. Box K-174, BROADCASTING.

Washington, D. C. area . . . Announcer-newsman currently employed at top-rated 5,000 watt NBC affiliate seeks position with leading Washington radio or television station. Box K-176, BROADCASTING.

I want to be your all-night man. If you do the hiring for an important station in a metropolitan market, you'll want to read my story: Saturdays and Sundays, I do a late-night record show on a network-owned, 50-thousand watt station in one of the five largest markets. During the week, I'm the summer replacement man for an independent station in the same market. I'm 24, married, a college graduate with a degree in radio and television. I'm young and good. I know music—really know it. That's why I've got to play good music. I'll play Sinatra, and Ella, and Les Elgart, sure, but let me go with Mel Torme, Nancy Wilson and Count Basie once in a while, and I'll program better—and with more taste—than anyone you've heard lately. My voice is soothing, warm and well-trained. My approach is easy, uncluttered, smooth, and believable—adult. I'm available now. But I'm prepared to wait for the right offer. If your station's immune to middle-of-the-road thinking, listen to my tape, read the rest of my story, then let's get together. Box K-179, BROADCASTING.

At liberty—c&w personality dj. Also can work as salesman. Box K-181, BROADCASTING.

Announcer, dj play-by-play, engineer with first phone, some TV, 7 years experience. Box K-184, BROADCASTING.

Disc-jockey—experienced, looking to settle. Can do play-by-play baseball. Box K-186, BROADCASTING.

Four years in radio announcing, copywriting. Want to learn news. Box K-192, BROADCASTING.

Attention Florida, announcer-1st ticket. Available September. Experienced with CBS affiliate. tight board. Box K-52, BROADCASTING.

Announcer with first phone available now. News or personality. Box K-205, BROADCASTING.

3 years experience, (1½ c & w). First phone. Upper midwest preferred. Box K-208, BROADCASTING.

News-caster-dj. 21-year old veteran. Announcing school graduate, beginner but ambitious. Call 312-226-0963 or Write Box K-218, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

First phone, family man, 23 years background in industrial electronics, seeks opportunity in broadcasting. Available immediately. Box K-226, BROADCASTING.

Now in large city, seeks less frantic life for family and self. If you need an exceptional voice (not a prima donna) with first ticket, strong on good music and news. Sober, mature, family man, Contact Box K-227, BROADCASTING.

California—Help! Am trapped in a tape cartridge! Release me! Early morning air personality not only does an impersonation of John F. Kennedy but also President Sukarno of Indonesia! Box K-229, BROADCASTING.

Announcer-newsman. Gathering, writing, editing, beeper, mobile unit. Excellent delivery and announcing. Available because of change of format. Best references from station owner. B. S. Communications. Prefer Long Island, New York, Box K-230, BROADCASTING.

Personable. Service not remuneration. R. Land, Box 231, Roosevelt, N. Y.

Top San Francisco jock, with 26 voices presently employed, seeking s-w, or Pacific n-w with top 40 or tv gig. Write or wire box 5004, Vallejo, Calif.

Age 20, two years college, one year experience in nation's 28th market. Al Sherouse: 7020 N. Dakota, Tampa, Fla.

Are you looking for a fast pace wild top 40 dj—"Dick Blanti the second?" Write today. 3rd class ticket. Box K-236, BROADCASTING.

First phone—Emerson college alumni—good voice—articulate—can write copy. Experienced fine music and smooth sound. Will travel. Paul Scott, 86 Morgan St., New Bedford, Mass. 02740.

Hank Navin, 17, unemployed, inexperienced and unlicensed must have immediate employment paying \$80. Telephone 271-7116. 9325 Beacon Ave., Cleveland, Ohio.

7 years radio, TV currently TV chief announcer. Prefer radio, seeking east coast top 40. \$125 minimum. Spence Allen, 223-22 65th Ave., Bayside, N. Y.

1st phone announcer, currently employed at 50 kw in one of top 10 markets. 5 years experience. Desire midwest small market radio. Others considered also. Phone 618-877-6510.

Negro, female, recent announcing school graduate. Spirituals preferred, consider other. Please call or write Eula Coss, Orchard 3-1918, 5101 Crane St., Houston 26, Tex.

Top notch jock/chief engineer combination. Major market experience, draft free, available immediately. Call Jim Meeker after 5 est. at 913-843-7291 or write Box 1321, Topeka, Kan. \$650 minimum.

Technical

Engineer would like chief job, experienced am-fm maintenance. Also mobile communications service. Prefer western, southwestern, plains or midwest states. First phone. Box K-88, BROADCASTING.

50 kw am experienced newscaster seeks hot am or tv assignment. Box K-107, BROADCASTING.

Approximately 13 years experience as radio/tv announcer, director. Wish to utilize experience as program director or executive position. Would consider investing modest amount. Box K-160, BROADCASTING.

Chief engineer: with 12 years high power directional antenna experience. License renewals, proofs, am-fm construction and maintenance ability. Know how on cutting costs and getting top efficiency with less technical personnel. References available from professional men in the broadcast field. Box K-150, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Engineer, capable, experienced, southeast, available soon due to chain reorganization. Box K-114, BROADCASTING.

Chief engineer: 14 years experience with excellent references. Have done directional construction and proofs. All round supervision in installing am-fm stations from foundations up. Desires personal interview. Will travel at own expense. Box K-151, BROADCASTING.

Transmitter position, two years experience, dir., 1st radio telephone, amateur. Box K-183, BROADCASTING.

Competent chief engineer with broad experience and top references seeks permanent position in or near college city. Available mid-September. Box K-200, BROADCASTING.

Thoroughly experienced announcer—first class licensed chief engineer. Immediately, \$100 forty hours. Tapeless. Good references. Box K-201, BROADCASTING.

First phone. 13 years experience am-fm 2 3/4 years as chief engineer. Maintenance. Construction. Production. Box K-219, BROADCASTING.

Chief engineer/personality jock, with directional experience and all types of am maintenance and installation. Available immediately. Minimum \$650. Call Jim Meeker for full details after 5 est. at 913-843-7291 or write Box 1321, Topeka, Kan.

Engineer, some announcing 10 years experience. Jack Daley Alpine 2-6455, Phoenix, Arizona.

Production—Programing, Others

Experienced sports announcer specializing in play-by-play basketball, please note, will do sports only and will make season commitment only. Will consider any market big or small any locality. Prefer Indiana. Box K-2, BROADCASTING.

Needed—a permanent position with established radio-tv operation, preferably in news and sports—over 10 years radio, some tv. Box K-60, BROADCASTING.

News director: 11-years experience; no rock-roll, please: 2 1/2 years directing crack news operation in major market. Honesty-loyalty and professional pride among my qualifications. Box K-163, BROADCASTING.

Program director available September 1st. Ten years experience in all phases of broadcasting. Completely experienced in top 40 type and good music programing. Production a specialty. Currently employed in a ten station market. Top references. Box K-168, BROADCASTING.

News minded stations would appreciate this employed two man news team. We will produce in market over 300,000. Write Box K-178, BROADCASTING.

First phone newsmen. Extensive local coverage. Board and play-by-play. Sixty mile radius N.Y.C. Box K-187, BROADCASTING.

Newsman who knows how to find the important stories and report them in the most informative and interesting way, wants to work for major market station that cares about its public. K-193, BROADCASTING.

Combine-save. I'll take your sports and program directorships and combine them into one successful department. Available in September. Seven years experience. Box K-197, BROADCASTING.

Newsman's newsmen: Top stations East. I report with a flair—intelligence—sincerity, few match. Journalism background. Eleven years broadcasting. Box K-207, BROADCASTING.

College grad. radio tv broadcasting. Graduate electronics. First phone, microwave experience. Want start in production, engineering. Box K-215, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programing, Others

Production manager. Extensive major market experience in all production functions. First phone. 33 years old—married. Box K-216, BROADCASTING.

News director . . . San Francisco employed looking for position in s-w or Pacific northwest. Box 5004, Vallejo, Calif.

TELEVISION

Help Wanted—Technical

Studio-transmitter engineer for progressive upstate New York TV station. Permanent. Must have first class license, experience preferred. Box K-171, BROADCASTING.

Experienced technicians—dedicated to quality productions are always needed at the videotape center; 101 W. 67th Street, N.Y.C. TR 3-5800—cameramen, videomen, video tape operators, audio man and maintenance men—qualified personnel may call collect—Don Collins, Chief Engineer.

Group owner seeking S.M. No. 2 position at WPTZ-TV. Contact George Barenbregge, V.P. Television division, P.O.B. 2167, Wilmington, Del.

Announcers

Southeast network affiliate needs man with experience in public affairs programing and news. Please send resume, picture, references and audio tape to Box K-13, BROADCASTING.

Technical

Transmitter operator—Central Texas max. power vhf, RCA equipment. New installation—near large lake. Contact Bob L'Roy, KLRN-TV, Star Rt. 2, New Braunfels, Tex.

Master control technical operator with experience desired. New telecast facility RCA equipment. Please contact Lad Hlavaty, Director of Engineering, WQAD-TV, Moline, Ill.

TV engineer. Station expanding technical facilities has opening for young man thoroughly grounded installation and maintenance tv equipment or who has fundamental knowledge and capability learn quickly under guidance of chief engineer. WSAV TV, Savannah, Ga.

Production, Programing & Others

Attention present director-cameramen, director-announcer in medium or small TV market in Minnesota, Wisconsin, Illinois, Iowa, Missouri, Nebraska area. Operations manager opening for creative strong supervisor. Prefer on-camera announcing ability. Box K-155, BROADCASTING.

News director—Top station midwest market needs man with superior background and ability with mature, authoritative personality. Send resume, picture, audio tape and salary requirements. Box K-162, BROADCASTING.

Female traffic coordinator for fast growing central Florida television station. Well versed in all phases of traffic. Reply stating experience and salary requirements. Box K-166, BROADCASTING.

Promotion director—man or woman capable of executing on-the-air, newspaper, TV Guide, and all other local audience promotion activities for CBS-ABC TV affiliate and independent radio station in medium southwestern market. Rush full details to Walter M. Windsor, KLBK AM-TV, Lubbock, Texas.

Newsman-legman, writer. Opportunity for airwork depends on individual. Must learn to handle 16mm camera. Will consider promising beginner. Salary open. Contact Jon Poston, News Director, KTIV-TV, Sioux City, Iowa.

TELEVISION

Situations Wanted—Management

Ready? Announcing, news, sports, programming, writing, promotion, sales, sales-management, major group operation, national syndicated film sales and sales management. Knows all major stations in depth. Agency, rep. and network contacts galore. Informed professional with top reputation. Whoever has a problem this background can solve, write Box K-152, BROADCASTING.

TV operations or program manager available. Heavy programing, production, sales, film, vtr, film buying and public affairs experience. For resume and exceptional industry references, write or wire: Box K-153, BROADCASTING.

Aggressive salesman with 10 years radio-tv sales experience seeking sales management position. Top tv salesman in 3-station market. National and regional sales experience plus agency background. Top references. Resume and photo on request. Box K-235, BROADCASTING.

Many ads have appeared in this publication for positions. Mine is no exception. Presently employed as commercial manager, I want a position as general manager . . . tv/radio or tv. Perhaps one exception. Interested only in station that has forward and positive thinking ownership, and history of good business principles and practices. Box K-221, BROADCASTING.

Sales

Executive position as sales manager in mountain states television station, fast growing, progressive communities serving over sixty thousand homes. Salary guarantee with unusually fine commission incentive. \$12,000 per year earnings will be no problem to right man with ideas and initiative. Adjacent to great hunting, fishing, winter sports. Excellent area for raising children. Four season climate. References, please. Write Box K-173, BROADCASTING.

50 year old broadcaster—30 years experience 15 years tv sales—experienced management, production, news, community relations—seeks relocation in moderate climate, medium market with good earnings. Box K-211, BROADCASTING.

Technical

Chief engineer position wanted. 8 years experience am-fm-tv. 2 years as chief. Qualified to install, operate and maintain any television station. Presently in computer field. Box K-93, BROADCASTING.

Engineer, six years television operations, technical director, construction maintenance. Videotape experience. Box K-182, BROADCASTING.

Production, Programing & Others

Television sports director available. Complete knowledge of film; authoritative play-by-play; intelligent editorialist. Will create excellent image in sports minded market. Box J-296, BROADCASTING.

Television childrens show personality with proven format. A top rated, easy to sell entertaining show for kids. Available September first. Box J-306, BROADCASTING.

Public affairs—news . . . producer, photographer, writer. 7 yrs. wire-service & news magazine experience, award winning in both. M.A. degree broadcasting & film now final stage. Available September. Box J-332, BROADCASTING.

Experienced news director: Now heading vhf-am newsroom. Top-rated newscaster, investigative reporter. Seek news directorship/staff job major market. Box K-80, BROADCASTING.

If your station wants the important areas in your city covered the way they should be covered on daily newscasts and in documentaries, why not hire a newsman who can do the job. K-194, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programing, Others

Due to program emphasis changes this tv station has a top kid personality available effective mid-August. I can strongly recommend John Stikes as a popular emcee of live kid shows and an individual of excellent moral character. His availability does not reflect a lack of commercial success with his show or any personality conflict with station personnel, but is due to all-over program changes in our early evening period. If interested in a strong children's personality please call either John Stikes or me collect. Phone FA 2-8828, Columbus, Georgia. Joe Windsor, G.M.

Director of photography . . . Seeking responsible position with organization producing tv films and documentaries. Ten years tv experience, over forty documentaries, many awards. Strong production background includes editing, directing, animation, commercials. Opportunity for advancement essential. Married, age 35, degree. Samples and resume upon request. Box K-106, BROADCASTING.

Experienced. Good music, production, news, TV. Like to make move to more challenging position. Presently working in large mid-western AM/TV network station. No hurry to leave, will wait for the right position. Box K-164, BROADCASTING.

Very personable Cyleonese, RCA TV graduate, with studio experience, will appreciate any offer of TV programing, studio operations. Willing to start at bottom any part U.S.A. Box K-175, BROADCASTING.

Northwestern U. grad. Children's performer. Young women, B.S. degree speech, radio-television major, would like to do Saturday children's program "Saturday Fun" Chicago area or will commute from Chicago. Currently employed Monday through Friday (and have been for past five years) in television production in Chicago. Program to include interesting cooking ideas for children, creative art and craft projects, children's books old and new. Able to write and produce own show or would like to hostess program with your ideas. Can supply recipes and craft instructions in quantity for mail pull. Background in teaching, acting, writing, story telling, little theatre work and television production. Would like to come for audition or interview at my expense to see if I might fill a need in your programing. All replies will be answered. Box K-188, BROADCASTING.

Young, willing to work to learn, graduate in radio TV film (Northwestern U. June 63). Fresh, imaginative approach to production-direction. Excellent references, for resume write Box K-189, BROADCASTING.

I'm dead. . . . I'm not a specialist in this world of specialization . . . merely possess overall expert knowledge and experience in: tv, print advertising (newspaper, consumer, trade), film, radio, direct mail, research, sales promotion, public relations, plus administrative capacity to "get things done." Top univ. Degree, best references and proven success in nation's 2nd and 3rd largest markets. Resume on request. Box K-228, BROADCASTING.

Young radio personality wants to start in television; childrens shows, hops, booth etc. Presently employed in radio. Box K-198, BROADCASTING.

Mature successful radio announcer wishes to get into television. Have ratings and some tv background. Prefer production and directing. College degree. Box K-206, BROADCASTING.

One of radio's best newsmen for seven years wants to switch to tv while he has some hair left. VTR available. Box K-222, BROADCASTING.

TV copywriter: Over 7 years broadcasting experience. Prestige and gimmick copy. Production, public relations, key account servicing. Single. Evenings 217-122-40154. Box K-223, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programing, Others

Public affairs/Special projects producer with energy, ideas, and proven ability. Can assume full responsibility for developing and producing documentaries, realities, and editorials of distinction. Twelve years as producer, director, writer, and manager in tv, films, and theatre. Network, local; commercial and etv credits. M. A., 33, veteran, married. Can relocate for challenge: currently employed in New York, Box K-225, BROADCASTING.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, BROADCASTING.

Records wanted! Top dollar for all lp's and 45's! Pop, r & r, c & w, classical, etc. Cash for all. Send approximate/library for our bid. M.T.S., 1518 Broadway, Sacramento 18, Calif.

Help, help—we need monitors, amplifiers, field intensity meter, console, cartridge machine for new station. Please contact Great Lakes Broadcasting, P.O.B. #1, Port Washington, Wis.

AM frequency and modulation monitors in operational condition, 20 years old maximum. W. S. Cook, 2423 Airport Rd., Colorado Springs, Colorado.

Need 3 TK-31 (RCA) field camera control chassis. Contact WCCO-TV Eng. Dir., 50 South 9 Street, Minneapolis 2, Minn.

Wanted for ready cash—New and used transmitting tubes. Write Coloramic Electronics, 243 Harrison Ave., Garfield, N. J., 471-2022.

For Sale

Equipment

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Recording/film studio equipment/parts. List. Ken-Del Productions, 515 Shipley, Wilmington, Del.

For immediate sale: Complete 4 camera chain audio & video equipment with all accessories now in operation in New York City. Write to Mr. McKenzie—34th Floor, 149 Broadway, New York. WO 4-3710.

Allied 83Y297J intercom system. Already built. Complete with one master, 3 remotes and all inter-connecting cable. Make an offer. Write Chief engineer WWDs, Everett, Penna.

Gates "Yard" console M5526A nearly new—\$1,000.00. Shrader Sound Inc., 2803 M St. NW., Washington 7, D. C. 965-1300.

Used Tape-a-thon for sale. Model 702-10 age control. "Best offer." Please contact Dynamic Broadcasting Inc., P. O. B. 860, Pittsburgh 30, Penna.

RCA type BA-25A AGC program amplifier currently in use, complete with schismatic and instruction book. 1st check for \$100 buys it. FOB WXVA, Charles Town, W. Va.

1 200' self standing Ideco tower complete. Write for information World-Wide-Steeplejacks, 119 W. Walnut, San Diego 3.

2 guyed towers 315' each, complete. Base insulator, beacon & obstruction lights. Write for information. World-Wide-Steeplejacks, 119 W. Walnut, San Diego 3.

For Sale—(Cont'd)

Equipment

RCA TT5A tuned to channel 2. Priced to sell quickly. Box K-84, BROADCASTING.

Package deal—all equipment like new. Gates "Gateway" audio console & desk, Gates CB 525 turntable & cabinet, Ampex model 351 recorder console, RCA model 77D microphone, 2—RCA 12 inch speakers & slopedwall enclosure. Total: \$3600.00 Box J-136, BROADCASTING.

RCA TTU 1B uhf tv transmitter complete except for meters and blower. Needs approximately \$1000 in parts and 100 hrs. of engineers labor. Sold as is or will rebuild under contract. For info call W. S. Ward, JO 2-2000, 7505 Carroll St., Tacoma Park, Md.

Business Opportunity

Religious/patriotic broadcasters . . . your message presented to over 300,000 coverage . . . 1,000 watts, low frequency . . . 15 minutes \$5.00. Box K-217, BROADCASTING.

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30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications. 2221, Steiner St., San Francisco.

Want a sizzling women's show for \$10.00 a week? Sports show same price. Customized commercial for the man you can't sell? We do it all. Write: Six Twenty Nine Productions, Pensacola, Fla.

First class broadcast production (radio & TV). Original music, lyrics and scripts. Tailored for you or your clients. Inexpensive? No! Fair price? Yes! Top notch national background. LG Productions, Box K-213, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

INSTRUCTIONS—(Cont'd)

San Francisco's Chris Borden School graduates are in constant demand, 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure. 259 Geary St. Next class Sept. 16th.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

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Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. For free brochure write: Dept. 3-B Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

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FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Pittsburgh. FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Help Wanted—Sales

EXPERIENCED

ADVERTISING SALESMAN (3) Fort Lauderdale area on Florida's Gold Coast. \$150.00 per week. Phone area code 305-566-4215, Florida Radio-TV Production.

Employment Service

Professional Service

ALL BROADCAST PERSONNEL PLACED
MOST MAJOR U. S. MARKETS
MINOR-MARKET MIDWEST SATURATION
WRITE FOR APPLICATION NOW
**BROADCAST
EMPLOYMENT SERVICE**

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Minneapolis, Minn. 55417

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BETTER CHIEF ENGINEER

than we can afford! (And we pay more than our market's NAB average). Our "Fringe benefits:" HIGH, DRY, COOL, HEALTHFUL & Something of a SPORTSMEN'S paradise.

We're a small university town midway between Chicago & Los Angeles on the Santa Fe; Midway between Denver and El Paso on hwy. 85.

If you have a health problem in your family, If you want out of a rat race, If you yearn for the wide open spaces, including lakes & high mountains; If you really like a small town in a cultural setting, and . . .

If you are a good chief engineer, airmail us direct:

KFUN RADIO, Box 710, Las Vegas, N. M. 87701

TELEVISION

Situations Wanted

Production—Programing, Others

ONE OF THE NATION'S Top TV Promotion Men

interested in upgrading his market connection and salary opportunities. Winner of four promotion awards and many station awards. Rich background in radio and TV. Full of ideas that will work for an aggressive management. Excellent references. For further information contact

Box K-237, BROADCASTING

For Sale Equipment

USED

ITA 5,000-B

FM Transmitters, \$4,995.

Box K-242, BROADCASTING

Nearly New

RUST 108-OF and 108-IF AM Remote Control System. New price \$995 . . . these for only \$750. New Collins 26J-1 Auto-Level Amplifier \$195.

Box K-243, BROADCASTING

WANTED TO BUY

Stations

MEDIUM to MEDIUM—LARGE market, good facility, growth potential, preferably North East. To be second station in planned expansion. We're large company with diversified interests, able and ready to buy. Replies confidential.

Box K-64, BROADCASTING

WANTS TO PURCHASE

Daytime radio station located in Northeast. Quote full price and all details available, 1st reply.

Box K-240, BROADCASTING

For Sale Stations

DETROIT MICHIGAN

FM Priced for immediate sale. Established independent in operation black. Purchase all or control. Nonqualified parties need not apply. Full details by writing Box K-238, BROADCASTING.

Midwest Fulltime Station

Adult programed network station located in large active growth market with fewer than average radio stations for its size. 1963 gross running ahead of 1962's \$250,000. Priced at \$300,000 cash plus a consultancy fee or \$400,000 on terms.

Box K-239, BROADCASTING

WISCONSIN FULLTIMER

Owner-operator can realize \$40-50,000 annually. Single station market, solid farm economy. Valuable real estate is included. \$400,000 on terms.

Box K-241, BROADCASTING

CALIFORNIA KILOWATT

Daytime station in active growth area needs resident owner-manager for development of full potential. Total price of \$125,000 is 1½ times average annual gross. Excellent terms available.

BOX K-144, BROADCASTING

RACE STATIONS

Chain operation spinning off 3 stations in top metro markets Eastern half United States—Competitive and non-competitive situations. Answer only if financially qualified.

BOX K-85, BROADCASTING

New England Daytimer

Profitable Small Market 250w \$100,000 includes valuable land and physical assets all owned by station. 29% down and favorable terms on balance. Ideal for husband-wife owner combination.

Box K-147, BROADCASTING

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

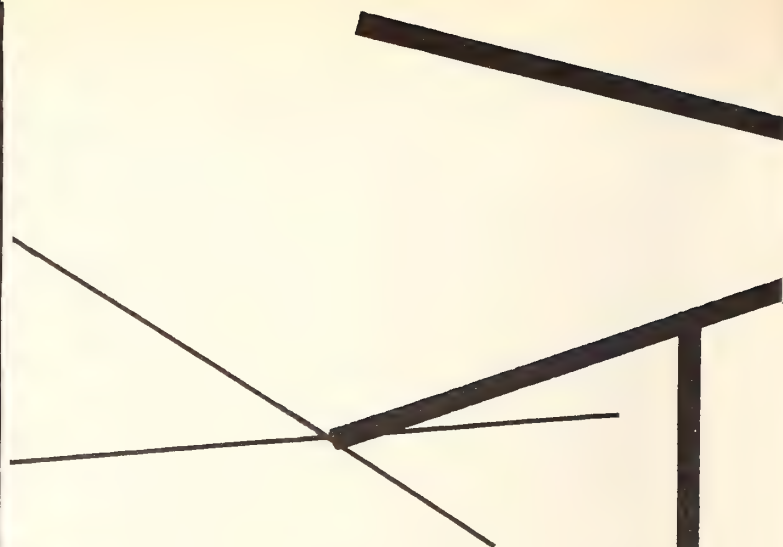
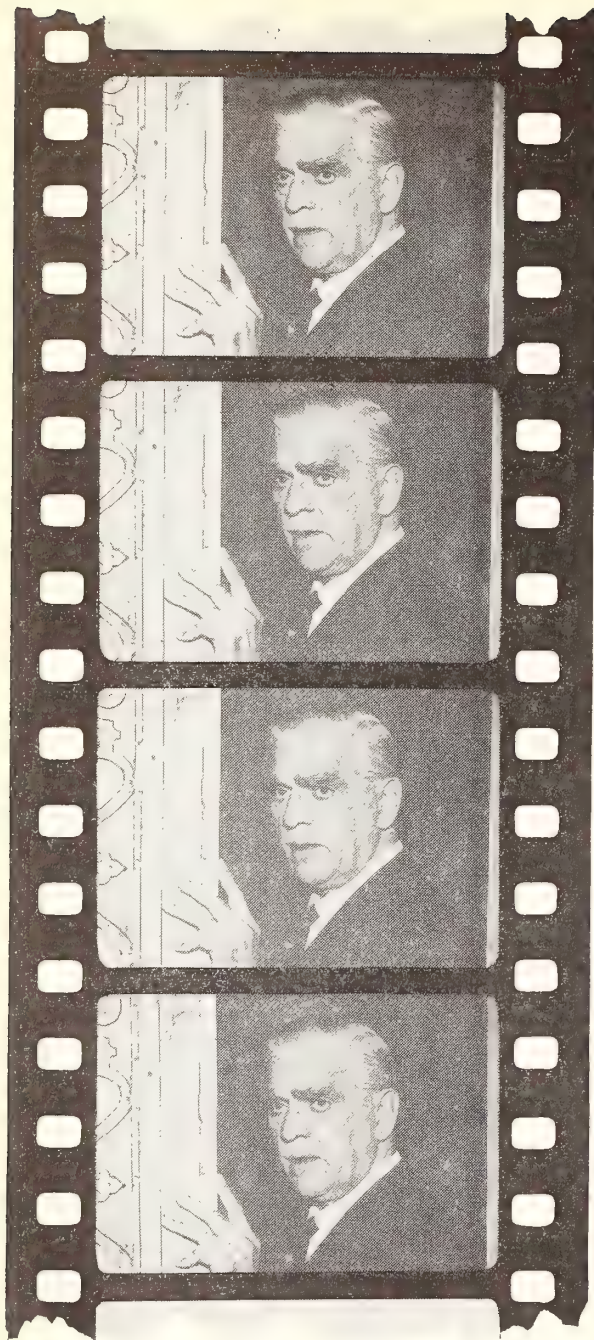
STATIONS FOR SALE

NEW ENGLAND. Exclusive. Fulltime. Priced at \$125,000. 29% down.
GROWING WESTERN MARKET. Fulltime. Volume \$200,000. Priced at \$300,000.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

Fla.	single	daytime	\$ 70M	terms
Ill.	small	daytime	85M	terms
Vt.	small	fulltime	100M	29%
S. E.	small	profitable	90M	cash
Mass.	medium	regional	185M	29%
Pa.	metro	daytime	155M	25M
S. E.	metro	race	275M	29%
And others.				

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.



THRILLER

...one of 268
syndicated
TV film series
which use*

BMI

*licensed music
and were
telecast locally
during the past year*

*out of a total of 390
syndicated TV film series



*

BROADCAST MUSIC, INC.

589 FIFTH AVENUE • NEW YORK 17, NEW YORK

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

OUR RESPECTS to Joseph Kotler

First in sales—last in sails

Joseph Kotler, who last month turned in a sales report showing the biggest sales figure for any single month in the history of Warner Brothers Television—over \$3.9 million—claims a dubious distinction among TV film salesmen. In that category he believes he's the only one who, the day after reporting for work, ever announced to his management that as a result of his first day's efforts his company was indebted to the tune of close to \$3 million.

As it happened, Mr. Kotler, who is vice president of Warner Brothers Television Division, had gone out on a long limb. He decided to release six series of one-hour off-network programs at once and, in effect, committed the company to \$2.9 million in residual payments. In taking this step Mr. Kotler had abandoned the normal cautious approach in the industry. To protect themselves, distributors usually release one series at a time, working it for every last drop of sales potential before releasing others. In his first day with Warner Brothers Mr. Kotler had sold all six shows in the TV division's portfolio in one or more markets. But within a month he had justified the brash move by personally accounting for sales of \$3.6 million for *Maverick*, *Sugarfoot*, *Bronco*, *Surfside 6*, *The Roaring 20's* and *Bourbon Street Beat*.

Mr. Kotler gave early notice that he was not tradition-bound and he has continued to demonstrate his individuality. Since joining Warner Brothers in May 1962 as head of its then new TV distribution arm, he's worked with a remarkably small staff. Even now it numbers only 12 and only five of these are directly involved in sales. He says that "most film distribution companies operate with too large a sales staff which results in unnecessary distribution costs. They call on stations so frequently that they tend to become a nuisance."

He's set on building a different image for his company's distribution. "Look at our advertising" he says. "You'll never see the word 'syndication' used." He feels that the term has come to be associated with something less than first-class products and for Warner Brothers he prefers "market-by-market selling."

Under Mr. Kotler's direction, Warner Brothers TV has committed itself to a feature-release policy under which small packages of "high quality" films will be made available. He says the decision was guided by the needs of many stations who want to acquire "small packages with only top-flight films" as a means of protecting heavy

investments in large backlogs of films. In line with this policy the division recently released a package of 25 first-run features called "Warner Bros. One."

Sales Psychology ■ At the NAB convention last spring Mr. Kotler issued a strict directive to his sales executives: "Under no circumstances will you attempt to sell anything to anyone who visits our hospitality suite. If any of our guests want to talk business, just tell them you'll be happy to see them in their offices after the convention." The soft-sell-without-soft-soap approach evidently pays off in dollar signs. In his first year as head of the division he turned in sales of over \$10 million for off-network shows alone.

Mr. Kotler was born in 1919 in New York City. As a boy, he says, all his pocket money went into tickets for Broadway shows. His attraction to show business was evident in his choice of career. After graduation from the University of Georgia in 1938 with a Bachelor of Arts degree he chose the field of theatrical law. Graduating from St. Lawrence University Law School in 1940 he returned to New York to set up a partnership in the city with a law school friend, George Kunen, the firm handling the diverse contract problems of actors. The young law practice was interrupted the following year with Mr. Kotler's enlistment in the Army, four months after Pearl Harbor.

Seemingly destined for action, he was shipped off to Commando Training School at Camp Walters, Tex. But while

there, he wrote an Army show, "Life Begins at 5:30," which made a tour of camps in the Southwest. The show made such an impression on the adjutant-general that Mr. Kotler was shortly on his way to the Adjutant-General School in Washington. Following his commissioning as a 2d lieutenant he was moved to Cincinnati, assigned to the Air Transport Command.

Siren On The Air ■ While rising to the rank of major at his new post, Mr. Kotler was fascinated by a singing voice he heard each week on WLW Cincinnati. The voice belonged to his future wife, Barbara Cameron, featured soloist on the station's *Moon River* program. He met her at a farewell party when he left the service and in 1949 they were married.

The siren that had attracted him had also talked him into getting a job in Cincinnati and in 1947 he had gone to work as a sales promotion man for WSAI. Moving into sales at the station, he crossed paths with Frederic Ziv, who then headed Ziv Radio Transcriptions. He attracted the attention of Mr. Ziv when he beat out the production company boss in a sale to a department store. The incident bred respect rather than animosity. In 1949 Mr. Ziv hired him as account executive for radio shows and in 1952 he was switched into Ziv Television division as spot sales manager for the Midwest. Later, he became midwestern sales manager and special projects sales manager and in 1958 was transferred to his hometown as New York sales manager. He became a vice president of Ziv in 1959, a title he held until joining Warner Brothers in May of last year.

A Not-So-Old Salt ■ Of all Mr. Kotler's extra-office activities, he is most devoted to sailing. In anticipation of sailing trophies he built a cabinet for them three years ago in his home in Rye. Acquisitions for the cabinet to date, he says are nonexistent. His wife has bought some silver cups to fill the void but the only inscription they've thought of so far to decorate them is "forever last."

Mrs. Kotler, who is a commercial jingles singer and the lead female vocalist of a singing group called the "Satisfiers," has some boasts of her own. She's the first commercial jingle singer ever to perform as guest soloist with the Cincinnati Symphony Orchestra. She made her third appearance with the orchestra last January. The Kotlers have two children, Cammy, age 10, who sings and plays the guitar, and Douglas, 7, who is also musically inclined and has taken to the violin.



Mr. Kotler

One way street

THE attitude of the American Bar Association toward television is a little like that of a stuffy banker toward a mistress. The ABA likes to use television on occasions that suit its own purpose, but it doesn't want to invite it into the house.

As reported in this publication last week, the ABA is cheerfully accepting some \$400,000 worth of free time each month from television stations that broadcast animated spots about legal problems. This is the same ABA that has persistently refused to let television enter its courtrooms to cover public trials.

The ABA spots may be of public interest, and we are not suggesting that broadcasters throw them into the streets, even as their camera crews are thrown out whenever they try to enter a courtroom. It does seem, however, that the eminent members of the bar ought to be reminded that television will not forever go on giving the lawyers whatever they ask and getting public rebuffs in return.

Overdue raises

IT HAS been seven years since there have been pay increases for executives in government, including the FCC. In 1956, after two years of delay, FCC members received a pay boost from \$15,000 to \$20,000 (\$500 extra for the chairman).

In the intervening years there have been a series of raises for FCC career employees so that the three highest paid now receive salaries equal to those of the commissioners.

As our readers know, we have not been among the FCC's cheerleaders and nothing has happened lately that encourages us to turn cartwheels for it now. But there is something wrong in a system where the bosses, who have the policy responsibility (badly though it may be exercised), receive no more pay than their appointed department heads.

Whether the increases should be from \$20,000 to \$35,000 for commissioners (\$40,000 for the chairman) as recommended by a presidential advisory panel, or something less, we aren't prepared to say. That's a job for Congress. But, at least, they are entitled to a cost-of-living increase since their last one in 1956.

Hopefully, improved pay should attract an improved type of commissioner. And hopefully, too, bigger and more contented men wouldn't be so high-handed in their ministrations. They might even recommend to Congress that broadcast licenses be extended, say, to seven years, which is the "license term" of a commissioner.

Television as a weapon

TELEVISION's capabilities as a political instrument are no longer questioned. The "Great Debates" of 1960 have become the classic, textbook proof.

Newsweek, then, is not making a particularly new point in its detailed examination of this subject under the title "Small Screen, Super Weapon" in its current (Aug. 19) issue. But the details that *Newsweek* has marshaled make an awesome if not frightening prospect.

What *Newsweek* shows, as described elsewhere in these pages, is that in country after country television is being used more and more as a political tool. The extent to which it is manipulated varies, but inevitably those in power are best able to manipulate, and invariably the purpose of their manipulation is to perpetuate themselves in power.

Television can, of course—and obviously should—be used by government officials in many ways to inform the public, and in this country the Kennedy administration has shown

that it knows most of the ways. The presidential news conference can both report conditions and drastically change them; ask Roger Blough. The presidential address on TV can invoke national purpose, as after Mr. Kennedy's first confrontation with Premier Khrushchev; or it can alert and steady, as during the Cuban missile crisis.

At another level a Newton Minow or an E. William Henry can discuss programing in an interview on a local station and have his words heard—and in many cases heeded—by broadcasters throughout the land.

The line between proper and improper uses of television by political leaders is often fine and hard to see, and the temptation to overstep and promote personal ideas and ambitions will be present in any administration. Thus the record of what can happen in countries where television is bent to political purposes is worth reviewing from time to time. It is the best argument that can be made for vigilance against government inroads on broadcasting in this country.

Wise coverage

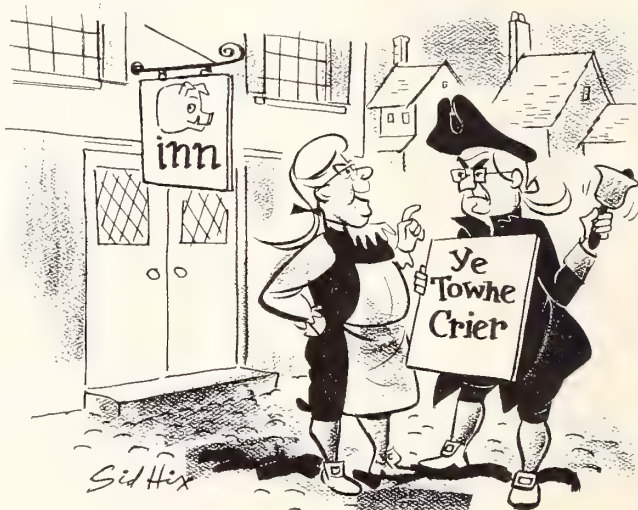
INTENSIVE plans are being made by all news media for coverage of the civil rights march on Washington on Aug. 28. It is likely to be one of the biggest mass concentrations of people—both marchers and spectators—along historic Washington's avenues in history.

It is a big story, and its coverage will be difficult—particularly for the broadcast media. Lack of organization by the organizers of the march has hampered advance planning.

Many broadcasters, in their zeal to provide exclusive and full coverage, may be planning special assignments for members of their headquarters news staffs. This could prove inadvisable.

Four radio and three television networks will be on the job. Some 500 members of the Washington radio-TV galleries representing stations and group owners, flanked by accredited photographers and cameramen, also will be on the scene. So will the press and news associations. All are professionals.

Unless there are sound reasons for special coverage, we suggest that stations would do well to rely on those experienced in the ways of Washington news for coverage of the freedom march. Washington will be hot, overcrowded and probably more confused than usual on Aug. 28.



Drawn for BROADCASTING by Sid Hix
". . . and when you say, 'Patronize the Boar's Head Inn,' raise your voice a little!"

Starting 15 October: less to look at.

This fall our viewers for the first time in television will have *less* to look at and more to *see*. / For months our designers, Ikonogenics Incorporated, of Dallas, have been redesigning WBAP-TV for the eye as well as the ear. / We've tried to bring our viewers in out of the communication blizzard. Our graphics have been moved out of the showcard era into the mid-Twentieth Century. And our sets, too, are among the very first conceived only for TV. Throughout, there's more "white space" surrounding everything. (In some cases we've eliminated more than 90 per cent of the visual elements that weren't doing anything anyway.) The result is a new high in "signal-to-noise ratio." Less to look at. More to *see*. More *worth* seeing. / It could start a revolution in TV. It ought to.

WBAP-TV 
Fort Worth Dallas 



WEEKEND

AT HOME...ON THE FARM...ON THE ROAD...IN THE PARK...IN A BOAT...FISHING...AT THE BEACH

MONITOR

COMEDY...NEWS...ENTERTAINMENT...INTERVIEWS...SPORTS...MUSIC...AND JUST PLAIN FUN

NBC RADIO



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

AUGUST 26, 1963

Well-defined network plans for 1964-65 call for more comedy, drama 23

Businessmen and public to join in bringing a pay TV system to California 32

Collins isn't giving up idea of advertising meetings; may talk with licensees 40

Individual spot prices highlight Petry's 'startlingly new' TV rate card 26

COMPLETE INDEX PAGE 7



Avocados love Kprc's Houston Television, so do tomatoes and lettuce and everybody.



Courtesy of The Carnation Company

Represented Nationally by Edward Petry & Co.



GOOD SOUND RADIO

wgar

RADIO 1220 

* Good Sound Listening

... that appeals to grown-ups of
all ages ... variety shows ... complete
news coverage ... good music ...
sports ... special events ... featuring
top local and NBC personalities.

* Good Sound Market

... a vast buying audience in Greater
Cleveland Growthland and northeastern
Ohio respond to *wgar's* kind of service
... good sound radio to help make
your sales prospects, *your customers*.

PEOPLES BROADCASTING CORPORATION

WGAR Cleveland, Ohio

REPRESENTED BY JOHN BLAIR AND COMPANY

WGHP-TV

Greensboro, High Point, Winston Salem

Is pleased to announce the appointment of



STORER TELEVISION SALES

As its National Representative

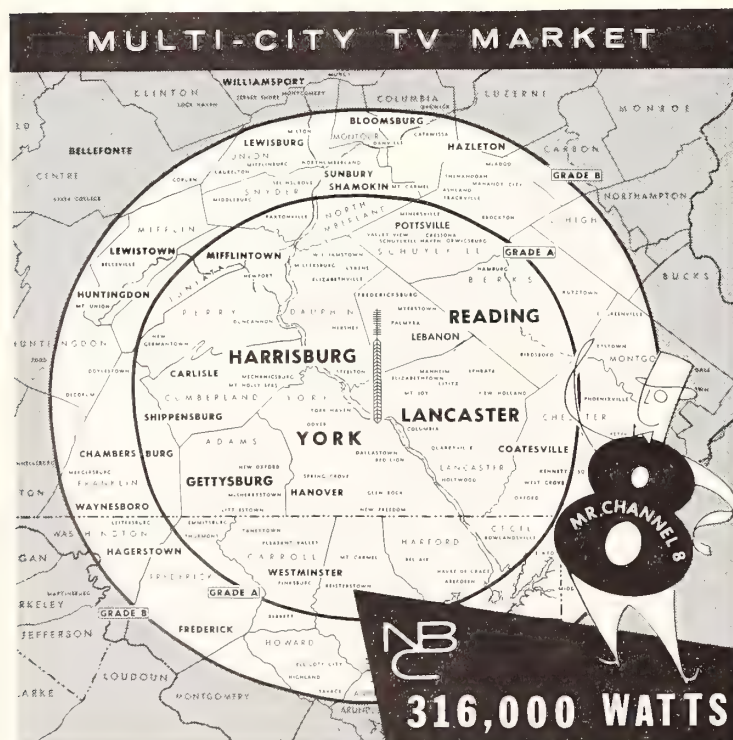


GREATER CAPACITY TO RENDER SERVICE



Moto-Mower, Division of Dura Corporation

WGAL-TV does the **BIG** -selling job



This **CHANNEL 8** station is more powerful than any other station in its market, has more viewers in its area than all other stations combined. Hundreds of advertisers rely on its alert ability to create business. So can you. Buy the big-selling medium. Advertise on WGAL-TV.

WGAL-TV

Channel 8

Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

It's safe bet that there will be more broadcaster luncheons at White House with President Kennedy (story page 48). Andrew T. Hatcher, associate news secretary at White House, said Friday that President was pleased with Thursday's luncheon with 19 broadcasters and predicted that future luncheons would be interspersed with those held periodically for newspaper and magazine publishers. Rather than follow state-by-state procedure as for newspaper groups, broadcaster luncheons will follow pattern of Thursday affair, with independent operators selected from national roster.

The Loevinger doctrine

Chills will run through ranks of owners of broadcast station groups when they read speech that Lee Loevinger, FCC's newest member, is scheduled to make today (Aug. 26). Mr. Loevinger, who was government's chief antitrust prosecutor before he took FCC job, will say commission's present rules on multiple ownership are too liberal. He'll advocate regulation to obtain maximum possible diversity of ownership of radio and television and cross-ownership with newspapers.

Diversity of ownership is one of three proposals Mr. Loevinger is to advance in speech to national convention of Association for Education in Journalism at University of Nebraska. Others: FCC should require stations to devote at least as much time to news broadcasts as to commercials; independent Broadcast News Association ought to be formed to compete with what he calls print-oriented AP and UPI. Mr. Loevinger also will dismiss FCC's present program surveillance policy as "not only wrong but futile."

All-channel all the way?

Legal opinion that would prevent TV set manufacturers from producing VHF-only receivers after April 30, 1964, deadline will be sought from FCC general counsel when FCC reconvenes after Labor Day. Acting Chairman Robert E. Lee, who has been ramrodding UHF and is chairman of Committee for the Full Development of UHF Broadcasting, is drafting proposal requesting interpretation of all-channel receiver law.

Law, as passed by Congress last year, specifies that all sets sold in interstate commerce shall have capability of tuning both 12-channel VHF range and 70-channel UHF range. Presumption has been that sets manufactured for intrastate use, i.e., within single state, would not have to tune entire range and could be either VHF-only

or UHF-only, with consequent lower manufacturing cost. But Commissioner Lee has preliminary legal opinion that any single-band set sold within state of manufacture could be transported to another state and therefore would violate letter as well as intent of new law.

Patterns of pricing

Despite contrary reports, ABC-TV officials say they have no intention of reworking network's rate card along lines of ABC-owned WABC-TV New York's new card, which evaluates nighttime commercial positions individually and prices them accordingly. WABC-TV's new tack follows principle in use for some time at sister KABC-TV Los Angeles; it approaches evening rates on spot-by-spot basis that Edward Petry & Co.'s new card (page 26) applies to entire broadcast day. WABC-TV has six different classifications for positions between 7:30 and 11 p.m., ranging from \$2,500 to \$800 (for 20-second spot). Until new season's audience patterns become clear, station officials say, positions probably will be re-evaluated approximately monthly.

Cox promotions

Shortly to be formally announced will be appointment of Frank Gaither, general manager of WSB-AM-FM Atlanta as general manager for Cox radio and TV stations, and of Marcus Bartlett, general manager of WSB-TV, as executive in charge of CATV operations and future planning. Promotions, according to J. Leonard Reinsch, executive director of Cox stations, are in tempo with expanded operations in both broadcasting and community antenna field by Cox organization. Aside from Atlanta properties, stations in Cox group are WSOC-AM-FM-TV Charlotte; WHIO-AM-FM-TV Dayton and WIOD-AM-FM Miami. Pending before FCC is approximately \$12 million purchase of ch. 2 KTVU(TV) Oakland-San Francisco. Cox properties include CATV systems in Pennsylvania and Washington state, with others in process of acquisition.

House hunters

Realtors specializing in "fringe area" transactions, notably in West, report that house hunters ask two questions: (1) How much? (2) What kind of TV reception do you get?

Gillette's new blade

Introduction of Gillette Safety Razor Co.'s stainless steel razor blade—accompanied by multi-million-dollar ad campaign, largely in broadcasting

—is expected to break as much as month before company's annual World Series sales promotion in October. Announcement two weeks ago that \$4.2 million World Series promotion would involve special razor-lather deal, rather than stainless steel blade, had prompted speculation that blade would not be ready for marketing by October. Company is expected, however, to begin marketing blade on regional basis much sooner.

Down the list

Faced with huge legislative backlogs, neither House nor Senate Commerce Committee is excited about conducting hearing on FCC's bills to give commission authority to hold hearings on station sales and transfers (BROADCASTING, Aug. 19). Representative Oren Harris (D-Ark.), House chairman, has no intention of getting to bills this year. There's chance Senate group may hold grab-bag hearing on half-dozen FCC-requested bills it has on docket, including transfer proposals, but this would depend largely on length of civil rights filibuster, which is impossible to gauge now.

Representative Harris may get some unsolicited encouragement for hearing from Representative Emanuel Celler (D-N.Y.), powerful antitrusteer who heads House Judiciary Committee. Mr. Celler has strong ideas on ownership and transfer of control. In fact, as soon as he gets civil rights bill off his hands, he's expected to return to major hearing started last spring on concentration of ownership of news media (BROADCASTING, March 18). When he does, look for FCC to make return appearance, and perhaps get into transfer question.

Craven appointment

Now that Joseph H. McConnell, president, Reynolds Metals Co., Richmond, and former president of NBC (1949-1953), has been named chairman of U. S. delegation to International Radio Conference on Space Radio Allocations (see page 63), word should be forthcoming soon on designation of former FCC Commissioner T. A. M. Craven as vice chairman. Commander Craven, authority on international communications, has headed technical preparatory work for Geneva conference since his retirement from FCC last March, as consultant to FCC and State Department. He was chairman of U. S. delegation to International Telecommunications Conference in Geneva in 1959 which laid groundwork for 1963 conference.



Acquisitives*...buy more food in Cleveland

7th TV market...2nd in food purchases (per household).

WJW-TV's programming is for acquisitives—people with food money to spend.

*Ac-quis'-i-tive—given to desire, to buy and own.

ACQUISITIVES WATCH

WJW-TV

BROADCASTING, August 26, 1963

WEEK IN BRIEF

More comedy and drama seen in 1964-65 television season. Survey shows all networks solid in high number of programs for season after next, to extent that one producer is aiming for 1965-66. See . . .

MORE COMEDY, DRAMA IN '64-'65 . . . 23

Agency establishes "search and development" group for new programing. Purpose is to make sure its clients are associated with programs not less than the best. Unit falls under program department. See . . .

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BROADCASTING

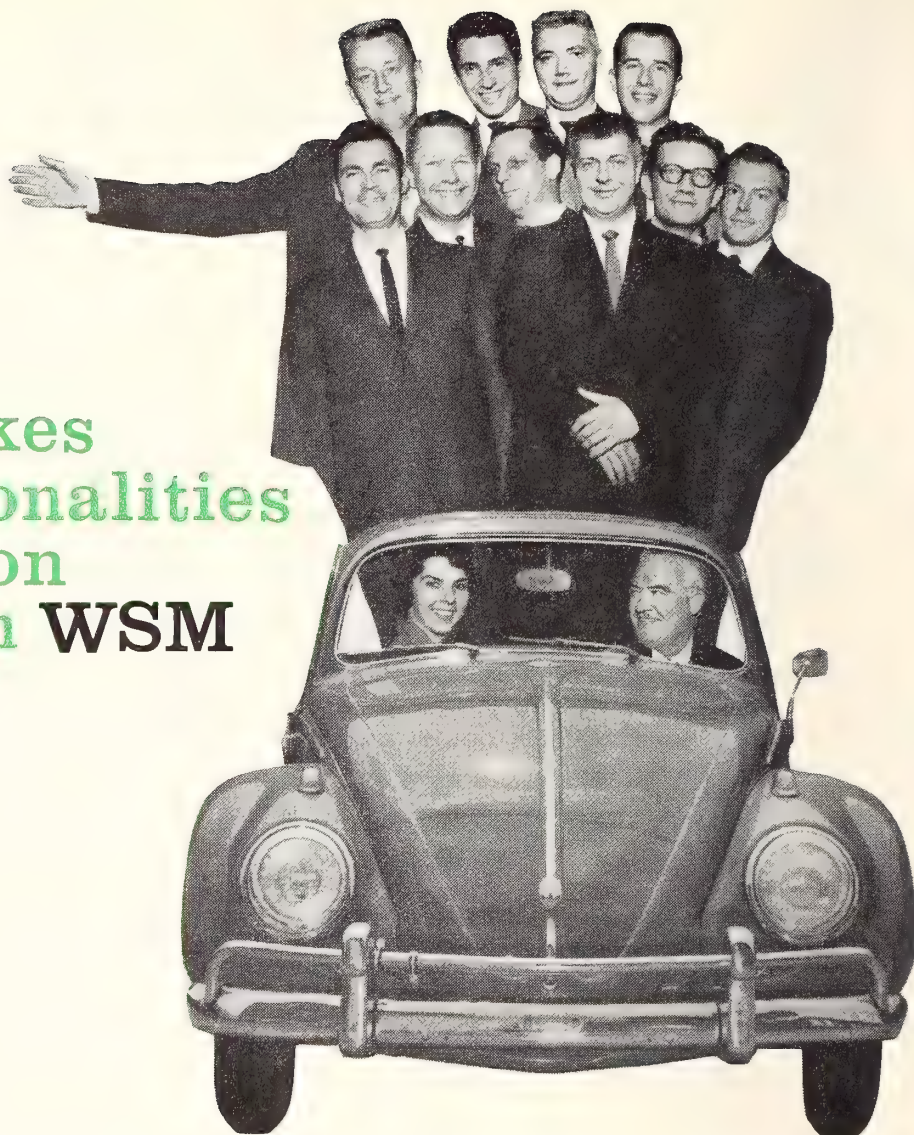
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It takes
12 air personalities
 to put on
1 show on **WSM**



Sounds like the halcyon days of radio, doesn't it. It is . . . for WSM listeners and advertisers.

The show: THIS IS WSM, from 1:00 till 7:00 p.m., five days a week. During those six hours, 12 (count 'em!) WSM air personalities have their turns at the mikes.

The listener gets a liberal education on some one given subject each day (Weather, Walt Disney, Baseball, The Presidency, Vaudeville, etc.), plus live and recorded music, plus news, plus Emphasis from NBC. It takes two writers to research and write this show!

No, not many stations anywhere program like this. No other station in Nashville does. Which may be why WSM has more **listeners** than all other Nashville stations combined.

No doubt about it. These are halcyon days on WSM. Ask your Christal Man or WSM's Len Hensel.



the **WSM**pire

CLEAR CHANNEL 650 • NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY

'Free time for paid' question faces FCC

COMMISSION POLICY STILL IN HIGHLY FLUID STATE

New question on FCC's fairness doctrine developed late last week in wake of request by citizens committee for free time on 325 stations to reply to broadcasts opposing Senate ratification of nuclear test ban treaty (see earlier story, page 51).

Programs opposing treaty were provided by Life Line Inc., public affairs programming service, and sponsored locally.

Question is whether fairness doctrine requires that request for free time—by Citizens Committee for Nuclear Test Ban Treaty—be granted under fairness doctrine.

FCC official said Friday (Aug. 23) agency hasn't adopted definitive policy on whether broadcasters must give time for reply to controversial sponsored program, or whether it's enough to just make time available at same rates as those paid for program to be answered.

Each case, he said, must be decided on facts involved—"on basis of what's fair."

Life Line Inc., however, suggested different interpretation of commission policy on basis of conversation its representative had with unnamed legal assistant to one FCC commissioner.

Nothing Mandatory ■ In letter to client stations, Life Line said it was informed that commission didn't intend to require stations to give free time for reply to views expressed on sponsored programs.

"Thus," letter continued, "comparable opportunity" required by fairness doctrine would indicate that station would offer time at "comparable price to responsible community groups. . . ."

Life Line pointed out that FCC counsel whose views it summarized didn't profess to express official commission policy.

NAB, GAB at it again; symposium is cause

International broadcasting symposium being planned by Georgia Association of Broadcasters would stand better chance of support and success if group could assure foreigners of national association backing, State Department told GAB delegation in Washington Friday (Aug. 23).

National Association of Broadcasters, logical national organization, did not attend meeting although it had been invited, said Jack Williams, GAB executive secretary.

Howard H. Bell, NAB vice president for planning and development, said earlier in week he had had no advance word on nature of symposium from GAB. Mr. Bell criticized Georgia association for moving into NAB's national responsibility in public statement last week (see story, page 41).

Mr. Williams said Friday that NAB "support and cooperation would be vital and if such a meeting is held, we hope it will be in Atlanta regardless of who sponsors it or who helps it get organized."

He said one suggestion would be to hold International Radio-Television Conference next April prior to NAB convention to enable broadcasters to spend about 10 days in U. S. and attend both meetings.

William D. Blair Jr., State Depart-

ment's director of office of media services, said conference "in principle is a good idea and we are all for international exchange of this type."

Participants in Washington meeting included Representative Robert G. Stephens (D-Ga.) and representatives of Georgia's governor and Atlanta's mayor.

Chicago labor station charged for back taxes

WCFL Chicago, owned by Chicago Federation of Labor, has been assessed by U. S. Internal Revenue Service for \$365,048 in back taxes, Sherman Carmell, attorney for labor organization, acknowledged Friday (Aug. 23). WCFL is fighting suit on basis it is arm of labor union group and so is exempt from income tax under law.

WCFL also is center of intramural union fight over income, expenses, and salaries which has erupted following recent election of new CFL secretary-treasurer. WCFL manager, Tom Haviland, said station financial figures always have been open at any time to any union delegate to federation. One station official said WCFL worth today is \$2 million.

Thomas's sponsors renew

Oldsmobile division of General Motors Corp. (through D. P. Brother, Detroit) and Fisher Body division of GM (Kudner Agency) have renewed spon-

sorship of *Lowell Thomas and the News* on CBS Radio (Monday-Friday, 6:45-7 p.m.). Fall season marks 34th year for Mr. Thomas as newscaster, last five of which have been sponsored by Oldsmobile. Fisher assumed half-sponsorship in June 1963.

Editorial freedom urged at TCA meeting

Broadcasters who editorialize were warned by George Whitney, member of National Association of Broadcasters' editorializing committee and vice president of KFMB-AM-FM-TV San Diego, to guard closely their freedom of voice.

In address prepared for delivery to Television Affiliates Corporation's programming conference in San Francisco today (Monday), Mr. Whitney said many broadcasters would make themselves tools of federal government in effort to avoid controversies over editorials. Critics of New Frontier are apt to turn instead to promoting "motherhood and the National Safety Council," he said.

"Few broadcasters have the plain guts to carry their own share of the load in informing the public" on controversial political issues, Mr. Whitney said. In tracing history of broadcasters' struggle to obtain freedom to editorialize, Mr. Whitney assured listeners that founding fathers would have intended freedom of press to include electronic journalism as well.

He urged broadcasters to take strong stand. "If we back down one step on our basic right to express opinions freely without government intervention, we will have started the retreat which will one day find us shorn of every last vestige of freedom, and like some of our opposite numbers in Europe, broadcasters will be mere tools of propaganda, to be used by whichever political party is in power as a part of a spoils system," he said.

Executive committee, NAB staff in huddle

National Association of Broadcasters executive committee spent virtually full day with NAB staff Friday (Aug. 23) in general review of legislative and regulatory problems. No decisions were taken, but committee intends to meet again in few months. Group, made up of NAB Chairman William Quarton, WMTV(TV) Cedar Rapids, Iowa, and chairman and vice chairman of television and radio boards (also see story, page 40), heard staff reports on ratings council, research activities, editorializ-

more AT DEADLINE page 10

WEEK'S HEADLINERS

William Dalton, president of National Community Television Association, resigned last week, effective Oct. 1. No reason was given for his resignation (see story, page 37).

Clayton H. Brace appointed VP and general manager of Time-Life Broadcast stations KOGO-AM-FM-TV San Diego, Calif., effective Sept. 1. Active in broadcasting since 1941, Mr. Brace this month returned from two-year tour of duty in Beirut, Lebanon, where he represented Time-Life Broadcast's interest in station CLT (Compagnie Libanaise de Television) and travelled extensively in Middle East and Europe on behalf of international division of company. Prior to that assignment, he was assistant to president at KLZ-AM-FM-TV Denver, following



Mr. Brace

duties as program director, production manager and general executive for Denver properties. As general manager of San Diego stations, Mr. Brace will report administratively to Hugh B. Terry, director of Time-Life Broadcast's Western operations and president of KLZ stations.

Elmer W. Lower, VP and general manager of NBC News, named president of ABC News, Special Events and Public Affairs, succeeding **James C. Hagerty**, who last month was appointed officer of parent company, American Broadcasting-Paramount Theatres Inc. (BROADCASTING, July 29). Mr. Lower, newsman for 30 years, served for six years with CBS News and moved to NBC in 1959 (see story, page 56).

William G. Garry, president of Radio-Television News Directors Association and former news director of CBS-owned WBBM-TV Chicago, joins ABC-owned WBKB(TV), that city, effective Sept. 1, as editorial director. Mr. Garry will report directly to Sterling C. Quinlan, WBKB VP and general manager.

For other personnel changes of the week see FATES & FORTUNES

ing hearing, FCC proposal to adopt code time standards, etc.

No discussion took place on successor to Robert D. Swezey, NAB code director, which is being left in hands of NAB President LeRoy Collins, subject to ratification by radio and TV boards.

PKL, B&B get part of U.S. Rubber billings

United States Rubber Co. Friday (Aug. 23) announced it was moving two of its division accounts from Fletcher Richards, Calkins & Holden, with billings involved estimated at slightly less than \$2 million. Papert, Koenig, Lois picked up U. S. Rubber textile and naugatuck chemical divisions, and Benton & Bowles secured golfing equipment line. PKL share of switch represented bulk of billings. Neither account bills heavily in broadcast.

Equal editorial time to get push from Moss

Congressman behind legislation that would require broadcasters to give political candidates equal opportunity to answer editorials says he is going to "push vigorously" for passage by House Commerce Committee.

Representative John E. Moss (D-Calif.), committee member and author of HR 7072, said he is as much in favor of his legislation as ever. Since intro-

duction FCC has issued public notice on fairness doctrine and committee chairman has indicated he thought legislation might not be necessary.

Representative Moss noted, however, that he doesn't say he will "push vigorously" unless he's pretty well assured of success.

Under HR 7072, broadcasters who endorsed or opposed candidate would be required to give others running for same office chance to answer; it also says candidates affected by editorials must be given copies of scripts in time to answer effectively (BROADCASTING, June 24).

Federal money requested by 7 new ETV applicants

Seven new applications, seeking \$816,274 for educational TV, have been accepted for filing by Department of Health, Education & Welfare.

Including 17 applications previously announced, 24 applications now request total of \$3,971,692.

Interested parties have 30 days to file comments on applications. Latest requests:

School District of Kansas City, Mo., for \$102,000 to expand facilities of channel 19 at Kansas City; total project cost—\$136,000.

Florida Central East Coast Educational Television Inc. for \$232,179 to activate channel 24 at Orlando; total

project cost—\$464,358.

Bowling Green, Ohio, state university for \$96,898 to activate channel 70 at Bowling Green; total project cost — \$132,779.

Oregon State Board of Higher Education for \$208,258 to expand facilities of channel 7 at Corvallis; total project cost—\$277,678 and \$106,292 to expand facilities of channel 10 at Portland; total project cost—\$141,723.

University of South Dakota for \$14,351 to improve facilities of channel 2 at Vermillion; total project cost — \$19,135.

Board of Education of Ogden, Utah, for \$56,296 to improve facilities of channel 9 at Ogden; total project cost — \$75,062.

Radio networks set for rights march

Radio networks Friday (Aug. 23) were putting finishing touches on planned coverage of Aug. 28 civil rights march in Washington (see story, page 57).

MBS plans two special live and tape reports Aug. 28 to supplement its planned day-long coverage. Reports will be carried from 3:05 to 3:30 p.m. and from 9:35 to 10 p.m., in addition to regular broadcasts beginning at 6 a.m.

CBS Radio has plans for 45-minute wrapup, 8:15-9 p.m., on day of march in addition to bulletin reports during day. ABC will devote several "Flair Report" broadcasts Aug. 27-28 to civil rights coverage from Birmingham, Ala., and Washington, along with daily live news reports from Washington on Aug. 28.

NBC will broadcast minimum of 15 segments from Washington, with one being wrapup special in evening. Network also plans preview broadcast at 9:05-9:30 p.m. Tuesday on eve of march.

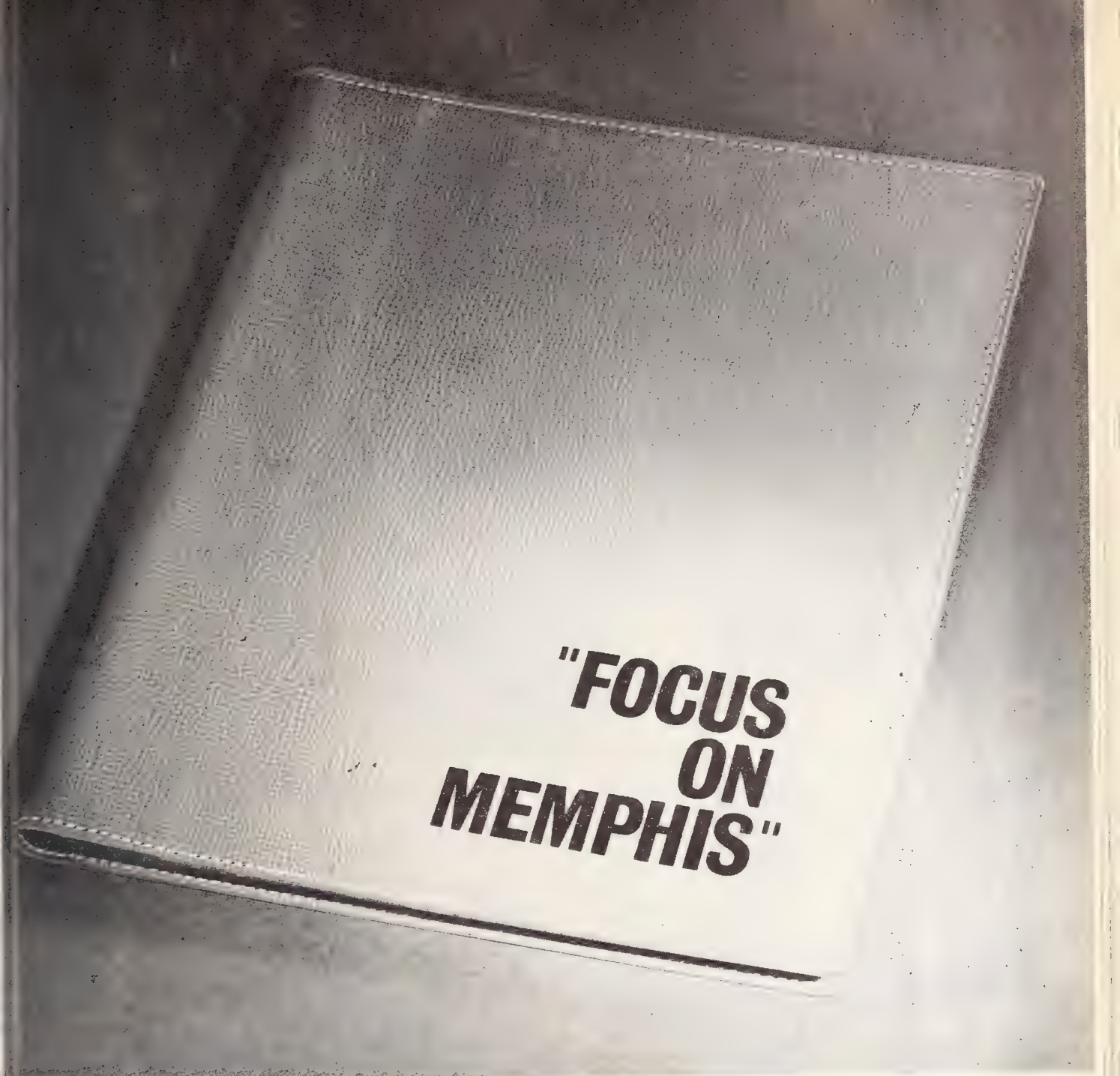
On news coverage, correspondents are asked to secure special credentials from either march news center at WUST Washington (9th and V Streets, N.W.) or from Police Inspector Howard Covell, 5th floor, Municipal Center (300 Indiana Avenue, N.W.).

Financial picture of 20th-Fox improves

Twentieth Century-Fox Film Corp., which suffered loss of almost \$40 million in 1962, closed out its second quarter and first half of 1963 in profit column.

Second quarter ended June 30:

	1963	1962
Earned per share	\$0.97	(loss)
Gross income	25,233,062.00	18,648,000
Net income	2,468,547.00	(11,942,870)
Net earning for first half of 1963 amounted to \$4,760,593, equal to \$1.87 per share, as against net loss of \$12,456,457 in corresponding period of 1962.		



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public service achievements that continually produce enthusiastic public acceptance for WREC-TV, and for its advertisers.

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OF NORTHERN ILLINOIS and
SOUTHERN WISCONSIN

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H-R TELEVISION, Inc.



DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

AUGUST

Aug. 25-29—Annual convention of American journalism educators at Center for Continuing Education, University of Nebraska, Lincoln. Participating will be members of Association for Education in Journalism and its two coordinating organizations—the American Association of Schools and Departments of Journalism and the American Society of Journalism School Administrators. Speakers in addition to FCC Commissioner Lee Loevinger are Milton Fairman, vice president of The Borden Co.; Donald J. Martin, vice president of J. Walter Thompson Co., Chicago; Frank Eyerly, managing editor of the *Des Moines (Iowa) Register and Tribune*; and Arnold Gingrich, New York, publisher of *Esquire* Magazine. Commissioner Loevinger will speak on "Broadcasting and the Journalistic Function" at Monday night banquet.

Aug. 26-27—Television Affiliates Corp. West Coast programming conference, Hilton Inn, San Francisco.

Aug. 27—Board of Broadcast Governors hearing, Ottawa, Canada.

SEPTEMBER

Sept. 1—Deadline for comments on FAA proposed criteria for establishment of television antenna farms.

Sept. 5-8—Annual fall meeting of West Virginia Broadcasters Association, The Greenbrier, White Sulphur Springs.

Sept. 6—Screen Extras Guild, annual membership meeting, 8 p.m., Grand Ballroom, Beverly Hilton hotel, Beverly Hills, Calif.

Sept. 6-7—Fall meeting of Arkansas Broadcasters Association, Holiday Inn, North Little Rock. LeRoy Collins, NAB president, will be principal speaker.

Sept. 6-7—Arkansas AP Broadcasters Association. Principal speaker is AP Assistant General Manager Louis J. Kramp.

Sept. 7—American Women in Radio and Television's Educational Foundation board of trustees meeting, New York City.

Sept. 8-11—Western Association of Broadcasters annual meeting, Jasper Park Lodge, Jasper, Alberta, Canada.

*Sept. 9—ABC Radio regional affiliate meetings start in San Francisco at Fairmont hotel. Business meeting at 10 a.m., followed by buffet luncheon and reception at 5 p.m.

Sept. 9—Effective date of new instructional television service using 31 channels in 2500-2690 mc band.

Sept. 9-12—New York Premium Show, New York Coliseum.

*Sept. 10—Hollywood Press Club dinner meeting, 6:30 p.m., Hollywood Roosevelt. "The New Television Season" will be discussed by Lucille Ball, Desilu; Bill Dozier, Screen Gems; Norm Felton, MGM-TV; Roy Huggins, Revue; Tom McDermott, Four Star; and David Wolper, Wolper Productions.

Sept. 10—Premium advertising conference of the Premium Advertising Association of America, New York Coliseum.

Sept. 10-12—Fall meeting of Electronic Industries Association, Biltmore hotel, New York City.

*Sept. 10-15—New York Hi Fidelity Music Show, New York Trade Show Building, 35th St. and Eighth Ave.

*Sept. 11—ABC Radio regional affiliate meeting, Sheraton-Chicago hotel in Chicago.

Business meeting at 10 a.m., buffet luncheon at 12:30 and reception at 5 p.m.

Sept. 11-14—Fifteenth annual fall convention of the Michigan Association of Broadcasters, Hidden Valley, Gaylord, Mich. Panelists on advertising restrictions and on the ratings controversy include Dwight Reed, H-R Representatives; John Phillips, Marathon Oil Co.; William Wyatt, A. C. Nielsen Co.; Dr. Seymour Banks, Leo Burnett Co.; Robert Dearth, Kenyon & Eckhardt. Speakers include Paul B. Comstock, VP for government relations of National Association of Broadcasters.

Sept. 11-14—Eighteenth international conference and workshop of Radio-Television News Directors Association, Radisson hotel, Minneapolis.

Sept. 12—Luncheon meeting, Federal Communications Bar Association. FCC Commissioner Lee Loevinger, speaker. National Press Club, Washington.

*Sept. 13—ABC Radio regional affiliate meeting, Fontainebleau hotel in New Orleans. Business meeting at 10 a.m., buffet luncheon at 12:30 and reception at 5 p.m.

*Sept. 13-14—New York State Broadcast Institute, for high school juniors and seniors, at Ithaca College, Ithaca, N. Y. The institute is designed to acquaint high school students with the opportunities in broadcasting and allied fields. Guest speakers include Donald H. McGannon, president of Westinghouse Broadcasting Co. (Group W); Robert Earl, moderator of *General Electric College Bowl*; Paul Adanti, general manager of WHEN-AM-TV Syracuse, N. Y.; William Thompson, general manager of WKRT-AM-FM Cortland, N. Y.; and Edward Kane, news director of WNEF-AM-TV Binghamton, N. Y.

Sept. 13-22—International Radio, Television & Electronics Exhibition (FIRATO) at the R.A.I. Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch television channels.

Sept. 14-15—Southwest regional conference. American Women in Radio and Television, Houston.

Sept. 15-16—New York State AP Broadcasters Association, Gran-View hotel, Ogdensburg. Don Jamieson, president of the Canadian Association of Broadcasters, will be the speaker at the Sunday evening banquet. Sunday afternoon and Monday morning will be taken up with business sessions, followed by a tour of the St. Lawrence Seaway aboard a United States Coast Guard vessel.

Sept. 15-17—Louisiana Association of Broadcasters convention, Sheraton Charles hotel, New Orleans.

Sept. 16—New deadline for comments on

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:

Oct. 14-15, Statler-Hilton hotel, Hartford, Conn.

Oct. 17-18, Leamington hotel, Minneapolis.

Oct. 21-22, Pittsburgh Hilton hotel, Pittsburgh.

Oct. 24-25, Americana hotel, Miami Beach.

Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.

Nov. 18-19, Texas hotel, Fort Worth.

Nov. 21-22, Cosmopolitan hotel, Denver.

Nov. 25-26, Fairmont hotel, San Francisco.



CAN YOU THINK OF A FASTER WAY TO TURN 75,000 GOBLINS LOOSE?

Standard Oil has sponsored the 10:05 P.M. news on WTMJ-TV for six years. As part of a fall promotion, they used two spots — just two — offering free Halloween masks. This was the only media used except for service station posters. The goblins descended on the Standard stations in droves. Seventy-five thousand masks were handed out. And Standard estimates that twice as many would have been given away if the supply had lasted. This response is typical of the influence WTMJ-TV has on Milwaukee . . . one of the top ten metropolitan areas in many measures of sales per household. See for yourself. Put your sales message on WTMJ-TV . . . still the number one station in Milwaukee for both viewers and advertisers.

MILWAUKEE RESPONDS TO WTMJ-TV CHANNEL 4

THE MILWAUKEE JOURNAL STATION
WTMJ-AM-FM
NBC in Milwaukee

Represented by: **HARRINGTON, RIGHTER & PARSONS** — New York
Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles



Mrs. Ramona Endicter, *Advertising Manager*, Chesapeake Furniture Company, Baltimore.

"When we want to fill our stores with floor traffic, we can use any Baltimore station; but when we want to move merchandise, we use WFBR. We have been using Baltimore radio for over five years and can attribute much of our sales success to WFBR."

Mrs. Endicter is a longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the first seven months of 1963 than during any corresponding period in the station's 41 year history.

You, too, can sell an important segment of the Maryland market on WFBR. So join our host of friendly and happy local advertisers. Call your Blair man today.



BALTIMORE

FCC's proposal to control the development of AM and FM radio services.

*Sept. 17—ABC Radio regional affiliate meeting, St. Regis hotel in New York. Business meeting at 10 a.m., buffet luncheon at 12:30 and reception at 5 p.m.

Sept. 17—Annual stockholders meeting, Rollins Broadcasting Co., Bank of Delaware building, Wilmington, Del.

Sept. 17-19—American Association of Advertising Agencies' western region meeting, Mark Hopkins hotel, San Francisco.

Sept. 19—Meeting of the Tennessee AP Radio-Television Association, Memphis.

Sept. 19—Meeting of the Connecticut AP Broadcasters Association, Waverly Inn, New Haven.

Sept. 20-22—American Women in Radio and Television southern area conference, Columbus, Ga.

*Sept. 21—Fall conference and board meeting of the Florida Association of Broadcasters, Grand Bahama hotel, West End, Grand Bahama Island.

Sept. 23-25—Nevada Broadcasters Association first annual convention, Hotel Sahara, Las Vegas.

Sept. 26-27—Association of National Advertisers' workshop on advertising planning and administration, Nassau Inn, Princeton.

*Sept. 26-27—Annual convention of the Minnesota State Broadcasters Association, Leamington hotel, Minneapolis.

Sept. 29-Oct. 2—Eighteenth annual Transportation and Logistics Forum of the National Defense Transportation Association, Chicago. Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, will be presented the association's National Transportation Award.

Sept. 30-Oct. 1—Seventeenth annual convention of the New Jersey Broadcasters Association, Colony motel, Atlantic City, N. J.

Sept. 30-Oct. 4—Georgia Association of Broadcasters' regional meetings (Athens, Rome, Thomaston, Albany, Statesboro) featuring sales clinic with Fred A. Palmer.

OCTOBER

Oct. 1—Advertising Research Foundation's conference, Hotel Commodore, New York.

Oct. 1-2—Tenth annual convention of CBS Radio Affiliates Association, New York Hilton hotel, New York City.

Oct. 3-4—Annual fall convention of Missouri Broadcasters Association, Missouri hotel, Jefferson City.

Oct. 4-6—American Women in Radio and Television east-central area conference, Coach House Inn, Milwaukee.

Oct. 4-6—American Women in Radio and Television New England conference, Chatham Bars Inn, Cape Cod, Mass.

Oct. 6-8—Annual convention of the Nebraska Broadcasters Association, Town Park hotel, Scottsbluff. Les Hilliard, president of KOLT Scottsbluff, is convention chairman.

Oct. 7-9—Annual fall meeting of the Kentucky Broadcasters Association, Owensboro Downtown Motel, Owensboro, Ky. The program begins at 5 p.m. Oct. 7 with a meeting of the board of directors.

Oct. 8-10—International Film Festival, Barbizon Plaza hotel, New York.

Oct. 11-13—American Women in Radio and Television west-central area conference, Holiday Inn South, Des Moines, Iowa.

Oct. 13-18—Second Advanced Advertising Management Course of the Association of National Advertisers, Hotel Moraine-on-the-Lake, Highland Park, Ill. R. P. Campbell, advertising manager for Post division of General Foods Corp., heads the subcommittee which is planning this course.

RAB MANAGEMENT CONFERENCES

Sept. 9-10—The Homestead, Hot Springs, Va.; Sept. 12-13, The Hilton Inn, airport, Atlanta.

Sept. 16-17—The Holiday Inn-Central, Dallas.

Sept. 23-24—Gideon-Putnam, Saratoga Springs, N. Y.

Sept. 30-Oct. 1—O'Hare Inn, airport, Chicago; Oct. 3-4, Rickey's Hyatt House hotel, Palo Alto, Calif.; Oct. 7-8, Town House Motor hotel, Omaha.

Oct. 14-15—The Executive Inn, Detroit, Mich.

Oct. 14-18—Ninety-fourth convention of the Society of Motion Picture and Television Engineers, Somerset hotel, Boston.

Oct. 14-18—Fifteenth annual fall convention of Audio Engineering Society, Barbizon Plaza hotel, New York.

Oct. 16—Deadline for reply comments on FCC's rulemaking to control the development of AM and FM radio services.

*Oct. 17-18—Annual meeting and election of officers of the Indiana Broadcasters Association, French Lick Sheraton hotel.

Oct. 17-18—American Association of Advertising Agencies (AAAA) central region meeting, Sheraton hotel, Chicago.

Oct. 18—Effective date of FCC rule allowing employment of part-time engineers at certain AM and FM stations. Extended from former date of Aug. 19.

*Oct. 18—Meeting of the Alabama AP Broadcasters Association, Birmingham.

Oct. 18—Indiana Associated Press Radio-TV Association, French Lick.

Oct. 20-21—Meeting of Texas Association of Broadcasters, Cabana hotel, Dallas.

Oct. 24—Fourth Armed Forces Television Conference, sponsored by U. S. Air Force, Lowry Air Force Base, Denver, Colo. The conference will deal primarily with educational and technical uses of television by the military services. A trip to the Air Force Academy's closed-circuit television installation is also planned.

Oct. 25-27—American Women in Radio and Television board of directors meeting, Mayo hotel, Tulsa, Okla.

Oct. 28-30—National Electronics Conference, McCormick Place, Chicago.

Oct. 28-30—Third annual meeting, Institute of Broadcasting Financial Management, New York Hilton at Rockefeller Center. Speakers include Pete Cash, president of the Television Bureau of Advertising, "Television Today and Tomorrow;" Edmund Bunker, president of the Radio Advertising Bureau, "Radio Today and Tomorrow;" Robert Kingston, partner in Ernst and Ernst, New York, "Internal Control;" and Warde Ogden, partner in Price Waterhouse & Co., New York, "Broadcasting Accounting—New Theory and Practices."

Oct. 31-Nov. 1—Electron Devices Meeting of the Institute of Electrical and Electronics Engineers, Sheraton Park hotel, Washington, D. C. Speakers include John Hornbeck, formerly of Bell Telephone Labs and now president of Bellcom Inc., "Electron Devices for Space Applications;" Victor H. Grinich, Fairchild Semiconductors, "Why Field Effect Transistors?" and Lester F. Eastman, Cornell University, "Super Power Microwave Tubes." Program chairman for the meeting is Mason A. Clark, Hewlett-Packard Associates, Palo Alto, Calif.

NOVEMBER

Nov. 1-2—Oregon Association of Broadcasters convention, Hilton hotel, Portland.

Nov. 1-2—WSM's Grand Ole Opry 38th anniversary celebration, Nashville, Tenn.

BROADCASTING, August 26, 1963



And Here's Why...

● EXCITING, COLORFUL LOCAL PROGRAMMING

Central New York's greatest news department; Upstate New York's only live musical variety show; celebrity-filled live women's show; outstanding documentaries that out-rate network programs.

● GREATEST TV PERSONALITIES

Fred Hillegas, Joel Mareiniss, Jerry Barsha and experienced news staff of seven; Denny Sullivan and the WSYR Gang; musical variety show starring Eileen Wehner and Fred Krick; Bill O'Donnell, sports; Ed Murphy, movies and weather; Kay Russell, women; "Salty Sam," Popeye host. Central New York's greatest salesmen!

● BEST TECHNICAL FACILITIES

In Central New York—first with color; first with video tape; first with a modern, completely-equipped TV center and the only channel with maximum power at maximum height.

● EXPERIENCE AND "KNOW-HOW"

A top flight veteran staff directed by executives averaging more than 20 years at WSYR-TV. No "Johnny-come-latelies," these.

● OVERWHELMING SUPERIORITY

*WSYR-TV delivers 38 per cent more homes than the No. 2 station.



24 Counties

656,700 TV Homes

2,470,800 in Population

\$4,813,849,000 in Buying Power

\$3,129,621,000 in Retail Sales

*ARB MARKET REPORT MARCH, 1963

WSYR • TV



Channel 3 • NBC Affiliate • 100 KW

SYRACUSE, N. Y.

Plus WSYE-TV channel 18 ELMIRA, N. Y.

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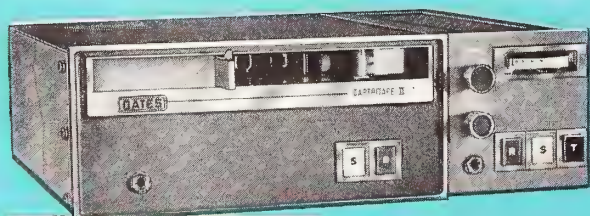
WAVE RADIO AND TV
PROGRAM FOR THE
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PRODUCTS WITH A FUTURE

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TAPE SYSTEM
1, 2 or 3
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- Separate record/play heads
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Buy only the system you need now. Gates "second generation" design, with modular construction and plug-in transistor amplifiers allows immediate, economical expansion. Reliable? Positively!

A six-page brochure tells the whole story, No. A113. So does Gates new Broadcast Equipment Catalog, No. A95.

GATES

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OPEN MIKE ®

Others who swayed Shell

EDITOR: Your "Shell Oil's changing ad course" (Aug. 19) does a fine job of putting into perspective Shell's dramatic and enthusiastic return to spot television during the past 19 months. . . .

Our only complaint about the story is the fact that you give virtually full credit for Shell's return to spot TV to the efforts of the Television Bureau of Advertising. To be sure, that worthy organization worked hard and long to bring about Shell's return. But so did other organizations within the industry, including the Petry company.

Your Dec. 11, 1961, issue had an article on Shell's impending return to spot television. It devoted four paragraphs to the presentation which we developed for Shell, working over a four-month period with the media department of Ogilvy, Benson & Mather. The Petry-represented TV stations contributed their share too, seeing that the presentation was brought to the attention of key district managers on the client side.

We love TvB. We belong to it. Our executive vice president, Marty Nierman, is one of its directors. But we also would like to see credit given where due, as was done in your 1961 story.—Robert L. Hutton Jr., vice president, Edward Petry & Co., 3 East 54th Street, New York 22.

[Since we had no intention of over-crediting or under-crediting any organizations, we're happy to set the record straight.]

EDITOR: MINOR FACTUAL ERROR APPEARS IN YOUR INTERESTING AUG. 19 SHELL OIL ARTICLE. PICTURED 10-CHEVY DESERT COMMERCIAL WAS NOT COMPARISON OF "REGULAR GASOLINE AND SUPER SHELL" BUT SUPER SHELL WITH NORMAL EXTRA MILEAGE PLATFORMATE INGREDIENT VS. SAME FORMULA OMITTING PLATFORMATE. SIGNIFICANT DIFFERENCE NOW SHOWING ON TV.—Lincoln Diamant, senior TV commercial producer, Ogilvy, Benson & Mather, New York.

Lack of stature charged

EDITOR: Despite the editorials in your magazine, it simply isn't so that the only journalistic difference between a publisher and a broadcaster is that the former uses a press and the latter a microphone and/or a camera.

What's worse, the chances of your claim ever becoming meaningful for broadcasting as an industry are negligible. To achieve such a stature in journalism broadcasters would have to begin by:

1. Regarding the coverage of news as more vital than the presentation of entertainment. Having acknowledged such heresy, they would have to do



EVERGLADES

...one of 268*
syndicated
TV film series
which use

BMI

licensed music
and were
telecast locally
during the past year

*out of a total of 390
syndicated TV film series

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*

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GOING UP!
Daytona Beach
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**NOW
FLORIDA'S
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MARKET**

**AND
SPACE AGE
CENTER
OF THE WORLD**



WESH-TV

**FLORIDA'S
CHANNEL**

2

NB

**for Orlando
Daytona Beach
Cape Canaveral**

something about its implementation. No longer would the mouthing of high journalistic principles as a weapon against real or imagined government encroachments suffice.

2. Employing only qualified newsmen and giving them sole authority to make news judgments. "Qualified" to mean training, experience and ability in news as opposed to the "quality" of one's voice.

How would you assess the odds on either of these journalistic needs? About like the Mets taking four straight from the Yanks in the '63 World Series. . .

The principal business of the news publishers is news. The principal business of broadcasters is entertainment. Until the situation changes your editorial cries of journalistic acceptance will continue to have a hollow ring.—*John Hodowanic, director, information services, Mankato State College, Mankato, Minn.*

[In their only meeting this summer (June 20), the Mets beat the Yanks.]

Commends Hix taste

EDITOR: We are immensely flattered that you chose the subject of our V-8 radio commercials for the cartoon in your July 29th issue. We have had many



"If you yell 'Wow, it doesn't taste like tomato juice' just once more . . . out you go!"

people call this to our attention. Obviously, BROADCASTING—like V-8—is widely consumed. I wonder if there is any chance of our obtaining the original Sid Hix cartoon?—*W. P. MacFarland, product marketing manager, Campbell Soup Co., Camden 1, N. J.* [The original is on its way to Mr. MacFarland.]

WEEI's wee whee-er

EDITOR: We're most appreciative and flattered that you used the picture of WEEI's cheerleader in your Aug. 19 football article. Unfortunately, only three of us out of all your readers know who the cheerleader is: Joe Culinane, our advertising and sales promotion manager, the cheerleader, and myself. She is Carol Nashe model Joan Zeller, who will represent WEEI at all Boston Patriots and Boston College football games during the 1963 season.—*Chuck Williams, publicity director, WEEI Boston.*

BROADCASTING PUBLICATIONS INC.

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*Reg. U. S. Patent Office

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BROADCASTING, August 26, 1963

MAXIMUM RESPONSE

—that's advertising efficiency.



WBAL-TV_{CB} BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

Bank happy with Hollywood Bowl telecasts

The summer evening programs of the famous Hollywood Bowl have been drawing thousands of music lovers from the Los Angeles area to this natural amphitheater since 1922, but until last year no program at the bowl had ever been televised, either live or taped for rebroadcast. Last year's all-Tchaikowsky program conducted by Andre Kostelanetz was earmarked for taping and rebroadcasting by KHJ-TV Los Angeles. This fact looked to Security First National Bank like a good opportunity to achieve a special purpose.

The bank had felt for some time the need for a prestige vehicle of genuine public relations value, which could be merchandised to the bank's employees and customers and also to the general public—particularly its opinion-molding segments. Televising a complete program of the Hollywood Bowl appeared to be such a vehicle. The bank would be rendering a genuine community service, in a manner that would be well noted by opinion leaders, while reaching a substantial audience of bank customers and primary prospects.

A Good Citizen ■ Security Bank has always partaken to the extent of its ability in the cultural life of Southern California communities. This has been a long-standing attitude of management at the bank, and its major officers have over the years contributed a great deal of time and effort, not to say money, to the organization and promotion of The Hollywood Bowl, the Greek Theatre, the Los Angeles Symphony and many other such cultural endeavors.

Another indication of the bank's determination to take a vigorously active part in serving the public with activities which benefit the community is its long-continued program of economic research of the many facets of life in Southern California. About 41 years ago, the bank started to accumulate data on population shifts and trends, on employment, on real estate activity, housing starts and many other indicators. Today, the "Monthly Summary of Business Conditions in Southern California" is perhaps the most widely respected and quoted continuous barometer of California's economic picture. Approximately 40,000 copies go every month to a mailing list of businessmen, bankers, investors and others, about 50% out of state and the rest in California. In addition, the bank's research department produces in-depth studies from time to time on noteworthy subjects of topical economic interest. Thus

Security Bank has become economic historian to Southern California.

Television Too ■ In line with this function of historian, the bank also maintains a museum where the public relations department gathers documents, photographs, mementoes and keepsakes of Southern California's fast moving history. This philosophy of dedication to community service on the part of Security Bank indicated the advantages of assuming full sponsorship of a TV special such as the Hollywood Bowl.

On purchasing the program, Security Bank and its agency worked out with KHJ-TV a cooperative merchandising and publicity campaign to promote the show. This included newspaper ads in major dailies, station promos on KHJ-TV, ads in *TV Guide*, in-bank posters and counter cards, publicity in the press and the bank's house organ.

Broadcast on Aug. 2, 1962, the program was a complete success from the bank's point of view. Favorable comments poured in indicating that the objectives had been reached. Further evidence of general approval of the event was a special award presented to Security Bank by the mayor of Los Angeles, honoring the sponsor for bringing the people of the city this presentation.

A Second Helping ■ Accordingly, when another Hollywood Bowl telecast was made available this year through KHJ-TV, it was decided to repeat both the sponsorship and the merchandising. It was felt that this second broadcast, featuring an all-Gershwin program (an annual and very popular fixture of the bowl's seasons) would draw a wider audience than the all-Tchaikowsky program of the previous year. Larger newspaper ads (1,800 lines) were used to promote the show to the public, with

three ads in *TV Guide*. In addition to in-bank posters and counter cards, a special mailing was prepared for the bank's officers to send to their lists of influential customers and prospects.

As in 1962, the commercials on the telecast were of an institutional nature and extremely low-keyed. Emphasis was placed almost entirely on the fact that the program was being brought to the television public by Security Bank.

A Complex Job ■ Taped on July 27, the program was aired Aug. 7, 8:30-10:30 p.m. Seven cameras were used, with a full crew working more than a week in advance to set up the technical details, under the guidance of KHJ-TV's director of programming, Wally Sherwin. Two cameras took "wild shots" of the audience and the orchestra, one at the back and top of the bowl for long shots, one half-way down the amphitheater in the center and two on the platforms at each side of the stage. A camera behind the stage caught front face shots of the conductor and the soloist, the seventh camera being used for extra shots.

The taping was accomplished with separate tapes from different cameras coming into the control room, where another tape was mixed. Thus multiple tapes were available for editing. The commentary, announcements of numbers and the commercials were taped in the studio and incorporated in the final mix.

After the telecast, which was notable for its compelling pace and split-second timing, once again Security Bank was flooded with messages of appreciation from civic, business and social leaders for bringing a traditional Los Angeles cultural event into the homes of the public.

Robert M. Wade, a native of Roanoke, Va., after graduating from the College of William and Mary, began his advertising career with the Procter & Gamble Co. He found his way to California in 1959, where he managed international industrial and corporate advertising for the Kaiser Aluminum & Chemical Corp. His present and first agency assignment is account supervisor at Donahue & Coe Inc., Los Angeles, for the Security First National Bank. Mr. Wade is a vice president of the agency.



You can't cover Indianapolis with Indianapolis TV!

**The Indianapolis Market, we mean!*

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. Greatly expanded Indiana reach
2. Effective and complete coverage of Indiana's two top TV markets
3. Greatly improved overall cost efficiency

**So, let an Edward Petry man document the foregoing
with authoritative distribution and TV audience data.**

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

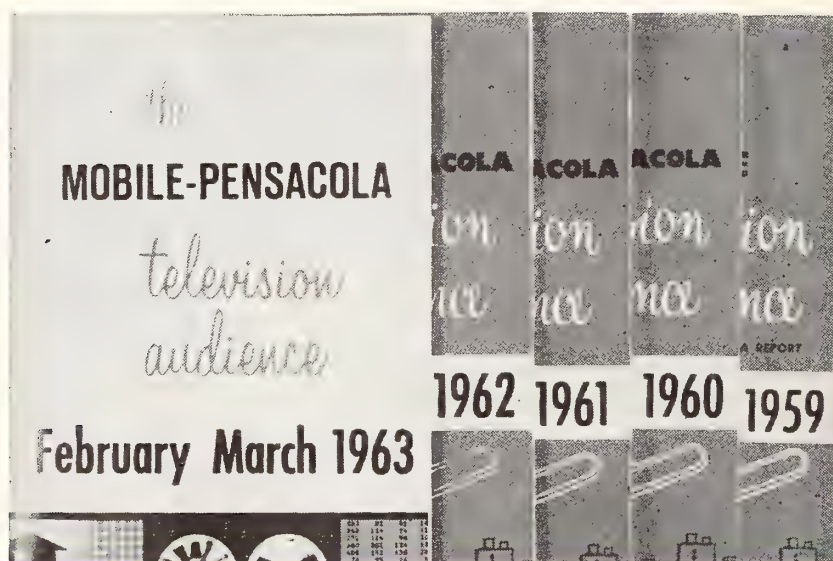
**An affiliate of WTHI AM & FM*



WTHI-TV
delivers more homes
per average quarter
hour than any
Indiana station *
(March 1963 ARB)

**except Indianapolis*

NO OTHER STATION CAN MAKE THIS STATEMENT 5 CONSECUTIVE YEARS



50% SHARE of AUDIENCE

Exception To The Rule

WKRG-TV—Mobile—Pensacola

has averaged 50% or more share of
audience in every March ARB measurement
since 1959, from 9 a.m. to midnight.*

Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate measures of the true audience.



Represented by H-R Television, Inc.
or call

C. P. PERSONS, Jr., General Manager



*3 station VHF market.

FOR 1964-65 MORE COMEDY, DRAMA

- Speed-up produces well-defined network plans for next year
- Revolutionary ideas must await 1965-66 for consideration
- Innovations: Bible stories, three-part situation, soap opera

The opening of the new network TV season is still a month away, but television's program planners are so far along in their work that the outlines of the 1964-65 season—a year from now—are already beginning to emerge.

Although several factors could change the outcome, program planning to date at both network and independent production levels indicates that comedy and drama in 1964-65 will add to the gains they've made last year and this.

The networks already are stocking the larders on which they'll draw for new program entries next year—and for replacement shows if needed this year.

A survey last week found ABC-TV already associated with at least 16 programs for 1964-65, CBS-TV with 18, and NBC-TV with 19.

All three networks reported program plans well advanced for 1964-65 in the earliest speed-up in television history. Their planning was estimated to be two months ahead of last year's pace, assuring producers additional time to polish up pilots which eventually will tour the screening rooms of the major advertising agencies and their TV clients.

Planning is so far advanced—and development time is now considered so short—that at least one major program producer told BROADCASTING his company already has begun to evaluate new program ideas in terms of 1965-66 rather than 1964-65. From now on, he said, his firm will consider only the most imperative new ideas for production for 1964-65.

Copy Past Successes ■ The nighttime program types in 1964-65 appeared destined again to reflect the more successful formats of the past and what are believed to be the most promising of the upcoming season.

On the strength of plans to date, 30-minute comedy and one-hour drama dominate network commitments for new production. But a number of program innovations also have already been earmarked, including Bible stories for ABC-TV; a two-hour motion picture to be made especially for NBC-TV; three half-hour family situation comedies that NBC-TV plans to schedule as an entity,

and a half-hour, prime-time "soap opera" that ABC-TV may schedule two nights a week.

In drafting their 1964-65 plans, the programmers also appear to have made a studied effort to line up properties either based on widely read books or conceived for television by well-known authors.

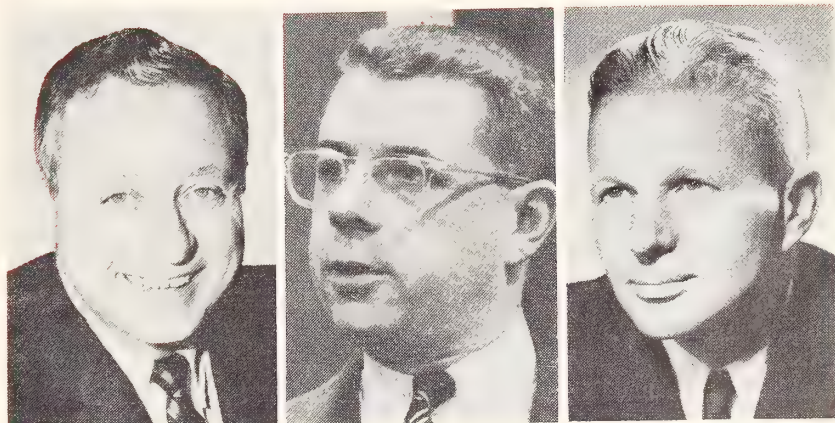
Here, network by network, is the 1964-65 TV look as it appears now on the basis of properties in hand, under consideration in script and in some cases already in pilot form:

ABC-TV

In the comedy area, at ABC-TV, there are half-hour series such as *Pioneer*, *Go Home* by Edgewater Productions and UA, based on a novel by

Richard Powell. The series has a script by N. Richard Nash, Robert Alan Aurthur as executive producer. Shooting is to be on location in Florida. *The Bachelors* is by Tandem Enterprises (Bud Yorkin and Norman Lear) and United Artists. *Wendy and Me* is by Warner Brothers with George Burns and Connie Stevens, based on the Burns and Allen concept. *Min and Bill* by MGM, takes its title from the motion picture by that name. *No Time for Sergeants* by Warner Brothers and produced by Robert Welch, also takes its title and working idea from the play and motion picture. A production is in preparation by ABC subsidiary Selmur Productions. Desilu is preparing a half-hour pilot, *Joe Sent Me*.

The drama category includes *The*



Programs of the future rest in their hands

The decisions these three men are making today will determine the programs America will see in the 1964-65 television network season. They are (l to r) Edgar Scherick, vice president for programming for the ABC-TV network; Michael Dann, vice president for programs, CBS-TV and Mort Werner, vice president for network programming, NBC-TV. ABC-TV is already associated with 16 new programs intended for the fall sea-

son one year ahead, CBS-TV with 18 and NBC-TV with 19. Whether some of these planned programs will be called up to fill in for drop-outs in the 1963-64 season remains to be seen. The trend toward program commitments extending further and further into the future has accentuated the risks which a network program boss must face. His position has historically been one of uncertain tenure.

Eight pilots from Desilu for 1964-65

Desilu Productions is preparing eight pilots for the 1964-65 season, according to a report given at the company's annual stockholders meeting in Hollywood last week (see page 61).

Jerry Thorpe, Desilu program vice president, reported that Lever Brothers, through J. Walter Thompson, and General Foods, through Young and Rubicam, are each financing two of the new Desilu half-hour pilots. ABC-TV is underwriting a fifth half-hour pilot for a series to be called *Joe Sent Me*.

In addition, deals are near closing for three more half-hour pilots. One is to be underwritten by an unnamed

advertiser and the other two are to be financed by networks, according to Mr. Thorpe. He identified two of these as comedies: *The Red Buttons Show*, to be produced by Don Appel, author-producer of the Broadway musical, "Milk and Honey," and *Never Tease a Dinosaur*, to be produced by Bob Sweeney with Dwayne Hickman starred.

Also in the works are two one-hour series which might go into production without the need for pilots. One is a 19th century saga to be produced by Charles Marquis Warren, creator of *Gunsmoke*. The other is *Spellbound*, a suspense series to be produced by Ralph Nelson.

Federal Investigators by Warner Brothers, which is based on Miriam Ottenberg's book dealing with various branches of United States investigative agencies. *Great Bible Stories* is in color by MGM with Boris Sagal named last week to direct a first episode in what will be four, telling the story of Joseph and his brothers. *Destry* is a western by Revue Productions based on the "Destry Rides Again" motion picture. It will go on camera this fall with John Gavin in the star role and Howard Browne directing.

Peyton Place by 20th-Century-Fox is to be filmed as a twice-weekly prime-time, half-hour program. The hour series, *The Spy*, by Bing Crosby Productions is an espionage-type series which Dick Donovan will write and Collier Young probably produce in pilot form. *Alexander the Great* by Selmur is to be produced by Albert McCleery and written by Robert Pirosh. *Travels with Charley in Search of America* by Warner Brothers is based on the John Steinbeck novel with Mr. Steinbeck as script consultant (now in abeyance).

Dragon's Ocean and *Royal Bay* are by Four Star. Both are adventure dramas.

CBS-TV

At CBS-TV, there are two large groups of comedy and drama. Comedy includes several half-hour series: *Oh, Professor* developed by Devry Freeman; *Jones Boys*, Sultan-Worth Productions with a fix-it shop as backdrop; a Goodson-Todman family situation vehicle that has Elaine May writing the script; *My Son, Uki* by Filmways about a witch doctor brought to the United States and *The Nut House*, by Jay Ward.

In drama, a longer list of one-hour

series, such as *Iron Men* (working title) packaged with Jim Arness and set on the Barbary Coast; *The Reporter* by Fred Coe's Rock Pony Productions with United Artists TV stars Robert Holden as a freelance journalist. The pilot is to be shot this summer and filming probably will be in New York. A Jackie Cooper project (also through UA-TV) will co-star Barbara Stanwyck. It will be filmed with a Southwest locale and be based on human interest stories about a Department of Agriculture county agent. The pilot will be filmed in September.

John Stryker, also out of UA-TV (via Daystar), is written by Marion Hargrove, directed by Walter Grauman, pilot produced by Leslie Stevens. It is described as romantic espionage-adventure. *The Big Blue*, by Bing Crosby Productions, is written by Eugene Burdick co-author of "The Ugly American," with a South Pacific locale. *The Magnificent Seven*, by UA-TV, has a western background and is a 90-minute program. *The House*, by Bing Crosby Productions, is written by James Moser, based on legislative functions on the state level. *The Third Angel*, for which script and casting are underway, is associated with novelist Jerome Weidman with a theme dealing with a suburban (Westport) widow and her children.

Mentioned also is a possible spinoff from *East Side, West Side* that starts on CBS-TV in the coming season. It will be produced by Herb Meadow and David Susskind and is about the rehabilitation of former convicts. Others are *Ambassador at Large* by Frank Schaffner's Gilchrist Productions; *Gilligan's Island*, UA-TV-Gladasya Productions, created by Sherwood Schwartz for which a script for the pilot episode has been completed.

All Over Town, for which playwright

William Inge would write the opening script and as many as 10 episodes in the anthology that would have continuing characters in a small-town setting placed in the contemporary Midwest, is now in doubt because of Mr. Inge's apparent disinclination to continue with the series (AT DEADLINE, Aug. 19). In the name talent musical variety area, a category that'll be well represented on CBS-TV schedule this fall, a Robert Goulet show is mentioned as a 1964-65 possibility.

NBC-TV

NBC-TV for 1964-65 has at least six programs under various stages of development through NBC Productions (BROADCASTING, Aug. 19). They include the half-hour *Kentucky's Kid* about a horse trainer, played by Dennis Weaver, and an adopted Chinese child (Rocky Der in the role) for which a pilot was to be filmed this week; a one-hour series *Magic Touch* about two brothers who run a photo agency; *Yankee Rebel*, built around joint Union-Confederate Indian fighting; an undisclosed dramatic vehicle and a half-hour situation comedy produced by Hubbell Robinson.

In the broad category of half-hour comedy series are *That Was the Week That Was*, an American version of the British topical TV satire for which Leland Hayward Productions has the rights in this country and General Artists Corp. is packaging; *Mr. Magoo* in color and based on the UPA cartoon character for which a pilot has been made; three situation comedies by Revue Productions linked by common title *90 Bristol Court* and by an interchange of situations and cast members and run as a 90-minute program (AT DEADLINE, Aug. 19); *Paul Lynde Show* by Screen Gems, script by Bob Weiskopf and Bob Schiller; a script for a series by Red Buttons's producing firm and *Please Don't Eat the Daisies* by MGM-TV and based on Jean Kerr's best-seller.

A one-hour comedy-variety series, *Funny, Funny World* has been proposed to NBC-TV by General Artists Corp. and Nick Manhoff. A half-hour human interest story, *Flipper*, filmed by MGM in color and based on a new MGM released movie that relates the adventures of a boy and a dolphin (Leon Benson is producer and director) is under consideration—the first episode to be filmed in Florida and the Bahamas in late September or mid-October.

In drama, NBC-TV has a group of one-hour series under consideration such as an MGM production by John Newman who created *Mr. Novak* and *Eleventh Hour*. *Grand Hotel*, by MGM, is an anthology with a continuing character. *Mr. Solo* (also MGM) is a newly created secret service-international

al character by novelist Ian Fleming who will act as script consultant. Norman Felton's Arena Productions will produce the program. *The Astounding Adventures of Phileas Fogg* based on the Jules Verne character is by Warner Brothers with Michael Rennie in the lead role. It will be produced for Warner by Robert Enders.

In the NBC-TV blueprints also are a series on *Profiles in Courage* based on President Kennedy's book and produced by Robert Saudek Associates, and a two-hour Revue Productions motion picture, *Johnny North*, based on the Ernest Hemingway short story "The

Killers." The *Johnny North* vehicle is a first-time test of producing movie-length programs for a first exposure on TV, followed by release to theaters, a reversal of the theater-to-TV pattern (AT DEADLINE, Aug. 19).

Others in Work ■ Besides these programs, each network is considering others about which details are not known. Major production companies have a number of programs under development.

A sampling of a few of these show:

Desilu—well into the 1964-65 development season, as detailed publicly (see page 24).

United Artists Television—has committed 12 pilots for the 1964-65 season. Highlights: *The Reporter*, *Jackie Cooper*, *The Magnificent Seven*, *Gilligan's Island*, *John Stryker*—all CBS-TV; *Pioneer*, *Go Home*, *The Bachelors*, on ABC-TV, and several others including productions with Placebo, a half-hour family situation comedy *Bunky* with Michael Pollard and David Burns, with Edgewater Productions Inc. (Robert Alan Aurthur) in addition to *Pioneer*, *Go Home*, with Coco Inc.

Four Star Productions—Highlights: *Royal Bay* and *Dragon's Ocean*, on ABC-TV; a one-hour vehicle for Joan

Search and development unit hunts programs for Burnett

If there is a better program idea to be found anywhere to enhance television's selling efficiency as an advertising medium, Leo Burnett Co. intends to get there first.

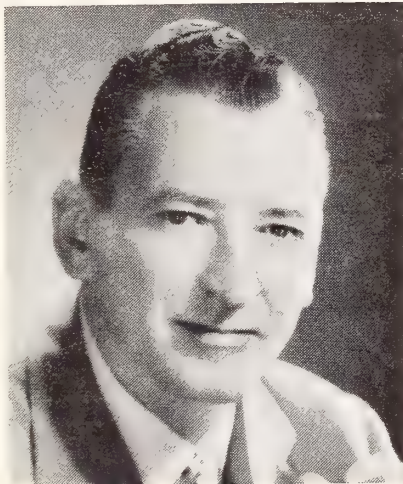
The Chicago-based agency, which spends some \$60 million of its clients' money each year in network television and almost another \$35 million in spot TV including syndicated program buys, today is announcing the establishment of a new search and development unit in its program department. Burnett considers the move a pioneer venture for an agency.

The new fulltime search and development unit is not expected to wind up producing programs—the agency already does that—but it won't shy from any steps short of that in its efforts to see to it that Burnett clients are associated with "hits" instead of just near hits—or misses—in the coming new program seasons.

Burnett has chosen Lee Bland, vice president and senior program supervisor in Chicago, to head the new unit. Milton Slater, program supervisor in Chicago, will be transferred to New York where he will have East Coast program development responsibilities. John Christ, program producer for Burnett in Hollywood, will assume similar responsibilities on the West Coast.

The new search and development unit will report to William J. McIlvain, vice president in charge of Burnett's program department, with headquarters in New York. Mr. McIlvain's department also continues to include two other sections, one for network relations and a second for program supervision and production.

Mr. McIlvain noted that the new unit actually "is a continuation of our organization by function." He



Mr. Bland

said search and development also will work on specific assignments to fill a client's program needs and "will initiate client involvement" in cases where the unit has found a program idea, creative personality or performer of outstanding quality "and it seems advantageous to recommend that a client become involved in furthering the project."

The new unit will go as far as developing a program with established or new creative talent "up to the pilot point," he explained, "and then invite either a network or an established production house to participate in the project."

Program sponsorship investment "is one of the largest decisions an advertiser can make," Mr. McIlvain said, "and all too frequently it must be made under severe time pressures and with relatively little information on the series."

Burnett presently produces two TV programs: *Search for Tomorrow* on CBS-TV Monday-Friday 12:30-12:45 p.m. and *Car 54, Where Are You?* on NBC-TV Sunday 8:30-9 p.m.

Founding of the new unit, however, doesn't mean that Burnett eventually intends to get deeper into program production. "It isn't our business, nor that of our clients," Mr. McIlvain said, "but we believe that proper client service must offer the kind of creative encouragement and bush-beating that the new search and development unit will be doing."

The Burnett executive observed that even though the degree of agency control and participation in network programing has diminished in recent years, "we do not feel our responsibility to our clients for this function is any less today than it was before."

Mr. Bland, a vice president of Burnett since 1953, formerly had been a special events producer for CBS. At Burnett he has been involved in both a creative and supervisory role in connection with such programs as *The Defenders*, Walter Cronkite news, *Ed Sullivan*, *Art Linkletter House Party*, *What's My Line*, *Alfred Hitchcock*, *To Tell the Truth* and *Password*. Other shows have included *Red Skelton*, *Perry Mason*, *Andy Williams*, *Beverly Hillsbillies* and *Dick Van Dyke*.

Mr. Slater operated his own program packaging firm, Tabco, before he joined Burnett in 1956. At the agency he has pioneered in the use of video tape commercials and was on loan to the GOP to handle the first network closed circuit TV campaign dinners. For many years the syndicated *Huckleberry Hound* and *Yogi Bear* shows were under his supervision, the agency said.

Mr. Christ has handled Hollywood program production work for Burnett for the past decade. Before that he headed his own production firm and had been with J. Walter Thompson Co. for 20 years.

Crawford; *Amanda* in which Eve Arden would star; a comedy, *Girls From Iowa*, with script by Bill Manhoff; a family situation series starring Tom Ewell and produced by Artie Stander who would develop the character Mr. Ewell depicted in *Take Her She's Mine*; a half-hour comedy series with Dean Jones in the top role; a half-hour comedy series starring Phil Ford and Mimi Hines, Canadian comics. A one-hour series built on the Sam Durell spy stories would have David Niven and Charles Boyer in leading roles.

20th Century Fox—Negotiating with networks on 10 projected pilots. Highlight: *Peyton Place* on ABC-TV.

Revue Productions — *Destry* for ABC-TV; *Johnny North* (not a series), 90 *Bristol Court* for NBC-TV.

Other highlights: *The Plainsman* (90 minutes) with Brian Keith and produced by Howard Christie; *Overnight to Nancy* with Peter Brown, Telly Sa-

valas, Ulla Jacobsen, produced by Frank Telford; *Case of Sergeant Ryker* with Lee Marvin and Brad Dillman, directed by Buzz Kulik, produced by Mr. Telford.

Metro-Goldwyn-Mayer—*Bible Stories* and *Min and Bill* on ABC-TV; *Flipper*, a Newman series, *Grand Hotel*, *Please Don't Eat the Daisies* and *Mr. Solo* on NBC-TV. *Take Me to Your Leader* is a half-hour comedy with Bert Gordon Productions.

Warner Brothers—*Wendy and Me*, *Travels with Charley*, *Federal Investigators*, *No Time for Sergeants*, are all ABC-TV. *Astounding Adventures of Phileas Fogg*, is on NBC-TV. Other highlights are *The Paper Year* with Troy Donahue, (about a first-year marriage); *Morgan and McBride* starring Bette Davis as a lawyer in a one-hour drama; *The Fifty Cent Soldiers* (one hour cavalry western written by James Warner Bellah) and *Side By Side* (half-

hour comedy television series written by Robert O'Brien about the travels of two musicians).

Screen Gems—*Paul Lynde Show* on NBC-TV. Highlights: *Zero Mostel Show* written by Andy Russell; *The Threshold*, one hour series about the air force; *Do or Die* a half-hour situation comedy written by Bud Grossman, with Harry Ackerman executive producer and *The Card and the Badge*, a one-hour action-adventure produced here and in England.

Bing Crosby Productions—*The Spy* on ABC-TV; *The House*, and *The Big Blue* on CBS-TV.

Other highlights: *Combo*, created and written by Larry Marcus as a one-hour drama with musical background; another by Mr. Marcus called *The Family*; *Mike Flood* written as hour drama by Collier Young; half-hour comedy called *The Young Diplomats*, with Jack Marlow as the writer.

BROADCAST ADVERTISING

PETRY'S NEW TV RATE CARD

Availabilities priced according to individual values; advertiser reaction called 'excellent'

A new, much-simplified form of television rate card, said to be "universal" in its adaptability to any station's rate requirements, is being announced today (Monday) by Edward Petry & Co., station representative.

Martin L. Nierman, executive vice president, said five Petry-represented TV stations already have adopted the new form for spot sales use, effective Sept. 1.

He said the card already has been used in sales made for these stations and that agency reaction has been "excellent" despite the "startlingly new concept" involved. The stations are KPRC-TV Houston; WJAR-TV Providence, R. I.; WROC-TV Rochester, N. Y.; KARD-TV Wichita, Kan. and its Kansas State Network, and KUTV(TV) Salt Lake City.

The new rate-card form differs from traditional forms most spectacularly in that it abandons the practice of pricing time in broad categories (Class A, AA, B, etc.). Instead, each unit—each spot availability—is priced individually according to its own values.

The simplicity is achieved in the master rate schedule, to which the individual unit prices are keyed. This table, (see new rate form, page 28), sets up 18 different price levels, with rates for four different frequency levels in each (once, three, five and ten times a week).

Thus an availability classified "P10" sells at \$134 if bought once a week, \$122 if three times a week, \$116 if five times a week and \$108 if ten times a week (or if more than 520 times a year).

Conceivably, an availability classified "P10" (the "P" stands for Petry) can be followed by one classified anywhere from "P1" (the highest rate) through "P18" (the lowest). Or it might be



Petry's Nierman

another "P10." The classification in each case depends on several things, including market demand, competitive positions, anticipated program changes, facilities changes, and audience data covering a period of approximately a year.

In adopting the new form, a station

uses that portion of the rate table which is applicable to its own market and its position within the market. Thus KPRC-TV will operate between P3 and P15, meaning its highest once-a-week announcement rate will be \$640 and its lowest \$42. WJAR-TV will operate between P3 and P18, or \$640 and \$22. KARD-TV will operate between P5 and P17 (\$408 and \$28), while WROC-TV and KUTV will both operate between P6 and P18 (\$326 and \$22).

Both 60-second and 20-second announcements are priced according to the table, but with 20's getting lower price classifications. ID's are priced at 50% of the rates in the table. Rates for other lengths are available on request.

New Efficiency ■ As a whole, Mr. Nierman said, the new rate cards represent neither an increase nor a decrease from the cards formerly used by these stations. But the unit-by-unit pricing, he said, has made possible in many cases "more efficient" buying than is possible when one rate covers a whole broad time classification.

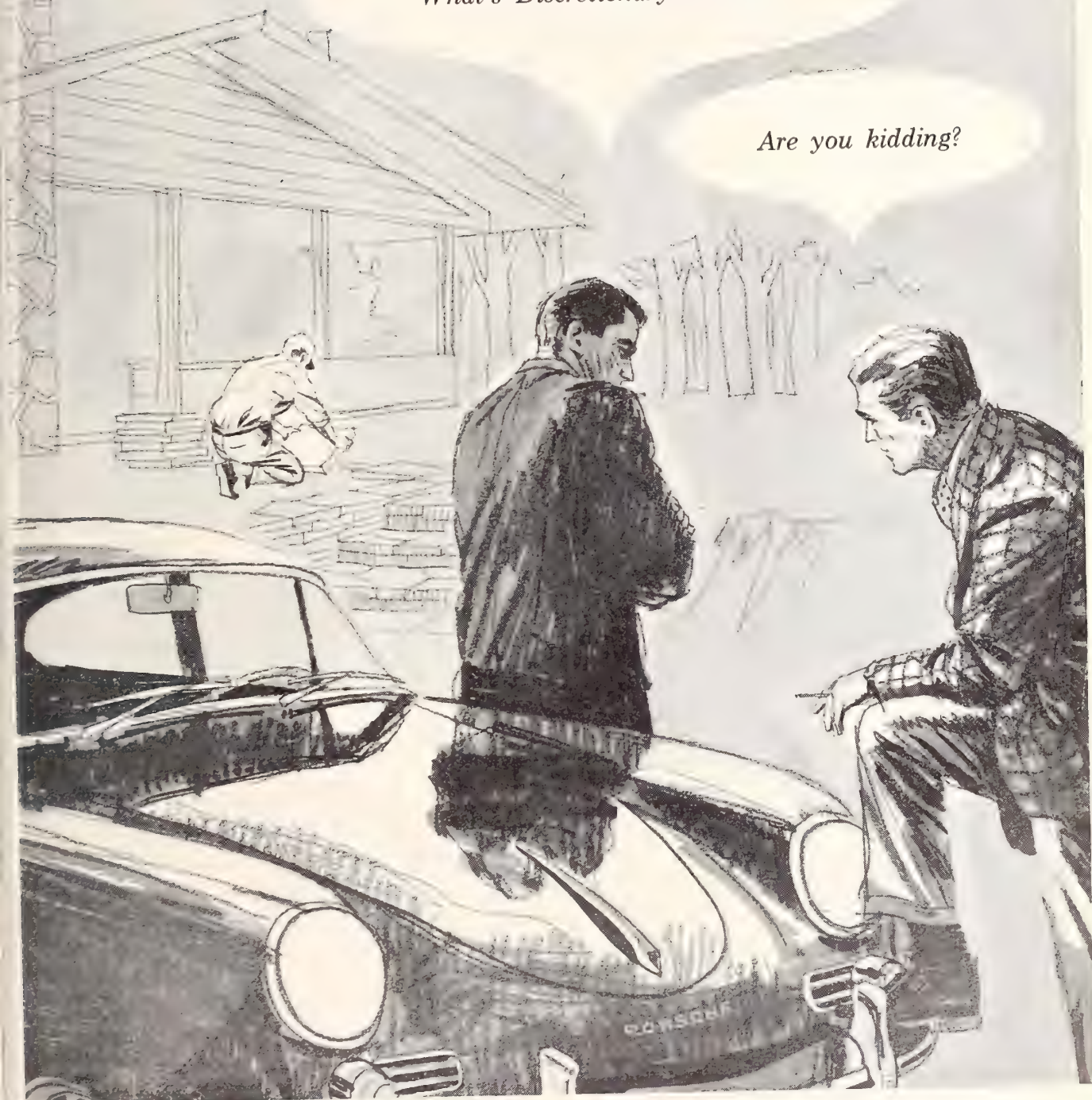
"With the new card," Mr. Nierman said, "many areas of time which were previously too costly will become open to the small-budget advertiser. It will be possible under the new setup for a relatively low-budget advertiser to buy in 'prime-time areas.'"

In the new rate card, which consists of a table and seven paragraphs of text as compared to several pages often needed for a traditional rate card, the discounts are built in. So are the "exceptions" and "special rates" usually spelled out at considerable length in traditional rate cards. All these factors are taken into consideration in pricing the individual units in the Petry plan.

The new form also takes into ac-

What's Discretionary Income?

Are you kidding?



One man's Porsche is another man's patio. But all kidding aside, however they spend it, there's 27% more discretionary income in Ohio's Third Market than the national average, and no medium — but none — covers it as thoroughly as WHIO-TV, AM, FM. Ask George P. Hollingbery.

Additional morsel for thought:

Dayton continues to lead the state's eight major cities with the highest weekly gross earnings. (Dayton Daily News — 7/16/63)

Associated with WSB, WSB-TV, Atlanta, Georgia, WSOC, WSOC-TV, Charlotte, North Carolina and WIOD, Miami, Florida



DAYTON, OHIO • WHIO • AM • FM • TV

count the pre-emptible-nonpre-emptible "plans" offered by many stations under various names. These let an advertiser buy certain positions at a lower rate if he is willing to risk losing them to an advertiser who will pay premium rates.

In the Petry plan, this alternative is covered by assigning two rate classifications to each availability. Thus a spot may be classified P12-13, for example, meaning that if bought at the higher classification it is on a fixed-position, nonpre-emptible basis. If it is bought at the lower classification the advertiser

may be pre-empted on two telecasts' notice.

Mr. Nierman estimated on the basis of discussions with agency executives to date that the new rate form could cut agencies' estimating and bookkeeping time by 40%.

The Same Code ■ "The master rate card will provide uniformity in the rates of all stations using the rate card. The rate for any announcement classified at P8, for example, will be the same whether a timebuyer is purchasing time in Salt Lake City or Houston. In Salt Lake City, a P8 announcement would probably fall into prime time, while in Houston a P8 might be the price for a unit in fringe time.

"Since the basic rate card will remain the same and only individual units of time are subject to reclassification, the problem of estimating rates on more than one rate card will be eliminated. "The continuing discount will be eliminated.

"The complicated searching for 'exceptions' and 'special rates' in station cards will be eliminated.

"The need for estimators to determine rates for announcements falling at time classification changes will be eliminated."

"Furthermore," he added, "the need for constant reclassification and publication of new rate cards, as has been the practice in the past, will be eliminated."

Mr. Nierman said the "coding" or classification of announcement positions is done by the station and that no spot may then be reclassified without review and approval of the station and an advisory committee of Petry experts.

The coding sheets, showing how each time unit on each station is rated as to price, will be shown to agencies upon request, Mr. Nierman said.

He said that, with the introduction of the new forms, "for the first time in the history of commercial television, stations will have rate cards that reflect the changes that have taken place in the medium over the past 14 years."

Although startlingly different in form, he said, the plan "does not differ drastically from current industry practices when you consider that most stations list 'exceptions' or 'special rates' in their cards. In fact, the increasing number of 'special rates' listed are, in our opinion, subtle admissions that there is a need for a new approach, which we have developed in this card."

Rep appointments . . .

■ KTVB(TV) Boise, Idaho: Avery-Knodel Inc., New York, as national representative.

■ WTIP Charleston, W. Va.: Prestige Representation Organization appointed

national sales representative effective Sept. 1.

■ WDMS Lynchburg, Va., and WAGR Lumberton, N. C.: Hal Walton & Co., New York, as national representative.

■ KGAR Portland, Ore.: Roger O'Connor Inc., New York, as national representative.

■ WSEE-TV Erie, Pa.: The Meeker Co., New York, as national sales representative; Kettell-Carter Inc., Boston, as New England representative; Ohio Stations Representatives for Ohio and Detroit; and Penn State Representatives for Pittsburgh and Western Pennsylvania.

■ WFEC Harrisburg, Pa.: Robert L. Williams Co., New York.

■ WYDE Birmingham, Ala.: Kettell-Carter Inc., Boston, as New England representative.

Agency appointments . . .

■ Cadet Dog Food has named Durand-Sapan Inc., to handle all consumer and trade advertising. Spot TV participations include *Tonight*, *Today*, *Concentration*, and *Loretta Young*.

■ Stanback Co., Salisbury, N.C., names Kastor, Hilton, Chesley, Clifford & Atherton, New York, replacing house agency, Piedmont Advertising.

■ B&K Distributors, Minneapolis, regional distributors of British Motor Corp., automobiles, has appointed Reach, McClinton & Co., New York. Reach, McClinton is the agency for BMC and two other BMC distributors.

New 'creative' ad agency opens in New York

A new advertising agency which promises "to bring fresh creative thinking to accounts in the \$100,000 to \$500,000 range," opened its doors for business in New York last week.

The agency—Jacobs Gibson Vogel Inc.—is located at 1 East 42d Street.

Like Papert, Koenig, Lois which opened three years ago, the new agency's principals are from Doyle Dane Bernbach. For eight years Cay Gibson and Murray Jacobs were copy and art heads of DDB's sales promotion department, and H. A. Vogel was a DDB account executive.

Mrs. Gibson said, however, "We know there's no such thing as a 'Junior DDB' or 'second PKL.' Any agency that's any good has its own style: no one style."

The new agency's accounts are Wally Frank Ltd., Holland House tobacco, Durban's Denicotin toothpaste, Weber Briar pipes and Hattie Carnegie perfumes.

HOW THE CARD WORKS

Key feature of the new spot TV rate card of Edward Petry & Co. is the rate schedule below. A station's commercial positions are given rate classifications between "P1" and "P18" (left column) according to their respective values. The cost of any particular position, then, depends on its classification and frequency per week (other columns). Table and text below represent over half of space required for total rate card, as against several columns taken by traditional cards. Not shown here: "annual rates" and "rate protection." Text says order for 520 or 260 announcements earns 10-a-week or 5-a-week rate, respectively, regardless of number scheduled in any one week. Protection clauses say station may reclassify individual announcements on four telecasts' notice and give current advertisers three months protection from date of announcement of future structural changes.

Category	1/WK	3/WK	5/WK	10/WK
P 1	\$1000	918	864	816
P 2	800	734	692	648
P 3	640	588	554	518
P 4	512	470	442	416
P 5	408	374	352	332
P 6	326	300	282	264
P 7	260	238	224	212
P 8	208	190	180	168
P 9	168	154	144	134
P 10	134	122	116	108
P 11	108	100	94	86
P 12	86	78	74	70
P 13	68	62	58	56
P 14	52	48	46	44
P 15	42	38	36	34
P 16	34	32	30	28
P 17	28	26	24	22
P 18	22	20	18	16

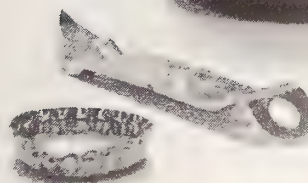
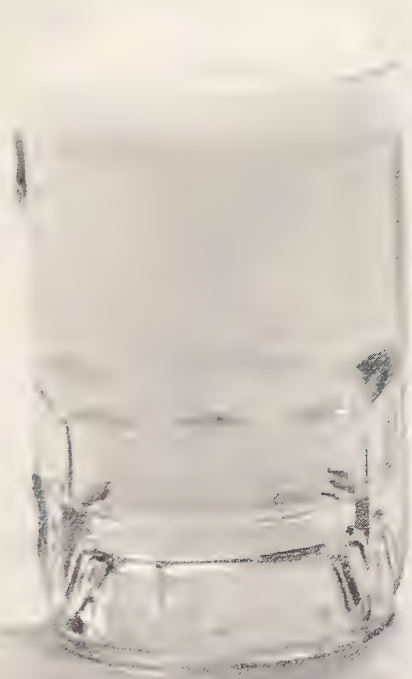
Above rates for 20 seconds or minutes. ID's 50% of above rates. Rates for 30 second or 40 second announcements available on request.

All announcements are assigned two rate classifications. Announcements offered at the higher classification (premium rate) may be purchased on a fixed position—nonpre-emptible basis. When purchased at the lower classification, (standard rate) advertisers may be pre-empted on two (2) telecasts notice.

All announcements combine to earn weekly frequencies. Multiple products of a given account also combine for frequency on 3, 5 and 10 plans.

"I've a
good mind
to spill
everything!"

"Don't
lose
your
head!"



WJXT television spills over into the entire North Florida/South Georgia *regional* market . . . capping a lead of 17% more television homes inside Jacksonville itself, with a rollicking run-away lead of 250% outside the metro area! With 48 out of the top 50 breaks, WJXT is the most efficient regional buy. Count heads. You can count on WJXT to reach the biggest audience.

Represented by TvAR

WJXT



JACKSONVILLE, FLORIDA

POST-NEWSWEEK

STATIONS A DIVISION OF

THE WASHINGTON POST COMPANY

IDEAL'S FIVE-YEAR TV BUY

Seasonal push is passe as toy firm buys 157

markets for year-round drive using cartoon series

The Ideal Toy Corp. plans to spend approximately \$30 million on television over a five-year period to sponsor four animated cartoon programs in 157 markets on a 52-week basis, starting on Jan. 13, 1964.

Lionel Weintraub, president of Ideal, last week called the project "the largest sponsorship for television ever undertaken by a toy manufacturer." The continuous campaign is required, he said, because the toy industry is a year-round business today, no longer dependent on the Christmas seasonal trade.

Hanna-Barbera Productions will create the four new shows, which will be distributed to stations by Screen Gems Inc. Grey Advertising Inc. is the agency for Ideal.

The names of the four new programs were not disclosed, but Mr. Weintraub said they will be used in two half-hour time segments on the 157 stations each week.

The \$6 million Ideal is planning to spend in TV each year for the next five years will represent a sharp boost over its current investment. According to the Television Bureau of Advertising, Ideal spent slightly more than \$1.5 million in TV in 1962, earmarking about \$600,000 in spot and \$900,000 in network.

Details of the undertaking were outlined last Wednesday (Aug. 21) to station representative officials by executives of Ideal, Grey, Screen Gems and

Hanna-Barbera. Abe Kent, vice president of Ideal, said the advertiser's concept "calls for the selection of the best station in each TV market at the peak of the late afternoon viewing hour."

The purchase of the four series, Mr. Kent added, gives Ideal the opportunity to merchandise the cartoon personalities involved and represents an outgrowth of the company's long-range plan to sponsor, promote and market new families of characters.

This is the second TV program sponsorship splurge announced this year by a toy company. This past winter Mattel Inc. revealed its plans to finance a cartoon series, *The Funny Company*, and become a participating sponsor on the program (BROADCASTING, Feb. 11).

CORE to meet with Colgate on Negro ads

The Colgate-Palmolive Co. and the Congress of Racial Equality will hold a meeting in New York tomorrow (Aug. 27) to discuss CORE's demands that Negroes be used "more fully and more realistically" in C-P's TV commercials and on the programs it sponsors.

Clarence Funnys, director of programs for the New York metropolitan branch of CORE, said Colgate had advised the civil rights organization that for several months the company has been working toward the use of Negroes in commercials. Colgate indicated, Mr. Funnys added, that it intends to use

'Hedda' gets sponsors

CBS-TV last week announced advertisers and an advanced play date for the 90-minute *Hedda Gabler* dramatic production that stars Ingrid Bergman, Sir Michael Redgrave, Sir Ralph Richardson and Trevor Howard. Sponsors are Pan-American Airways and the Scott Paper Co., both placed through J. Walter Thompson, New York.

The adaptation of the Ibsen classic was taped in England by Talent Associates-Paramount Ltd. in association with BBC Television and CBS-TV some time ago. It had been scheduled for showing on CBS-TV on Dec. 9 but has been moved ahead to Sept. 20 (9:30-11 p.m.).

Negroes in two commercials it is preparing.

During the meeting tomorrow, Mr. Funnys said, CORE will seek assurances from Colgate officials that the advertiser will increase its use of Negroes in commercials and on programs and will adopt this approach as a regular policy. Several weeks ago CORE worked out a similar agreement with Lever Bros. (BROADCASTING, Aug. 12).

The next major advertiser that CORE is approaching is Procter & Gamble. Mr. Funnys revealed that a letter has been sent P & G suggesting Sept. 12 as a date for a meeting between P & G and CORE officials. Other large advertisers will be asked to attend similar meetings in the future.

CORE's letters to advertisers serve notice that the group is prepared to implement its program of "selective purchasing" if it can not reach a favorable agreement with a particular company. In this effort, CORE says, it has enlisted the support of about 200 community organizations, including the Protestant Council of New York, the United Federation of Teachers, the Brotherhood of Sleeping Car Porters, the National Urban League and the National Association for the Advancement of Colored People.

Business briefly . . .

Eastman Kodak Co., through J. Walter Thompson, has purchased full sponsorship of NBC-TV's 90-minute color special, *The World's Greatest Showman* (Sunday, Dec. 1, 8:30-10 p.m.). The program, a recounting of Cecil B. De Mille's movie contributions, will preempt *Grindl* and *Bonanza*.

The Lutheran Laymen's League, sponsors of *The Lutheran Hour* (1:30-2

Network TV gross time billings for June

	1962	June 1963	% Change	1962	January-June 1963	% Change
ABC	\$16,031,300	\$17,180,800	+7.2	\$100,690,300	\$109,175,100	+8.4
CBS	25,081,500	26,749,100	+6.6	149,443,600	157,909,100	+5.7
NBC	22,609,600	23,073,100	+2.1	137,638,700	144,081,700	+4.7
Total	\$63,722,400	\$67,003,000	+5.1	\$387,772,600	\$411,165,900	+6.0

Month-by-month 1963

	ABC	CBS	NBC	Total
January	\$18,264,800	\$25,912,700	\$24,066,100	\$68,243,600
February	17,435,700	24,057,700	22,850,000	64,343,400
March	19,378,000	26,694,300	25,166,800	71,239,100
April	18,577,000	26,508,400	23,620,600	68,706,000
May	18,338,800	27,986,900	25,305,100	71,630,800
June	17,180,800	26,749,100	23,073,100	67,003,000

By Day Parts

	1962	June 1963	% Change	1962	January-June 1963	% Change
Daytime	\$19,269,300	\$20,968,100	+ 8.8	\$120,780,300	\$137,738,500	+14.0
Monday-Friday	15,783,600	15,650,100	- .8	99,671,000	109,851,700	+10.2
Saturday-Sunday	3,485,700	5,318,000	+52.6	21,109,300	27,886,800	+31.1
Nighttime	44,453,100	46,034,900	+ 3.6	266,992,300	273,427,400	+ 2.4
Total	\$63,722,400	\$67,003,000	+ 5.1	\$387,772,600	\$411,165,900	+ 6.0

Source: TvB/LNA-BAR

Time Buyers' Bonanza *one-minute availabilities*

wmal-tv

WASHINGTON, D. C.

Call Harrington, Righter & Parsons Inc. for 1-minute spot avails on more than 26-hours of new local programming each week. (Some 20-sec. and 10-sec. avails, too.)



NEWS 7

6:30-7:30 PM
MONDAY THRU FRIDAY

Early-evening 1-hour newscast re-designed to even better present the news. Flexible format with the importance of news item determining its position and length. New format tailor-made for participating sponsors.

THE SALES ACTION HOUR

5:30-6:30 PM, MONDAY THRU FRIDAY Different show each day: Cheyenne, Surfside 6, Adventures in Paradise, Checkmate, Maverick



1ST RUN MGM
30/63 MOVIE
11:30 PM
Friday



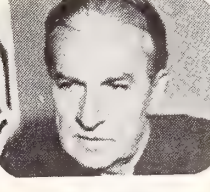
NAKED
CITY
10:30 PM Thursday
11:30 PM Saturday



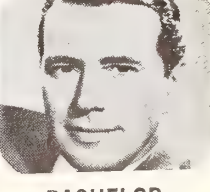
DICK POWELL
THEATRE
11:15 PM
Sunday



THE
FUNNY COMPANY
8:00-9:00 AM
(M-F)



DIVORCE
COURT
1:30-2:30 PM
(M-F)



BACHELOR
FATHER
5:00-5:30 PM
(M-F)

wmal-tv abc

The Evening Star Broadcasting Co., Washington, D.C.

p.m. NYT) has renewed the series for the 29th consecutive year over Mutual. Gotham-Vladimir Advertising, St. Louis, is agency. **The Dawn Bible Student's Association** has renewed sponsorship of *Frank and Ernest* (Sunday, 12:05-12:20 p.m. NYT) on Mutual. Agency: William Gleeson and Co.

Beatrice Foods, through Don Kemper Co., will sponsor *Sergeant Preston*, for the 1963-64 season beginning Oct. 5 on NBC-TV (Saturday, 12-12:30 p.m.).

Mutual of Omaha Insurance, through Bozell & Jacobs, has renewed sponsorship of ABC-TV's *On the Line with Bob Considine* (Monday-Friday 6:50-6:55 p.m. EDT) for 52 weeks, effective Sept. 30. The company has been sponsoring Mr. Considine's shows since 1950.

Timex will sponsor a one-hour special on NBC-TV Sunday, Nov. 24 (10 p.m. EST). The program is a salute to winners of Grammy awards for phonograph recordings. Agency is Warwick & Legler.

Mohawk Carpets, through Maxon, will sponsor the *Arthur Godfrey Thanks-*

giving Show, a color special to be telecast Thanksgiving Day, Nov. 28 (NBC-TV 5:30-6:30 p.m. EST). This will be the fourth consecutive year Mohawk has sponsored Thanksgiving specials on NBC-TV.

Mobile Oil Co. has purchased one-half sponsorship of *TV Bingo* (produced by Idea Research and Development Corp., Santa Rosa, Calif.) on WTTV(TV) Indianapolis, KONO-TV San Antonio, KLZ-TV Denver, and WPTA(TV) Roanoke, Ind. This brings Mobile Oil Co.'s sponsorship of *TV Bingo* to 10 markets.

Purex Corp. has purchased sponsorship of NBC-TV's *The Story of Will Rogers* to be repeated Thursday, Aug. 29 (10-11 p.m.).

Also in advertising . . .

New ad agency ■ Samuel J. Evans Co., a new advertising-public relations agency to serve the Negro market, has been formed in Chicago at 185 North Wabash; telephone State 2-7447. Mr. Evans for more than a dozen years has been time salesman and on-air person-

ality for Chicago stations including WVON, WGES and WGN.

BBDO resigns Air France ■ BBDO announced last week it has resigned the Air France account, which bills an estimated \$1 million. Air France invests less than \$100,000 in broadcast media. Announcement of a new agency is expected to be made next month.

GMB gets more of Morrell

John Morrell & Co. last week consolidated all its grocery products division accounts in one agency by moving the Red Heart pet foods account from John H. Shaw Advertising, Chicago, to Geyer, Morey, Ballard, Chicago.

The GMB agency had previously also handled the broadcast canned meats and Red Heart dog and cat food accounts for Morrell. Size of the account billings were not disclosed, but a substantial part of the Red Heart account is spent in broadcast.

The Shaw agency will continue to handle Morrell Pride fresh, smoked and canned meats accounts. The new assignments are effective Nov. 1.

THE MEDIA

West Coast getting new pay TV venture

\$23 MILLION IN PUBLIC SUPPORT NEEDED TO GET OFF GROUND

A group of well-heeled industrialists is prepared to undertake a full scale pay TV operation in two major market places—Los Angeles and San Francisco.

The organization, Subscription Television Inc. (STV), comprises such major entities as Reuben H. Donnelley Corp., Chicago-based direct mail and directory publisher and a subsidiary of Dun & Bradstreet; Lear Siegler Inc., West Coast electronics manufacturer (Olympic television and radio receivers as well as military and industrial electronics); William R. Staats & Co., West Coast brokerage firm; Matthew M. Fox and his Tolvision of America Inc.; the San Francisco Giants and the Los Angeles Dodgers (BROADCASTING, Aug. 19, July 29, 22).

A prime element in the group's plans is to raise almost \$23 million from the public for the venture. This will be the second pay TV group attempting to raise the bulk of its finances from the public.

But, even as it took the first formal step to raise the money publicly, by registering with the Securities & Exchange Commission, there were reports that its activities relating to the stock offerings were under study by the SEC's San Francisco office and by the

Office of California's Commission of Corporations (see story, page 36).

Last Thursday (Aug. 22), STV filed its prospectus. It plans to offer 2,255,000 shares of common stock at \$1 par value, to sell for an estimated \$12 a share. The underwriting will be through the Staats firm.

Public And Private ■ The public will be offered 1.9 million shares, and some of the present stockholders will buy 300,000 shares, all at the \$12 price. The offering is expected to bring in \$26.4 million—\$22.8 million from the public and \$3.6 million from present stockholders.

The money will be used, according to the registration at the SEC, to wire both Los Angeles and San Francisco with coaxial cable. The actual networking will be done by the telephone companies, the document states, with STV leasing the installations from the utilities.

Under contracts with the Giants and the Dodgers, STV is obligated to commence fee-casting by July 1, 1964 with 20,000 subscribers in each of the cities.

The plan proposes to furnish subscribers with a program selector device.

Subscribers will be charged \$10 for installation and a base charge of \$1 a

week. Programs—sports, current movies, ballet, opera, cultural activities—will be charged on an individual basis. Although the prospectus did not mention specific prices, it did relate the charges to "popular prices."

Free Music ■ STV will offer three programs to each subscriber. One of these, it is implied, will be straight background music—for which no program charge will be made.

There is no intention to provide advertising commercials, the group states in its filing.

An interrogation system for electronically surveying the program selectors will report to a central location those using the service and which service is being used. This information will be used for billing.

Carrying a strong warning that the proposed pay TV system is speculative, the registration document indicates that after the offering, the present shareholders will own 46.2% of the common stock, for which they will have paid, in cash and assets, \$6.17 million. The assets, the prospectus says, are valued at almost \$1.3 million.

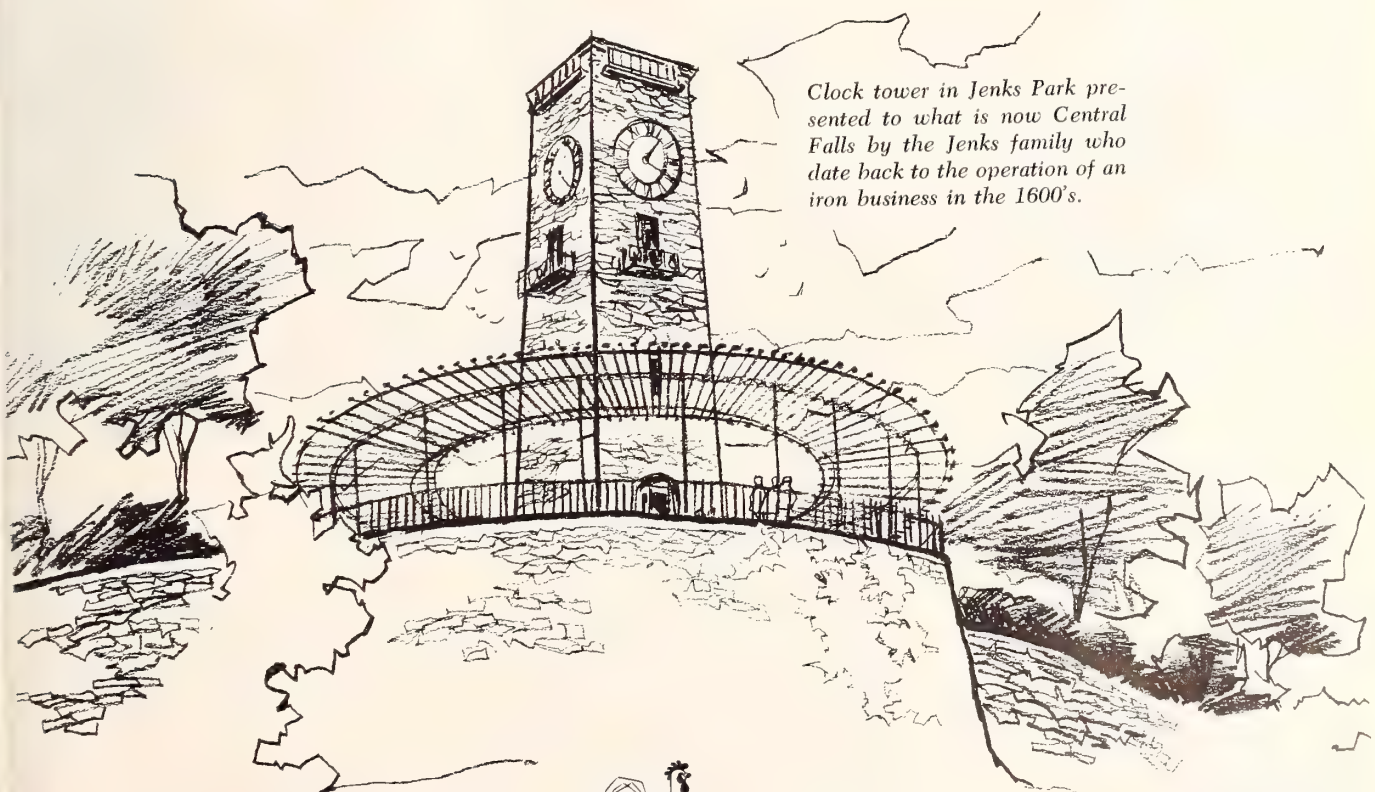
The public will own 53.8% of STV. STV prior to July 31 spent \$591,027. It plans to spend almost \$12.5 million

Most Populous Square Mile In America?

"Funny how some people would say real quick . . . New York, maybe a few blocks of Chicago, Detroit or even L. A.

Too bad . . . it's really so easy. All folks around here do is look up at the TV aerials. Stands to reason the most populous square mile is in the most densely populated state. That's us . . . Rhode Island. The square mile? Central Falls . . . just north of Providence."

But then, the Providence market is many things. Providence is chemicals, textiles, machine tools and test marketing; one million people — one billion consumer dollars. Providence is Hyannisport, Plymouth, Fall River, Worcester and New Bedford — all in Massachusetts. Providence is Groton, Willimantic, Putnam and Norwich — all in Connecticut. People even say Providence is Rhode Island. People in television say **Providence is WJAR-TV.**



Clock tower in Jenks Park presented to what is now Central Falls by the Jenks family who date back to the operation of an iron business in the 1600's.

Your personal print suitable for framing, awaits your card or call.

FIRST TELEVISION STATION IN RHODE ISLAND



AN OUTLET CO. STATION **NBC** — Edward Petry Co. Inc.

BROADCASTING, August 26, 1963

Local limitations paved pay TV's way

The California state legislature last month smoothed the way for this month's pay TV activity in that state by removing the power of local authorities to set exorbitant rates for the right to operate a subscription television service via cables or wires within their jurisdiction. Passed by both houses and signed into law by the governor is an amendment to the state's revenue and taxation code which limits the fees for pay TV to two percent of gross revenue, one

percent to the state and one percent to the local government.

The amendment defines subscription television as "closed-circuit television which is provided to and can be received only by subscribers," with community antenna TV systems, hotel or apartment antenna systems and educational television by any means expressly excluded from the tax requirement. "Local agency" means a city or the unincorporated areas of a county.

after this date—presumably if the public offering is successful—including \$3.3 million for the coaxial cable network; almost \$2 million for 40,000 program selectors, \$1.5 million on installations, and \$1.7 million for the interrogation equipment.

Penalties Provided ■ In its contracts with the baseball clubs, STV will have to pay penalties if it doesn't start operations by next July. If the contract terms haven't been met by Dec. 31, 1965, the contracts are terminated.

Under the terms of its agreements with the ball clubs, the company will pay the Giants 20% of the gross receipts from Giant games on pay TV up to \$1.5 million; thereafter 33⅓%. STV will pay the Dodgers \$200,000 in a flat fee plus 33⅓% of the gross receipts from paycasting the Dodger games. STV's right to deliver the ball games to its subscribers is limited to a 50-mile radius from each of the two ball parks.

Each of the ball club terms is for one season. Tom Gallery will be director of sports for STV's program subsidiary. His salary will be over \$60,000 a year.

'Hurok Presents' ■ The only other contract STV has already signed is with the international impresario Sol Hurok. He is to be paid \$10,000 a month under a five-year contract as a consultant on programs to STV. When any of his bookings are shown on the STV system, Mr. Hurok will receive one-half of one percent of the program charges collected.

The West Coast potential pay TV giant has also ordered design studies by Pacific Tel & Tel and General Telephone Co. of California.

No installation contracts have been entered into as yet, it is emphasized.

The SEC registration document reports that STV was formed Jan. 7, 1963, in Delaware. Three months later it formed a Program Corp., also in Delaware as a subsidiary of STV. In June, the Program Corp. was sold to Tol-

vision of America Inc. for \$1,000. Tolvision—owned 77% by Mr. Fox—negotiated the contracts with the Giants and the Dodgers and with Mr. Hurok. Tolvision also assigned to the program arm the rights it holds in the Skiatron patents for subscription television, with STV agreeing to pay to Skiatron 1% of all receipts as royalties, plus 2½% of this revenue to Tolvision.

Later Tolvision assigned the stock of Program Corp. to STV in exchange for 648,417 shares of STV common stock. This deal was consummated the day before the SEC filing.

Last week, Skiatron, which had been suspended from trading privileges by the SEC during 1959-1960, was being traded over the counter as bid 3, asked 3¼. The Skiatron suspension followed an SEC investigation three years ago into the tangled affairs of the company, Tolvision of America Inc. and Mr. Fox.

Other Arrangements ■ STV also has arranged with R. H. Donnelley Corp. to handle sales, billings and other business matters, and with Lear Siegler to handle installations and maintenance. Both provide for payment of costs plus 8½% net profit after federal taxes. Lear Siegler also will receive \$860,800 under an 18-month contract to handle engineering management functions.

The prospectus shows that Tolvision had debts of \$2.8 million to its affiliated companies and \$3.7 million to others all due to its efforts for the past nine years to initiate pay TV. Arrangements with creditors have been made, the filing indicated.

The management of STV is composed of Donald A. Petrie, attorney and former executive with the Hertz Corp., as president and treasurer; Robert F. MacLeod, ex-publisher of *Seventeen* magazine, and Richard C. Hemingway, executive vice president of Tolvision, as vice presidents. Directors are John Nelson Steele, attorney; John G. Brooks, chairman of Lear Siegler; John J. Burke, senior vice president of Lear Siegler; Matthew M. Fox, Tolvision;

N. B. Hunt, private investor; Donald Royce, Staats company; and James L. Stoltzfus, Donnelley firm.

Mr. Petrie is paid \$2,500 monthly; Mr. MacLeod, \$3,000 a month.

STV ownership at present is as follows:

R. H. Donnelley Corp., 150,000 shares (11.3%); Lear Siegler Inc., 150,000 (11.3%); Staats & Co., 45,000 (3.4%); Mr. Petrie, 10,000 (0.8%); San Francisco Giants, 54,000 (4.1%); Los Angeles Dodgers, 71,000 (5.3%); Donald D. Harrington, 60,000 (4.5%); N. P. Hunt, 75,000 (5.6%); Caroline Hunt Trust, 25,000 (1.9%); Draper, Gaither & Anderson, 10,000 (0.8%); William P. Lear, 55,555 (4.2%) and Tolvision 623,416 (46.8%).

Both Donnelley and Lear Siegler have interests in Tolvision, it is pointed out, so that the present ownership actually is Donnelley, 252,000 shares (19%), Lear Siegler, 252,000 shares (19%), Tolvision, 351,917 shares (26.5%).

After the public offering, ownership of STV will look like this: Donnelley, 250,000 shares (7.1%); Lear Siegler, 250,000 (7.1%); Staats & Co., 45,000 (1.3%); Mr. Petrie, 10,000 (0.3%); Giants, 54,000 (1.5%); Dodgers, 71,000 (2%); Mr. Harrington, 72,500 (2.1%); Mr. Hunt, 185,000 (5.2%); Hunt trust, 50,000 (1.4%); Draper, Gaither & Anderson, 10,000 (0.3%); Mr. Lear, 55,555 (1.6%), Tolvision, 555,917 (15.7%).

Adjusting for Donnelley and Lear Siegler interests in Tolvision, the ownership of STV after the offering will see Donnelley, Lear Siegler and Tolvision, each with 352,000 shares, each 10% of the total.

Donnelley, Lear Siegler, Mr. Petrie, Giants, Dodgers and Staats (for 30,000 shares) paid \$2 a share. Staats and the Draper firm (for 15,000 shares and 10,000 shares respectively) paid Tolvision \$2 a share as payment for debts. Mr. Harrington paid \$9 a share for his present interest, and Mr. Hunt, for himself and the Hunt trust, paid \$6 a share. Mr. Lear paid \$9 a share for his individual stockholding.

First Offering ■ The first public offering for a pay TV system took place earlier this year when Home Entertainment Company of America placed 300,000 shares of 50 cents par common stock on the market at \$10 a share (BROADCASTING, April 8). The offering was placed through Bernard M. Kahn & Co., but last month this contract was canceled (BROADCASTING, July 22).

A third public offering for pay TV never reached the offering stage. Melvyn E. Lucas, principal owner of the dark channel 40 KVUE(TV) in Sacramento, Calif., asked the FCC last month for permission to try out over-



A National Institution

One of these well known faces has never been President of the United States.

Wait. Don't guess. Here's a clue.

He is known by his first name to more people than the other four historical greats put together.

His fame is world-wide.

He has become one of television's most popular cats.

He has the number one program* in the nation's number two market from 3 to 5 p.m.

He is seen by millions of youngsters in cities and towns and on farms every day (including Sundays).

He is still available to perform rating magic in a few TV markets.

Felix The Cat? Right! You guessed it!

TRANS-LUX TELEVISION CORPORATION
NEW YORK • CHICAGO • LOS ANGELES • MIAMI BEACH

*"... 25% average share in this highly competitive seven station Los Angeles market makes us number ONE. Felix has done an outstanding job for us. We are renewing through 1965."

John Hopkins, President & General Manager KCOB-TV Hollywood, California

the-air pay TV. He proposed to raise \$379,000 by selling stock to the public. The FCC returned his application, raising questions regarding the financial feasibility of his proposals.

At present there are two pay TV systems operating. In business and running as a commercial venture for three years is Paramount's Telemeter system

in Toronto. This is a wired operation. In Hartford, Conn., RKO General, with Zenith, is operating the only over-the-air system, using RKO's WHCT(TV) on channel 18 there.

This fall the Telelobe system of over-the-air subscription TV is scheduled to begin in Denver, using the facilities of KCTO(TV) on channel 2.

Investigations underway into pay TV plan

FEDERAL, STATE AUTHORITIES WANT SOME ANSWERS

Plans for a public offering of stock in a proposed pay TV operation in California by Subscription Television Inc. were under official investigation last week, even before they had been filed with the federal Securities and Exchange Commission or the California Commission of Corporations. The investigations stemmed from published reports of the company's organizers—electronics manufacturer Lear Seigler, printer-publisher R. H. Donnelley Corp. and Matthew M. Fox, pay TV promoter, and their plans to use exclusive TV rights to the baseball games of the San Francisco Giants and Los Angeles Dodgers as the basis for pay TV program services in the two California cities. The question the investigators hope to resolve is whether these reports were the result of journalistic enterprise by newsmen or of

publicity activities by the new firm's backers.

Queried by BROADCASTING, Herbert Smith, California corporations commissioner, summed up the situation in this way: "The Corporate Securities Law of California prohibits the offer of securities for sale until a permit has been obtained from the Commission of Corporations. No such permit has been obtained. An article appearing in a San Francisco newspaper regarding a meeting held in that city raised the question as to whether this article was an advertisement for the stock.

"We are attempting to ascertain whether the report was simply a news story obtained by a reporter or publicity released by the company."

On Wednesday, Walter G. Holden, associate regional administrator of the

CBS Radio signs three

CBS Radio has announced active affiliation dates for three newly signed stations: WJRB Tuscaloosa, Ala., and KRLC Lewiston, Idaho, on Sept. 1 and WLON Princeton, W. Va., Sept. 8. WJRB, operating on 1150 kc, has power of 5 kw day, 1 kw night. KRLC is on 1350 kc with 5 kw day, 1 kw night and WLON on 1490 kc with 250 w fulltime.

SEC in Los Angeles, refused to confirm or deny that the SEC investigation was in progress and commented: "There has been considerable publicity in the newspapers, but so far as I know, no application has been filed with the SEC."

CBS gets car, equipment back from Vietnamese

An automobile and camera equipment seized from CBS newsmen Bernard Kalb and cameraman Merle Severn in Saigon were returned without explanation by the South Vietnam government last Thursday (Aug. 22).

The seizures were made by South Vietnamese troops Aug. 21 while Mr. Kalb and Mr. Severn were visiting the U. S. embassy in Saigon. Neither of the men was injured, but troops confiscated their car and all their camera equipment. The CBS newsmen had earlier in the day photographed troops holding back Buddhist crowds during a demonstration.

Following the seizures, both CBS News and the U. S. State Department lodged a complaint with South Vietnam President Ngo Dinh Diem. CBS News President Richard S. Salant, in his cable to the Diem government, protested in addition to the equipment seizure, the censorship levied by the government, calling it "unwarranted," and saying that such censorship "condemns your government in the eyes of the world."

Changing hands

ANNOUNCED ■ The following sales of station interests were reported last week subject to FCC approval:

■ KVOL Lafayette, La.: Sold by George H. Thomas and associates to James L. Kirk II and Evan H. Hughes Jr. for \$310,000. Mr. Hughes is general manager of KVOL. Station is fulltime on 1330 kc with 1 kw. Broker was Blackburn & Co.

■ KVOR Colorado Springs: Sold by Harrison Fuerst to James A. Vinall and Gene Power for \$240,000. Mr. Vinall is a former newscaster at WJR Detroit, and worked in West Texas and New Mexico stations before coming to

prospective buyers need the right perspective

One of the main functions of Blackburn & Company is to provide the facts that both parties to a media transaction need to do business. Our analysis of the ever-changing market puts all the pros—and cons—into focus. Hundreds of satisfied clients can tell you that it pays to consult Blackburn.

BLACKBURN & Company, Inc.

**RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS**

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Jack V. Harvey
Joseph M. Strick
RCA Building
Federal 3-9270

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H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
John C. Williams
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

Colin M. Selph
C. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

Detroit. He will manage KVOR. Mr. Power is an industrialist. Station is fulltime on 1300 kc with 1 kw. Broker was Hamilton-Landis & Associates.

APPROVED ■ The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 69).

■ KILE Galveston, Tex.: Sold by David Nathan and associates to Frank Junell and group for \$165,000. KILE operates on 1400 kc fulltime with 250 w.

Newspapers plan clearing house for advertising

Radio and TV may find newspapers stiffer competition if a current newspaper project works out—and whether or not it works out is largely up to a committee whose members in most cases represent newspapers that also are identified with broadcast ownership.

The project is a proposal to set up a clearing house designed to serve agencies in the estimating, ordering and billing of national advertising placed in newspapers. The committee to study the plan and make recommendations was appointed last week by the Bureau of Advertising and the American Newspaper Publishers Association.

The 12-man committee is headed by G. Gordon Strong of the Brush-Moore newspapers (WHBC-AM-FM Canton and WONE-AM-FM-TV and WIFE(FM) Dayton, Ohio, and WPDQ Jacksonville Fla.). Lynn N. Bitner of the Gannett newspapers (WHEC-AM-TV Rochester and WINR-AM-TV Binghamton, both New York; WREX-TV Rockford and WDAN Danville, both Illinois) is vice chairman. Other members include:

James F. Chambers Jr., *Dallas Times-Herald* (KRLD-AM-TV); Alvah Chapman, Knight Newspapers, *Miami Herald* (and WAKR-AM-FM-TV Akron, Ohio); Monroe Green, *New York Times* (WQXR New York); Walter C. Kurz, *Chicago Tribune* (WGN-AM-TV) Chicago, WPIX(TV) New York and KDAL-AM-TV Duluth, Minn.); G. O. Markuson, Hearst Newspapers (Hearst Radio and TV Stations); Theodore Newhouse, Newhouse Newspapers (Newhouse Radio and TV Stations) and Fred Rowden, *St. Louis Post-Dispatch* (KSD-AM-TV St. Louis).

WGHP-TV plans start; names Storer TV Sales

WGHP-TV ch. 8 permittee in High Point, N. C. plans to go on the air between Sept. 15 and Oct. 1, according to James W. Coan, president and general manager. The primary ABC outlet will serve the High Point, Greensboro, Winston-Salem area, he said.

WGHP-TV last week signed Storer Television Sales Inc., New York, as its national representative.

BROADCASTING, August 26, 1963

Dalton resigns NCTA post, effective Oct. 1

The community antenna industry lost its first paid president last week, but the executive committee of the National Community Television Association was running things as best it could.

William Dalton, named president of the CATV trade association two and a half years ago, resigned last week. No reason was given for his leaving the association.

Mr. Dalton said he plans to go into consulting and sales for both trade and professional groups and for private industry.

His resignation is effective Oct. 1.

A special NCTA board meeting in Washington authorized the executive committee of the association to run things until a new president can be secured.

The NCTA executive committee is composed of Fred J. Stevenson, Rogers, Ark., president; Archer Taylor, Kalispell, Mont., vice chairman; R. L. Stoner, LeGrande, Ore., treasurer; Jack Crosby, Del Rio, Tex., secretary, and Frank Valentine, Sammons systems, J. Leonard Reinsch, Cox systems, and Glenn H. Flinn,



Mr. Dalton

Tyler, Tex.

Although the Washington office will have no director Robert D. L'Heureux, house counsel, will be in charge of legal matters, and Frank H. Nowaczek, administration.

EXCLUSIVE WESTERN PROPERTIES!

\$310,000.00—Fulltime, high powered station with regional coverage of sunny growth area. \$35,000.00 land and building included. Showed \$40,000.00 cash flow after overly-liberal operating expenses.

\$175,000.00—Daytimer serving marketing area of 200,000. Heavy fixed assets. Ownership earnings in excess of \$25,000.00.

\$85,000.00—California daytimer that is running ahead of 1962 gross of \$55,000.00. Absentee owned. Needs owner-operator.

Hamilton-Landis

& ASSOCIATES, INC.

John F. Hardesty, President

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

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1737 DeSales St., N.W.
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CHICAGO
Tribune Tower
DElaware 7-2754

DALLAS
1511 Bryan St.
Riverside 8-1175

SAN FRANCISCO
111 Sutter St.
EXbrook 2-5671

RADIO • TV • CATV • NEWSPAPERS

America's Most Experienced Media Brokers



A new home for the WJAC stations

WJAC-AM-FM-TV Johnstown, Pa., on Aug. 16 dedicated a new \$2 million studio which houses the three stations. Among those present at the dedication were (l-r) L. J. Cardamone, Marc & Co., Pittsburgh; Alvin D. Schrott, executive vice

president and general manager of WJAC Inc., licensee of the stations; A. G. Keller, vice president of Mellon Bank & Trust Co., Pittsburgh; Flo Herlick, Pittsburgh office of Fuller & Smith & Ross, and Walter W. Krebs, president of WJAC Inc.

Hearst radio stations, six others, join RAB

Signing of the Hearst Corp. radio stations and six other radio outlets as members of the Radio Advertising Bureau was announced last week by RAB President Edmund C. Bunker.

In a speech prepared for delivery Saturday at the summer convention of the Oklahoma Association of Broadcasters, he called the signings further evidence of "a tremendous trend toward unity in radio today which will help to accelerate our medium's growth—and the ability of advertisers to use radio more effectively."

He also cited the "virtually 100% cooperation" of stations and station representatives in the current project of RAB and the Station Representatives Association to collect figures on the radio spending of leading advertisers (CLOSED CIRCUIT, Aug. 19). "We believe we can have as thorough a report on who uses radio and how much they spend as any medium now provides," he said.

RAB's income has grown almost 10% in the last six months through new memberships, Mr. Bunker reported. "This," he said, "indicates the desire of stations and others in the radio industry to work together to build the medium's growth." It also reflects support for RAB's current plans for a

study to improve the measurement of radio's audience, he asserted.

The Hearst radio stations are WBAL Baltimore, WISN Milwaukee and WRYT Pittsburgh. Mr. Bunker listed WCAR Detroit, KIMN Denver, WHAM Rochester, N.Y., WSM Nashville, KTHH Houston and WIBW Topeka, Kan., as other new RAB additions.

120-station ETV network predicted by 1973

John F. White, president of National Educational Television and Radio Center, last week predicted formation of an interconnected network of some 120 educational television stations within the next 10 years.

Speaking at the third annual conference on educational television at Fordham University, New York, Mr. White envisioned such a network reaching from 95% to 98% of the American people.

In addition, he forecast that 100 to 150 more stations not connected with NET would devote themselves to local instructional functions and other public services of educational television.

"Much of the station activation that will occur in the next decade," he said, "will be the direct result of the recent \$32 million federal grant for the construction of ETV facilities."

Mr. White, however, opposed "the use of federal funds in the program or

operating budgets of educational stations." He noted that "we might not have to worry that the government would tell the people who run the stations what they could or could not do, but we would have to worry that the station managers would begin to think they knew what the government wanted them to do."

Also speaking at the five-day session was Commissioner Robert E. Lee of the FCC, who called upon public officials not augmenting their curriculum with the electronics medium to "set aside whatever stubborn prejudices they have and accept this new way of life."

"The FCC," he said, "has given every possible consideration to educational television. It has set aside valuable frequencies and pleaded with educators that they be used." He stressed the importance of instructional television within the school systems and on open-circuit to the general community as well.

CBS gives \$250,000 to California ETV

CBS-TV, a major patron of educational television in cities where it owns TV stations, has made a \$250,000 contribution to Community Television of Southern California, which plans to begin ETV transmission in Pasadena, Calif. in the fall of 1964.

In acknowledging the grant, Community TV's board chairman, Dr. Lee A. DuBridge and its president, Elden Smith, stated in a joint letter to CBS President Dr. Frank Stanton that the gift "comes at a very critical time," and "gives solid reason to believe that we will achieve our goal of putting a strong well-financed ETV station on channel 28."

The letter called Dr. Stanton a leader in demonstrating "a broad grasp of the potentialities of the television medium," and also acknowledged assistance from the CBS-owned KNXT(TV) Los Angeles.

CBS grants to educational television total well over \$1 million in cash.

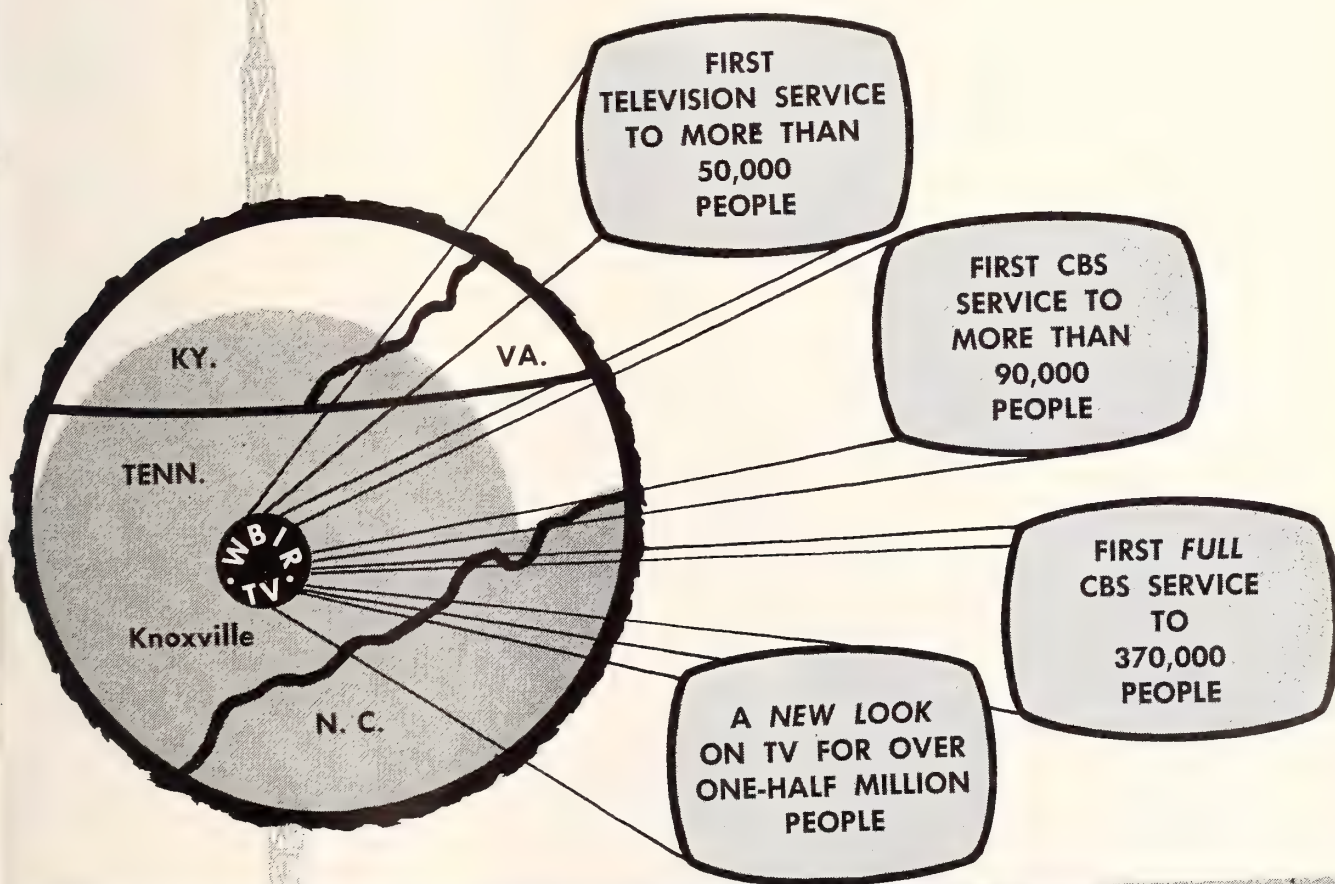
Community Television also is pursuing plans for acquisition of a VHF station, according to a CTSC spokesman.

The group is putting final touches on an application for UHF channel 28. But the feeling is that both stations, and possibly more, will be required to meet educational and cultural service needs of the Los Angeles community. A emphasis on channel 28 in its correspondence with CBS reportedly led to speculation that the group might have dropped the idea of purchasing a VHF station.

WITH THE WORLD'S TALLEST TOWER...1751 FEET ABOVE GROUND

WBIR-TV's KNOXVILLE MARKET IS NOW 50% LARGER!

With its new tower—tallest in the world—WBIR-TV increases its Grade B coverage by nearly 50%, giving new service to communities in east Tennessee, and parts of Kentucky, Virginia and North Carolina. The Knoxville Market is far larger!



Your First Buy for
the Knoxville Market

WBIR-TV

CBS CHANNEL 10
KNOXVILLE, TENN.

**SOUTHEASTERN
BROADCASTING
CORPORATION**

Represented By
Avery-Knodel, Inc.

Affiliated with

WFBC-TV

NBC Channel 4
Greenville, S. C.
Serving the GREENVILLE-
SPARTANBURG-ASHEVILLE MARKET

WMAZ-TV

CBS, NBC, ABC Channel 13
Macon, Ga.
Serving the RICH MIDDLE GEORGIA MARKET

Collins disappointed but undaunted

NETWORKS' REBUFF MAY LEAD TO SESSION WITH STATION OWNERS

LeRoy Collins, president of the National Association of Broadcasters, expressed "surprise and disappointment" at the networks' reaction to his proposal for a private meeting to discuss TV advertising "problems." But he's far from ready to give up the idea.

There "may be," he stressed last week, further activity to consider broadcast advertising, this time with station owners—"the licensees who bear the final responsibility"—as participants.

Governor Collins earlier in the month proposed a private, "no holds barred" meeting of the three TV network chiefs, selected advertisers and agencies and the top level of the Television Bureau of Advertising to talk about what he described as "mounting difficulties" facing TV commercial practices (BROADCASTING, Aug. 19).

Although he was not specific about the nature of the difficulties—and last week he declined again to specify the problems—he expressed the hope that a consensus might lead to "concerted

action." All three networks rebuffed the NAB president, primarily, it's understood, on antitrust grounds and the fear that such a meeting might be construed as circumventing the NAB codes.

Governor Collins, seemingly chastened but not downhearted, is still convinced that broadcasters must face up to their problems, or let congressional committees or government agencies spatter the industry.

"There is a pressing need for reform and progress in broadcasting advertising practices," he said. "It would make good sense for broadcasters, advertisers and agencies to set in motion some kind of a plan to meet at an industry level, rather than to let it run its course and become public in congressional or government hearings."

This is what happened with the ratings program problem, he pointed out. The unwillingness of the broadcast industry to take action resulted in the industry being "scarred" by the revelations of the Harris committee.

Governor Collins recalled urging the industry to do something about the ratings problem, but said it never moved to grapple with the difficulty.

Earlier this year the NAB chief urged broadcasters to take action on cigarette commercials, particularly those aimed at young people. The code boards decided to keep the subject under consideration and to await further developments in the health controversy.

It appears that Governor Collins is building up a history of recommendations for the industry to face up to—but so far he has been unsuccessful in getting it to move. He won't say it, but there's an "I told you so" element in the Collins future.

Urged At Convention ■ Actually, the governor said, his concern with advertising practices is not new. He called attention to this problem at the NAB convention.

In his keynote address at the Chicago meeting of the association, Governor Collins made advertising practices his number two recommendation (ratings was number one).

This is what he said then:

"Secondly, I propose that we begin promptly to plan for the further elimination of advertiser influence over programming. The broadcaster is held legally accountable for all programs he broadcasts, and he should not yield the authority to make any program decision to any outside influence.

"Also I feel that there are other pressing needs for advertising reforms such as improvement of the form and content of commercial announcements, realistic limitations on program interruptions, and more effective means for assuring in advance the truth of advertising claims.

"In matters like these, of course, we should solicit and welcome collaboration and counsel of advertisers and advertising agencies, who should be as concerned as we are for the improvement of standards which will further advance the integrity and effectiveness of broadcast advertising."

President Leads ■ As NAB president, Governor Collins feels he must exercise leadership by anticipating difficulties and by getting the industry to discuss and examine them. "I don't follow a policy of putting my head in the sand," Governor Collins said last week.

In a letter to the network presidents last week, Governor Collins expressed his disappointment with their response. He urged again that some sort of a meeting be held and said that NAB is



The broadcasting industry's 'Five Wise Men,' the National Association of Broadcasters executive committee, met last week in Washington for a first formal session to consider policies and plans of the trade association. On Thursday the group met by itself to discuss policies. On Friday it was scheduled to meet with the NAB staff. Shown here at the Thursday meeting (l to r): Glenn Marshall

Jr., WJXT(TV) Jacksonville, Fla., vice chairman of the TV board; James D. Russell, KKTU(TV) Colorado Springs, chairman of the TV board; William B. Quarton, WMTV(TV) Cedar Rapids, Iowa, chairman of the NAB board of directors; Richard W. Chapin, KFOR Lincoln, Neb., vice chairman, radio board, and Ben Strouse, WWDC Washington, chairman, radio board. Committee was formed in June.

still available to be "host" to such a session.

Responding to criticisms that his invitation to the network leaders left broadcasters on the outside, the NAB president insisted that this was not his intention. Part of his letter, he pointed out, refers to representatives of NAB attending the meeting. NAB represents the broadcasters, he contended, and was meant to include them in the meeting.

The letters reprinted below have been seen by almost every CBS affiliate. They were distributed by the CBS leadership on Aug. 14, the day after CBS President Frank Stanton responded to Governor Collins's letter of Aug. 2.

The Letters:

Aug. 2, 1963

Dear Frank:

I am resorting to the formality of a letter primarily because I want this expression to get to each of you in the same form.

For some time I have felt that we have had a serious need for closer liaison and planning to cope with problems and opportunities inherent in television advertising which vitally affect the whole future of the medium. Without attempting to be specific, I think you will agree that there are indications on the present scene that television advertising is running into mounting difficulties which, unless intelligently resolved, can lead to a serious reduction in the attractiveness of the medium for advertising purposes—as well as even more serious threats than we are now facing of unwarranted government incursions.

If you share this apprehension, would it not be a good idea to get together a group of advertisers, selected by Peter Allport, of representatives of advertising agencies from the membership of the 4 A's, representatives of the networks, of TvB, and of NAB, for an off-the-record "no holds barred" discussion. While the exchange of knowledge and ideas would be quite informal, I think pertinent questions should be raised and preparation made by various persons of conspicuous competence to lead discussions in specific areas.

Out of such a conference might come some agreement for future specific concerted effort. On the other hand, the result might be agreement that little or nothing can be done by the interested parties acting in concert. Even if this latter is the result, however, I think the fact that some of these matters will have been talked out by intelligent and responsible people who are directly concerned will prove of substantial value.

NAB will be glad to "host" any such meeting.

Please feel free to give me your candid views. I will protect any confidence you request. I am not motivated by any desire to intrude, but only by a



NAB adds two majors

Metropolitan Broadcasting Stations, division of Metromedia Inc., and RKO General Inc. Stations, division of General Tire & Rubber Co., last Monday (Aug. 19) joined the National Association of Broadcasters (CLOSED CIRCUIT, Aug. 19).

Top photo: John W. Kluge, president and chairman of the board of Metro-media (l) with NAB President LeRoy Collins.

Lower photo: Seated (l-r) Governor Collins and Hathaway Watson, president of RKO General Broadcasting. Standing (l-r) William Carlisle, vice president for station services, NAB, and Jerome Bess, executive vice president, RKO General Broadcasting.



genuine hope that I may be helpful.

If you feel that we should talk this over personally in advance of approaching any of the others mentioned, I will be glad to come to New York when you suggest.

Don't assume that I am any less con-

cerned with radio advertising, but I believe this should be a subject of separate consideration.

With best wishes, I am

Sincerely,

Roy

cc: Messrs.: Robert Sarnoff and Leonard Goldenson

Stanton's Reply:

Aug. 13, 1963

Dear Roy:

In response to your letter of August 2, in which you suggest that the NAB convene a group of advertisers, advertising agency representatives from the membership of the AAAA, TvB, the networks and NAB, to discuss television commercials, I am sure you know that we at CBS are certainly no less concerned than you are about the state of television advertising and that we are no less sensitive to public criticism of the taste, length, timing and placement of television commercials—or any less anxious to find proper solutions. I must tell you frankly, however, that I do not believe such a discussion could possibly result in the progress we all hope will be made. It might even lead to a setback. Let me go into the reasons for this conviction in some detail.

First, CBS has always insisted that it must be solely responsible for what is broadcast over its facilities. This is as true of commercials as of news and entertainment. We accept that responsibility just as any newspaper or magazine does for what it publishes. We will neither duck nor delegate it. I am afraid that the procedure you suggest would compromise this principle.

We have been at pains to establish policies, procedures and organization to make this principle an operating rule and not just a statement of intent. Almost thirty years ago, CBS published and put into effect the first code to establish standards for radio commercials and to prevent the airing of those of questionable taste. Today, as you know, the CBS Television Network has a large Program Practices Department headed by Joseph H. Ream, a former general attorney and executive vice president of CBS, who directs a highly professional staff both in New York and Hollywood. This department establishes and enforces commercial standards which in several respects are higher than those of the NAB Code Authority, and in no respect lower. Its budget for the current year exceeds \$500,000, substantially higher than the NAB Code Authority's. It has, on occasion, rejected commercials which have been approved by the NAB Code Authority. I do not report this as a criticism of the NAB Code Authority, but as an indication of our own standards.

CBS has also commissioned research

studies by competent authorities in order to learn more about public attitudes toward commercials. *The People Look at Television*, particularly Chapter 7, is an example. More recently a study has been commissioned to go behind these and other findings in greater depth.

The second reason for my reservations about your proposal is that, as reflected in the seventh edition of *The Television Code* (May 1962), the television board is empowered "to enact, amend, and promulgate standards of practice or codes for its television members and to establish such methods to secure observance thereof as it may deem advisable. . ." The addenda section also notes that "administration of the code is delegated to the Code Authority Director . . . (whose) responsibilities include, among others, the defining and interpreting of words and phrases in the code, and maintenance of appropriate liaison with responsible organizations, institutions and the public. . ."

Your suggestion that the "problems and opportunities inherent in television advertising" should be handled not through the code organization, but rather through an off-the-record conference among advertisers, advertising agencies, the TvB, the NAB and representatives of the television networks,

seems to me seriously to endanger the prestige of the Code Authority and adherence to the code. Paradoxically, this would take place at the very time that enlightened broadcasters are bending every effort to strengthen the regulatory and procedural functions of the code, the Code Review Board, and the Code Authority director as the best means of continued and professional attention to commercial problems. CBS's position is that the code should be strengthened, not weakened. This has been our position historically, and only three months ago was reiterated by Mr. Ream in his lengthy letter to Mr. Robert Swezey, director of the Code Authority, a copy of which he sent to you.

Third, CBS counsel has serious reservations about the propriety of the meeting you propose, particularly in light of your statement that "Out of such a conference might come some agreement for future specific concerted effort." I am sure you agree that it is necessary for all parties, including NAB, to proceed with the utmost caution in order to avoid any questions of action in violation of the antitrust laws. This same consideration, after careful study by our legal department, accounted for our decision not to write into CBS Television Network affiliation contracts the requirements for adherence to the

standards of the NAB Television Code in 1959.

Finally, as a practical matter, the mere size of such a meeting seems to me to make an "off-the-record, no holds-barred" discussion impossible. Yet even so, there would be no representation from the stations as such, to which most viewer complaints are directed because of the traffic in and around station breaks.

I have written at length about your proposals because I know that you are concerned primarily with results. I think they would be disappointing and possibly damaging. On the other hand, if you feel that CBS can provide information which would aid and abet the quest for improvement in television advertising, I would be glad to attend a meeting with you, Mr. Goldenson and Mr. Sarnoff—provided it is clear that the purpose of the meeting would be exploratory and would not encompass any sort of understanding or agreement affecting any network's freedom of action in the area of television advertising. I think that each participant, in such a case, should be accompanied by his organization's representative on the NAB Television Code Review Board.

With all good wishes.

Sincerely,
FS

NAB to GAB: 'It's our ball'

BELL DOESN'T LIKE STATE GROUPS SPONSORING NATIONAL MEETINGS

The National Association of Broadcasters rapped the knuckles of one of its state associations in public last week and brought into the open a long-simmering feud that the NAB has been conducting with one of its most active state associations.

Using general terms, but singling out only the Georgia Association of Broadcasters, the NAB declared Thursday (Aug. 23) that it alone is the rightful instrument for national broadcasting activity. State organizations and other groups that "embark upon national or international programs" cause "great additional expense as well as confusion beyond description," said Howard H. Bell, NAB vice president for planning and development. He warned that the NAB has "no intention of abandoning its national responsibility to any other agency."

The GAB is planning an international symposium on radio and television next year and was scheduled to meet with the State Department Friday (Aug. 23) to seek federal backing (CLOSED CIRCUIT, Aug. 19). The association also co-sponsored what it called the First Annual National Broadcast Editorial Con-

ference with the Henry W. Grady School of Journalism of the University of Georgia last month at Athens, Ga. (BROADCASTING, Aug. 5, July 29).

Caught in the middle of the NAB's fire was a small group of broadcasters who were meeting in Washington Thursday to try to perpetuate an annual national forum on editorializing. The steering committee was formed at the conclusion of the Athens session. Representatives of both the Grady school and the GAB had been invited to the Washington meeting, but they did not attend.

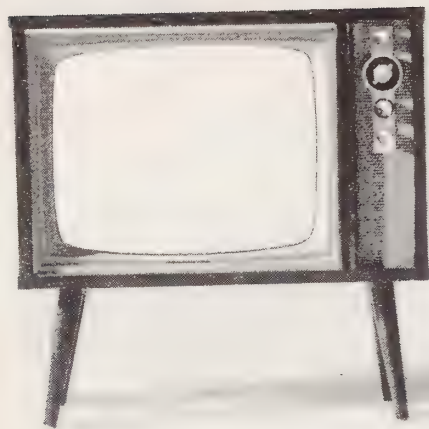
Mr. Bell chose the Thursday session to deliver his blast at the GAB even though no representative of the state association was present. Mr. Bell had been asked to participate as a nonvoting observer representing the NAB.

Although the group was an outgrowth of the Georgia conference, it quickly moved to rid itself of any organizational identity and had agreed on this before Mr. Bell showed up with his prepared statement. The committee agreed very early to seek the support of all broadcast organizations, including the NAB, and to attract the cooperation

of some of the nation's leading schools of journalism.

Earlier in the week Mr. Bell made no attempt to conceal his irritation with the GAB when he told BROADCASTING "Jack Williams [executive secretary of the GAB] isn't going to run the NAB" from his Atlanta office. Mr. Williams, the energetic promoter behind the Georgia association's recent rise to national attention, was the principal organizer of the Athens editorial conference in July and of the embryo international symposium. A member of the original steering committee that met in Washington Thursday, Mr. Williams did not attend the meeting but wired the GAB's proposal that the 1964 conference be held in Atlanta in conjunction with the NAB's annual fall regional conference.

Defending the NAB's role in promoting discussion of editorializing, Mr. Bell stated that the NAB editorializing committee "provides continuing representation and service to stations in the field of editorializing and recently released a new edition of 'Editorializing on the Air,' a guide book. Organizations with state or regional membership are



Only place
to judge
TV picture
quality!



Judge it where tv viewers do... where today's best-selling pictures come from SCOTCH® BRAND Video Tape

Today's great American theatre is the living room—not the projection room. If you're viewing tv commercials or pilots on the conference room screen, remember: the only "screen" the tv audience sees is the face of the tube! When you view shows or commercials as you would a movie you're sitting in the dark all alone... no one you're trying to reach will see them that way! The tube is the test every time! Put your commercial

or show on "SCOTCH" BRAND Video Tape and view it on a tv monitor. Then you'll be looking at it with the same eyes as the customer. There are no optical-to-electronic translation problems. Every image is an electronic original completely compatible with the tv set in the home.

Picture-prove it! View a filmed and a video-taped production side by side on monitors. See the inimitable "here and now" quality that "SCOTCH" Video Tape offers agencies, advertisers, producers, syndicators. Extras are pushbutton ease in creating unlimited special effects, immediate playback, and no processing wait for either black-and-white or color. For a free brochure "Techniques of Editing Video Tape", write 3M Magnetic Products Division, Dept. MBX-83, St. Paul 19, Minn.


"SCOTCH" IS A REGISTERED TRADEMARK OF MINNESOTA MINING & MANUFACTURING CO., ST. PAUL 19, MINN. EXPORT 94 PARK AVE., NEW YORK, CANADA: LONDON, ONTARIO ©1963, 3M CO.

Magnetic Products Division **3M**
COMPANY



These broadcasters met in Washington last week to discuss plans for an annual conference on broadcast editorializing. Dick Mendenhall, editorial director of WSB-AM-FM-TV Atlanta, chairman of the 1963 conference, stepped down for 1964 chairman Ralph Renick, vice president for news, WTVJ(TV) Miami. Seated clockwise from the lamp: Mr. Mendenhall; John Corporon, news director, WDSU-

TV New Orleans; William B. Monroe, NBC News Washington bureau chief (who attended as an observer); Mr. Renick (in armchair); Ed Ryan (lower left), news director, WTOP-AM-FM-TV Washington, an observer for the Radio-Television News Directors Association; Dale Clark, WAGA-TV Atlanta; Roger Turner, news director, WMCA New York; and Byron Cowan, WSAC Fort Knox, Ky.

expected to channel their primary efforts into programs of a state or regional scope, Mr. Bell said.

Ralph Renick, vice president for news, WTVJ(TV) Miami, was chosen by the planning group as 1964 conference chairman. He told a reporter after listening to Mr. Bell's statement: "We're not trying to form an organization or a 'rump' group. We're just a committee trying to organize a conference."

Mr. Renick said that he intended to "talk further with [NAB President] LeRoy Collins to obtain NAB's support for next year's conference."

Mr. Renick announced that he had selected six broadcasters to serve on the committee to help plan the 1964 conference. Others would be added later, he said.

Committee members are Mr. Renick, chairman; Dick Mendenhall, editorial director, WSB-AM-FM Atlanta and 1963 conference chairman; Byron Cowan, WSAC Fort Knox, Ky.; Roger Turner, news director, WMCA New York; John Corporon, news director, WDSU-TV New Orleans; Dale Clark, WAGA-TV Atlanta; and Richard Cheverton, news director, WOOD-AM-TV Grand Rapids, Mich., and past president of the Radio-Television News Directors Association.

The committee expressed its appreciation to the GAB and the Grady school for their "outstanding support" of the first conference, but decided not

to act on a GAB bid to sponsor the next conference. The Florida Association of Broadcasters also has offered to sponsor the 1964 conference. The committee deferred any action on a site and sponsor until its members could report, probably by Nov. 1, on their efforts to enlist institutional and organizational support. The committee hopes to "sew up" final plans by Jan. 15, 1964, when it intends to begin to hammer out a program, Mr. Renick said.

The planning committee agreed that it wanted the support of a leading journalism school, possibly of several, to give delegates the benefit of experts in public opinion and communications and to help inspire and encourage students who could be shown the values of a career in the broadcast news and editorial field. Such a move also would help turn journalism school attention from newspapers and toward broadcasting, the group suggested.

The committee is interested in attaining a national image and seeks to avoid any stigma that it is only a regional group. The members said they want a national forum for ideas and problems in the field. They feel that the continuation of broadcast editorializing is "crucial" to the freedom of all broadcasting.

The committee also agreed that it would be advantageous not to align

with either the NAB, which newsmen might consider only a management group, or with the Radio-Television News Directors Association, which station management might think of as strictly an organization of newsmen. They liked the Athens conference for its success in bringing together both news and management personnel.

The broadcasters said they all were interested in "keeping the government off our backs," but they recognized on the other hand the need to editorialize in a responsible manner.

"We cannot expect the protection of the First Amendment [free speech] unless we are willing to share this right with the public," said Mr. Cowan.

They emphasized the necessity for greater participation of the public, perhaps with programs on the order of newspaper "letters to the editors" columns. One member said radio has popularized listener call-in programs, but television has not yet developed such a format.

Wrather gets one-third of Sunday supplement

One-third interest in Supplement Publishing Corp.—publisher of *Poise*, a new Sunday newspaper supplement for girls from 15 to 22—has been acquired by Wrather Corp., owner of Muzak background music firm and movie and TV properties *Lassie*, *The Lone Ranger* and *Sergeant Preston of the Yukon*.

The first issue of *Poise* was distributed yesterday (Aug. 25) by newspapers in 10 major markets with a combined circulation of 5,192,400, according to Audit Bureau of Circulations.

In addition to the firm's holdings, Jack Wrather, president of the corporation, has an 11% interest in Transcontinent Television Corp., owner of WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, Mo., WNEP-TV Scranton/Wilkes-Barre, Pa., KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, Calif.

Media reports...

New York rotogravure ■ The *New York Herald Tribune* has announced publication of a new Sunday rotogravure magazine beginning Sept. 29. The magazine will carry radio and television schedules and program commentary in addition to a variety of general features.

Coverage financed ■ Time Inc. last week made a special public service grant to WNDT(TV) New York to underwrite live coverage of the opening session of the 18th United Nations General Assembly Sept. 17-Oct. 1.

Rep. Williams hits fairness doctrine

FCC'S EXPLANATION OF IT LEAVES HIM WHERE HE WAS—IN THE DARK

Representative John Bell Williams (D-Miss.), who asked the FCC to help him explain how broadcasters in his state should operate under the commission's recent fairness doctrine statement, declared last week that a meeting with FCC representatives left him where he was before—in the dark.

The FCC group told him the commission was developing "some kind of a primer," Representative Williams said Thursday (Aug. 22), but meanwhile "my people have had to cut off practically all their broadcasts, especially if they were conservative, in fear of retaliation by the FCC. And I don't blame them."

The commission released a statement on fairness July 26 shortly after Chairman E. William Henry told the House Communications and Power Subcommittee that it could clear up editorializing problems by issuing guidelines or making rules (BROADCASTING, Aug. 5, July 29). Many broadcasters have sought subsequent clarification from

the FCC and the National Association of Broadcasters.

Race Question ■ Representative Williams explained Thursday that he had asked Representative Walter Rogers (D-Tex.), chairman of the communications subcommittee, to investigate the guidelines problem and the "preconceived ideas... on race mixing," which he said are held by a majority of the FCC commissioners. The subcommittee has been conducting an inquiry into broadcast editorializing.

Representative Rogers told BROADCASTING Thursday that he hopes to resume the hearing around Sept. 18 or 20, depending on the legislative backlog of the parent Commerce Committee. The chairman said he intended to go into the problem of applying the fairness doctrine to coverage of the racial problem, but it would be considered by the subcommittee as just one of the many matters of controversy that confront broadcasters.

Representative Williams said he in-

tends to suggest to Mississippi broadcasters that they request an opportunity to testify at the Rogers hearing. "I hope when the time comes the broadcasters will be willing to speak out," he said.

"If people in Mississippi or anywhere else feel they have some information which would shed light on this, we would be glad to hear them," Representative Rogers said.

Mr. Williams said he had hoped for an explanation of the fairness statement from a few commissioners, but the FCC sent some key staff members to see him instead. They were Henry Geller, deputy general counsel; John Cushman, administrative assistant to Chairman Henry; Gerard M. Cahill, assistant general counsel for legislation, and Robert Rosen, chief of the renewal and transfer branch.

Unfairness Doctrine? ■ "I am fully convinced that the problem lies not in the fairness doctrine but in the one-sided administration of it wherein it is being enforced in conservative programming and winked at in regard to liberal

CARTOON TIME

5-5:30 PM

Mon.-Fri.

Mins. Avail.

NWS NEWS

6-6:05 PM

Mon.-Fri.

Not Avail.

NWS SPORTS

6:10-6:15 PM

Mon.-Fri.


Not Avail.

TOP STAR BOWLING

6:30-7:30 PM

Saturdays




Mins. Avail.



HARRISBURG'S NO. 1 STATION

**WTPA-TV LOCAL PROGRAMING DELIVERS
151% MORE HOMES**
(MONDAY THRU SUNDAY, 5:00 P.M. TO 7:30 P.M.)
THAN THE OTHER HARRISBURG STATION*

represented by
HARRINGTON, RIGHTER & PARSONS

*ARB FEBRUARY AND MARCH 1963

MICKEY MOUSE CLUB

5:30-6 PM

Mon.-Fri.

Mins. Avail.

NWS WEATHER

6:05-6:10 PM

Mon.-Fri.

Available

HOUR OF STARS

6:30-7:30 PM

Tues.-Fri.

Mins. Avail.

FABULOUS FILMS OF THE 50'S

6-7:30 PM

Sundays

Not Avail.

broadcasts," Representative Williams said.

He criticized a section of the FCC fairness statement for wording that "leaves the impression they want to suppress that [conservative] viewpoint."

The passage in question says: "It is immaterial whether a particular program of viewpoint is presented under the label of 'Americanism,' 'anti-Communism' or 'states' rights,' or whether it is a paid announcement, official speech, editorial or religious broadcast. Regardless. . . if one viewpoint of a controversial issue of public importance is presented, the licensee is obligated to make a reasonable effort to present the other opposing viewpoint or viewpoints."

That means a broadcaster must physically go out into his community to find opposing views, Representative Williams said the FCC delegation told him. When it comes to segregation, he said, "We know of no responsible person in Mississippi who would go on the air and speak for integration. . . or against states' rights." Mr. Williams said that there are some integrationists who would speak, but he declined to recognize them as anything but "agitators."

Networks Criticized ■ When Mr. Williams told the FCC staff that his constituents complained to him that national network presentations of the race problem were one-sided, the FCC delegation said the agency had been told by the networks that their coverage was "balanced." "Apparently they weren't interested in going into that any further," Representative Williams said. They're not so hesitant when inquiring into a Mississippi station, he added.

He "has yet to see a network documentary designed, planned and pro-



Representative Williams
'My people fear retaliation'

gramed for the purpose of giving the pro-segregation side of the race problem," Representative Williams said, "yet we are continuously bombarded with the other.

"I consider this an act of intimidation on the part of the FCC against a selected group of broadcasters and an attempt to use radio and TV as a propaganda vehicle for socialism, the New Frontier and forced race mixing," he continued. "It is an attempt to brainwash the American people into conforming to a preconceived idea of a majority of the commissioners."

Hart named to head antitrust subcommittee

Senator Philip A. Hart (D-Mich.) was named last week to succeed the late Senator Estes Kefauver (D-Tenn.) as chairman of the Senate Antitrust and Monopoly Subcommittee.

Senator Hart, senior Democrat on the subcommittee, was elevated to the top post by Senator James O. Eastland (D-Miss.), chairman of the parent Judiciary Committee. By Thursday (Aug. 22) he had not named a new member to fill the vacancy on the subcommittee, although it was expected the slot would go to a Southerner.

Senator Hart, who has been associated with consumer protection measures such as his "truth in packaging" bill, said he intends the subcommittee

to become "an increasingly powerful voice for the American consumer."

The subcommittee played a dynamic role in the antitrust field under Senator Kefauver, and its staff of 38—then the largest of any congressional subcommittee—was diverted to many projects, including providing ammunition for the continuing opposition to the Communications Satellite Corp.

Businessmen who wondered whether the subcommittee would continue with the old Kefauver fervor were put on notice by Senator Hart that "its function is to serve as a watchdog for the free enterprise system. It has always been—and should remain—alert to see that competition is not threatened by monopolies, price rigging agreements and criminal conspiracy."

Loevinger says public is arbiter of programs

FCC Commissioner Lee Loevinger feels that the final arbiter of what the American public sees on television should be the American public itself.

The commissioner, who discussed FCC policies on WCCO Minneapolis Monday, Aug. 19, in response to listeners' queries, said the public should be allowed to determine its own programming insofar as this is "compatible with the physical conditions of broadcasting."

The commission's newest member spoke against a background of criticism that the agency is attempting to force broadcasters to upgrade the cultural level of their programs.

Commissioner Loevinger said he would like to see "both eggheads and lowbrows" on both sides of the camera and microphone so that each group would have its programming tastes satisfied. But the problem, he said, is putting enough stations on the air to provide the necessary "competition and diversity."

He said that, "in the first instance," it's the station operator who determines what is available to his audience. But "in the long run," he added, it's the audience, because a station without an audience "is soon going off the air."

The commissioner also expressed opposition to congressional proposals to impose new regulations on stations that editorialize. "Licensees should be free to editorialize or not to editorialize," he said.

LOF, GM charge FTC with going too far

The decision by the Federal Trade Commission against Libby-Owens-Ford Glass Co. and General Motors, finding them guilty of deceptive advertising of the quality of glass used in the side windows of GM cars, went beyond the scope of the evidence presented in the

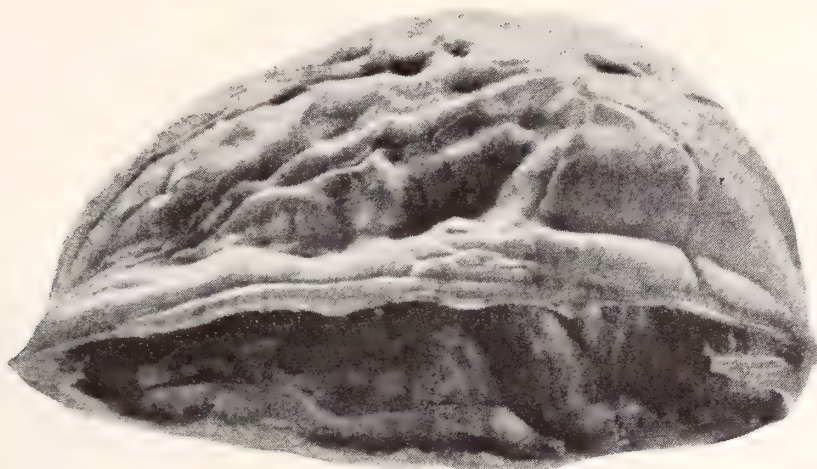
FCC, Canada agree on FM

The FCC has worked out an FM allocation agreement with Canada involving more than half of the channels assigned in the U.S.

It involves more than 1,300 FM assignments that are located within 250 miles of the Canadian border.

The commission pointed out that the new agreement does not alter the 1947 FM agreement which set the terms under which assignments are to be made. The new settlement is designed to replace an interim arrangement of assignments made Aug. 10, 1961.

The channels listed represent more than half of those assigned in the continental U.S. and Alaska under the FM allocations table recently released by the commission (BROADCASTING, July 29).



THE OLD SHELL GAME...

.... is
now only carnival history. But
the same small-time crook is still with us.
Today he's big time. Instead of sideshow
barkers, he uses advertising to bring in the suckers!
He worms his way into any business or profession.
When he poses, for example, as an automobile dealer, he
trades on and degrades the reputation of all ethical, quality
dealers. When he gets his "ad" on a station, he cheats its
audience. And he cheats all broadcasters, too, because
he undermines believability and destroys the power of
ethical advertising. NADA and its 22,000 member dealers
are pledged to fight dishonesty in the selling and adver-
tising of automobiles. May we work with you? If
your station has not yet established its own
high standards of acceptance for automobile
advertising, please write for our
booklet of recommended
standards.

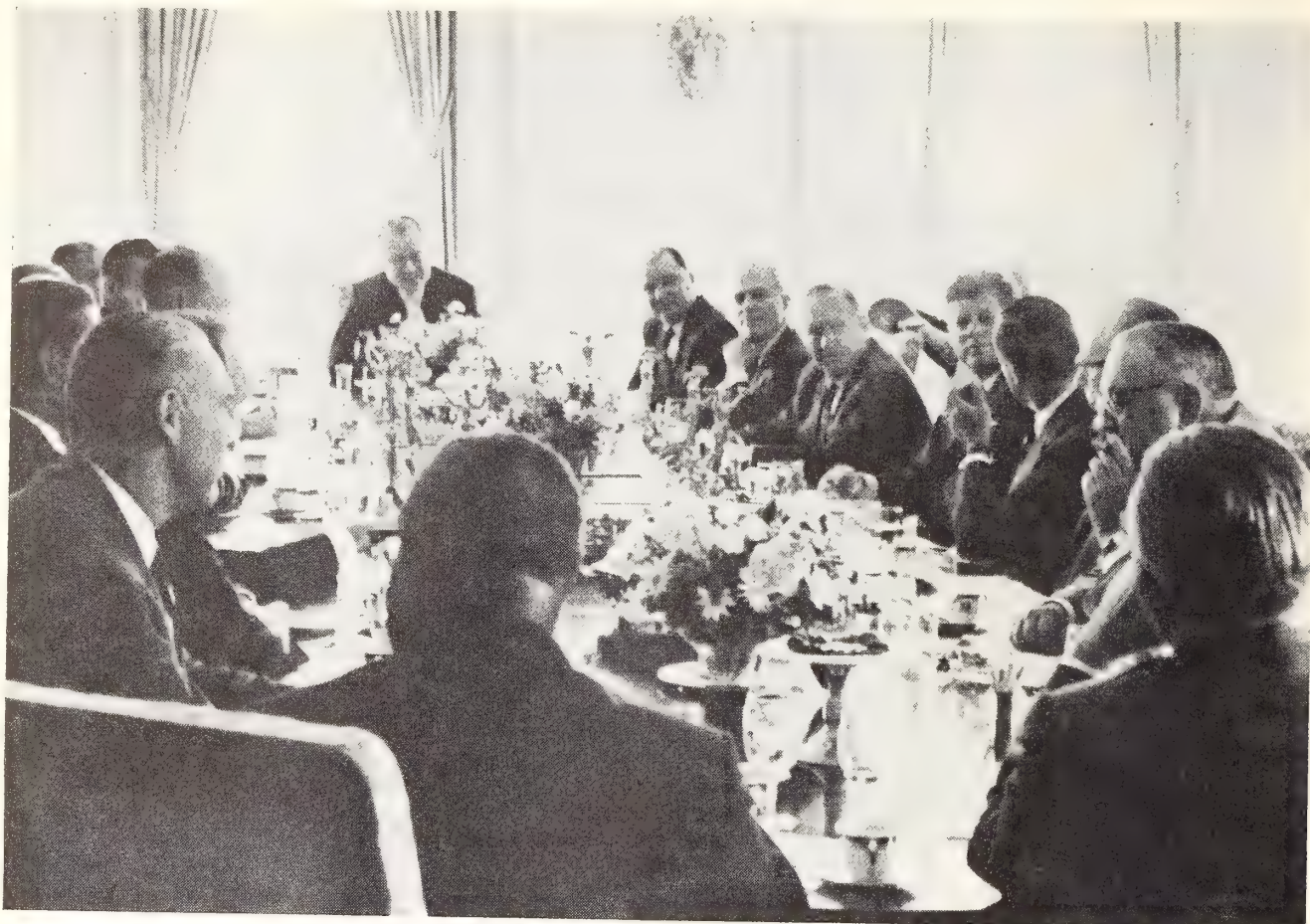
Please write for a free copy of "Recommended Standards of Practice for Advertising
and Selling Automobiles," prepared by NADA and the Association of Better Business Bureaus, Inc.

THE NATIONAL AUTOMOBILE DEALERS ASSOCIATION

Official Organization of America's Franchised New-Car and Truck Dealers



2000 "K" Street N.W., Washington 6, D.C.



The President and his broadcaster guests talk over coffee after their luncheon last Thursday. He spent a little more than two hours with the broadcasters, fed them roast beef, California rose wine, and sent them home with the cheery feeling they had a friend at the

head of a government that has seemed hostile in lower echelons. The President is at right center in the photograph. In left foreground is Andrew T. Hatcher, White House associate news secretary. All the others present were radio and TV station operators.

An expert host charms station men

KENNEDY HAS 19 BROADCASTERS TO LUNCH, PRAISES RADIO-TV

Nineteen broadcasters lunched with President Kennedy last Thursday and came away with the impression that he has a considerably higher regard for radio and television than some of his appointed regulators have.

It was the 22d White House luncheon of its kind but the first to which broadcasters have been invited. All of the others were for newspaper and

magazine executives.

Broadcasters who attended the luncheon abided by the traditional injunction against quoting the President afterward, but there was no hiding their gratification at Mr. Kennedy's attitude. They were persuaded that he thinks that radio and television stations on the whole are doing a better job than newspapers.

There was said to have been an open exchange of views. Broadcasters criticized recent trends in government regulation, including the FCC's local television program hearings in Chicago and Omaha, the existing hobbles and threat of tighter controls on broadcast editorializing, the derogation of engineering standards in the wholesale issuance of radio station construction

initial decision, the two companies have said.

The FTC found that claims in GM advertisements that the LOF plate glass used in the side windows was of the same quality as the windshield were not true and that the windows had been demonstrated with the windows rolled down, showing the clarity of the glass

(BROADCASTING, Aug. 5). The practice had ceased before the FTC began the case against LOF and GM, but the agency wanted to be sure that it would not be resumed in the future, an FTC source said.

GM told the FTC last week the proposed final order, written by Commissioner Everette MacIntyre, made

prohibitions against its advertising practices which were not included in the initial decision. GM claimed its commercial never misrepresented that the side window glass was the same as that in the windshield—it only said that the company uses safety glass in every window. GM also objected to prohibition against "disparaging the quality or

permits, and the omission of a broadcaster in recent appointments of FCC commissioners. One guest told the President that regulatory pressure were worse now than at any other time in his 24 years in broadcasting.

Comment on Comment ■ The subject of broadcast editorializing received much attention, and some drew the inference that the President had misgivings about some types of opinion on the air. Others at the White House in the past have commented informally on the prevalence of conservative or right-wing programs in paid time. One that has attracted White House attention is H. L. Hunt's *Life Line* which came under attack from another quarter last week when the Citizens Committee for a Nuclear Test Ban Treaty asked stations for equal time to answer *Life Line* presentations opposing the treaty (see page 51).

It was believed that the President would discuss with FCC Chairman E. William Henry the broadcasters' remarks on regulatory trends. The President was represented as indicating he has a high regard for his new, 34-year-old FCC chairman.

Most of the broadcasters at the luncheon favored the practice of broadcast editorializing, although one said he did not. Another suggested that the White House supply stations with background information for editorials, although that view was not endorsed by other guests.

When the proposal to name a broadcaster to the FCC was raised, mention was made of the job's \$20,000 salary. None of the guests volunteered as a candidate, although it was suggested that a qualified broadcaster could be found if the opportunity arose.

Guest List ■ There were 21 at the luncheon table in the state dining room, including the President and Andrew T. Hatcher, associate news secretary. Lots were drawn for the seating arrangement. At the President's right was Gene Autry, chairman of the board of Golden West Broadcasters. At his left was Lawrence H. Rogers II, executive vice president of Taft Broadcasting Co., substituting for Hubert Taft Jr., president of the company, who was unable to attend.

The other broadcasters were Roger W. Clipp, vice president for radio and television of Triangle Publications; John H. DeWitt Jr., president of WSM-AM-TV Nashville; Herbert E. Evans, president of Peoples Broadcasting Corp.; John E. Fetzer, president of Fetzer Broadcasting Co.; John W. Kluge, president of Metromedia Inc.; Norman Knight, president of Knight Quality Stations; Clair R. McCollough, president and general manager of the Steinman stations; Donald McGannon, president of Westinghouse Broadcasting Co.; C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp.

Also Ward L. Quaal, executive vice president of WGN Inc.; William B. Quarton, president of the WMT stations; J. Leonard Reinsch, executive director of the Cox stations; Edgar B. Stern Jr., president of WBSU Broadcasting Corp.; George B. Storer, chairman of the board of Storer Broadcasting Co.; Harold C. Stuart, president of KVOO-TV Tulsa; E. R. Vadeboncoeur, president of Newhouse Broadcasting Corp., and Mitchell Wolfson, president of the Wometco stations.

Three other broadcasters who were invited to the luncheon were unable to attend: John F. Patt, president of Goodwill Stations Inc., who was attending a daughter's marriage; Rex G. Howell, president of KREX-AM-TV Grand Junction, Colo., who is in Honolulu recuperating from a spinal operation, and William D. Pabst, executive vice president and general manager of KTVU(TV) Oakland-San Francisco, who had a previous commitment.

Reinsch's Role ■ The luncheon was arranged in consultation with Mr. Reinsch, who has served as the President's advisor on broadcasting and is also chairman of the U. S. Advisory Commission on Information.

Afterward, it was reported that other luncheons with broadcasters would be scheduled.

Although he was not present at the White House luncheon, LeRoy Collins, president of the National Association of Broadcasters, invited the broadcaster guests to a cocktail party that afternoon at his Georgetown home. Also at the party were members of the NAB executive committee.

merits of competing automobile glass" and other alleged misrepresentations as to quality. GM said there was no reason the prohibitions were made and that they weren't dealt with in the initial decision.

In a separate statement last week LOF said the FTC decision went beyond the matter involved in the com-

plaint and wasn't supported by evidence. LOF said that it not only forbade practices that never were made, but it also prevents commercials in which "truthful" representations could be made. The glass company said that such a "blank injunction" exceeds the authority of the FTC. The whole matter should be dropped, LOF said.

FCC V. 1ST AMENDMENT ACLU files brief supporting WDKD's appeal for renewal

The American Civil Liberties Union said last week that the FCC violates broadcasters constitutional guarantees of free speech when it sets standards of programing that are not drawn with the utmost precision.

And the commission, the ACLU said, failed to meet this test in its decision last year denying a license renewal for WDKD Kingstree, S. C.

The ACLU made the comment in a friend-of-the-court brief filed with the U.S. Court of Appeals for the District of Columbia, in connection with the appeal taken by WDKD from the FCC decision. The brief was written by Harry M. Plotkin, one-time FCC assistant general counsel.

The commission denied renewal on two grounds:—that E. J. Robinson, the licensee, had permitted disc jockey Charlie Walker to broadcast material that was "coarse, vulgar, suggestive and susceptible of indecent, double meanings" and that Mr. Robinson had made misrepresentations to the commission in denying knowledge of the objectionable broadcasts.

The ACLU said denial on the first issue was improper, since the standard "is too vague and imprecise" to satisfy the requirements of the First Amendment guarantee of free speech. And it urged the court to send the second issue back to the commission for further consideration.

Differs From Robinson Brief ■ Unlike the brief filed in behalf of Mr. Robinson in his appeal to the court, (BROADCASTING, July 15), the ACLU does not question the commission's authority to examine programing.

The ACLU said that the First Amendment issue in broadcasting is "unique" because no one in broadcasting can exercise any rights of expression without a government license.

But, the ACLU added, this doesn't mean broadcasters are denied all rights under the First Amendment. It said that speech or expression in broadcasting may not be restrained unless the government agency involved sets standards that "are clear and unambiguous" and relate directly to conduct over which the agency has constitutional or statutory authority.

Vague standards, the ACLU said, are not fair to the licensee, who must conform to government directives. They have a stultifying effect on broadcasters who are influenced by them to carry "safe" programing, and make effective judicial review difficult, the brief said.

And the commission's standard of

Only thing missing at the FCC was famine

It wasn't quite the end of the world, but some departments of the FCC were visited by both flood and fire last week. And the damage done by the elements, the agency said, has certainly not aided it in its scramble to catch up on back work.

Heavy rains swept the Washington area on Tuesday, Wednesday and Thursday, and about two feet of water collected on the roof of the building which houses the FCC's Safety and Special Radio Services, Technical Assistance Division, Office of Network Study, Common Carrier Bureau and Field Engineering Bureau. The roof drains were able to siphon off only a fraction of the water, and most of the rest found its way between the walls of the recently renovated structure.

By Wednesday the FCC offices, situated on the top floor of the building, were a vast watery wasteland.

Carpets, furniture and files were thoroughly soaked. Hardest hit were the offices of the Domestic Radio Facilities Division of the Common Carrier Bureau. The workers were given the day off.

The FCC formed a cleanup brigade, and some Grade 15 employees were converted into mop-wielders. By Thursday morning some measure of order had been restored, and the harried civil servants began returning to their interrupted duties.

Where There's Smoke ■ Then about 10 a.m. smoke was seen pouring out of one of the walls. The fire department was called and the building evacuated. The firemen quickly stifled the flames, which started when some of the flood water fouled a telephone circuit system. Before noon FCC workers again trudged back to their once-quiet offices. They faced, in addition to

flooded quarters, the prospect of doing without telephones for several days.

No estimate of the damages was available last week, but the offices were strewn with wooden furniture in various stages of wreckage, carpets which sounded a soggy squeak when stepped on and reams of paper being dried page by page. And the man-hours of lost work undoubtedly will reach large proportions.

Frank Palik, chief of the Domestic Radio section, surveyed the damage with dismay. "We have a large backlog of applications," he said, and the concentrated effort to clear the offices' desks has been dealt a severe blow. He noted, however, that although many papers were waterlogged, none were entirely destroyed. "At least," he said, "we have that much to be thankful for."

what is "vulgar, suggestive, coarse and susceptible of double meanings," the ACLU said, "is fatally vague, ambiguous and too all-encompassing." The brief noted that the dictionary indicates the "words cover an extremely broad spectrum of what might be classified

as undesirable conduct."

The ACLU also said the FCC's standard is invalid because the agency indicated the "offensiveness" of the material is to be judged by its effect on the "housewife, the teen-ager, the young child." The ACLU noted that the Su-

preme Court had struck down a Michigan law which prevented adults from obtaining books which might be harmful to children. "The commission in effect is doing the same thing in this case," the ACLU said.

Remand Other Issue ■ In urging the court to remand the misrepresentation issue to the commission, the ACLU said this question is "inextricably tied up" with the one involving programming.

The ACLU also said the procedures leading up to its charges of misrepresentation against Mr. Robinson "almost smacks of entrapment." Mr. Robinson denied any knowledge of the objectionable material broadcast by Mr. Walker when he was first advised of the complaints by the commission.

The commission, however, had several tapes of the Walker broadcasts which it refused to make available to Mr. Robinson before asking his comment. The ACLU said "this was an unreasonable procedure and that such faulty procedure particularly where a free speech issue is involved, should not be condoned."

NEW KCOH BUILDING MEANS MORE WAYS TO SELL HOUSTON'S NEGRO MARKET!

The new KCOH building is impressive evidence of support and acceptance by the Negro community in Houston . . . from its gleaming new Gold Room, which will seat 300 people for sampling sponsor products to the fabulous "Looking Glass Studio" . . . the new building emphasizes KCOH's leadership in the Negro community.

NATIONAL
REPRESENTATIVE:
SAVALLI-GATES



KCOH 5011 ALMEDA,
HOUSTON 4, TEXAS
AREA 713—JA. 2-1001



FAA asked to extend comment deadline

The Federal Aviation Agency has been asked to extend from Sept. 1 to Sept. 23 the deadline date for comments on its proposal to establish criteria for TV antenna farms (BROADCASTING, July 29).

The request was made by a group representing broadcasting, meeting last week at the National Association of

Broadcasters. Those present:

Robert E. L. Kennedy, Association of Federal Communications Consulting Engineers; Ben C. Fisher, Federal Communications Bar Association; Douglas Anello, NAB; E. Frank Mullen and Graydon R. Powers Jr., Association of Maximum Service Telecasters; Charles C. Bevis Jr., Association on Broadcast Standards; Warren C. Zwicky, Storer Broadcasting Co., and Cyril M. Braun, Joint Council on Educational Television.

QUESTION OF FAIRNESS

Stations asked for free time by supporters of treaty

A citizens committee organized to support the limited nuclear test ban treaty has invoked the FCC's fairness doctrine in an effort to obtain time on 325 stations for reply to broadcasts opposing Senate ratification of the pact.

And, as of Thursday (Aug. 22), a spokesman for the Citizens Committee for a Nuclear Test Ban Treaty said, the group was "pleased and gratified" by the response to its request.

The committee had good reason to be pleased.

The opposition was carried in three 15-minute programs provided by Life Line Inc., a public affairs program service. The programs are sponsored locally. But the committee was receiving a flood of offers of free time for reply.

Three *Life Line* programs urged listeners to ask their senators to vote against ratification of the treaty. In its letter dated Aug. 16, to the 325 stations carrying the programs, the committee called attention to the FCC's July 26 statement on its fairness doctrine (BROADCASTING, July 29). In that statement, the committee reminded the licensees, the FCC said, that stations broadcasting one side of a controversial issue "must offer spokesmen for other responsible groups within the community similar opportunities for the expression of . . . contrasting viewpoints."

Tape Prepared ■ The committee, whose chairman is James J. Wadsworth, former U. S. ambassador to the UN, asked the stations to carry a 15-minute tape it had prepared in support of the treaty. The tape includes statements by President Kennedy, Mr. Wadsworth, Secretary of State Dean Rusk, Secretary of Defense Robert S. McNamara, and General Maxwell D. Taylor, chairman of the Joint Chiefs of Staff.

The committee asked the stations to carry the tape "as a public service in the interest of fair play towards the objective of presenting both sides on this crucial issue, and under the provisions of the Federal Communications

How the TV picture is being stretched

Nearly half of the people in the U.S. watching TV can receive only one or two stations. This is true even in one-third of the 150 largest metropolitan areas. ■ The TV audience is there. But the stations aren't. Existing stations have filled the regular VHF-TV band nearly to the limit. Some 500 of our approximately 600 stations are crowded into the 12 VHF channels. ■ What's the answer? 70 valuable UHF channels lie ready to provide space for needed new service. ■ Slow at first, UHF television has now begun to grow. Relief seems to be in sight from the economic limitations. How about the technical limits? Dependable transmission at UHF by and large requires more power than it takes to deliver comparable television on the 12 VHF television channels. And to satisfy broadcasters, the power must not only be higher; it must also be reliable, easily produced and cheaper by the kilowatt-hour. ■ One company has already anticipated the needs of broadcasters and the resurgence of UHF-TV in this country with a series of advanced power klystrons for UHF transmitters that will provide a new low in cost per kilowatt hour of operation and a new high in reliability. That company is Eitel-McCullough. ■ About two years ago, Eimac asked its engineers, "With your experience how would you make the most nearly optimum klystrons possible for UHF-TV?" Their enthusiastic answer was a new third-generation series of ingenious UHF-TV klystrons. They are simple in design and easy to operate. And they are capable of delivering from twice to ten times the power previously available.¹ ■ There's good reason for Eimac's leadership. Eimac has had a gigantic field laboratory in which to develop its UHF power klystrons: UHF troposcatter communication networks—more than 90% Eimac-powered.² Hundreds and hundreds of Eimac power klystrons have racked up phenomenal life and reliability records in this service with around-the-clock operation. Tubes still in sockets have reached the 50,000 hour mark—and are still going strong. It hasn't hurt, either that Eimac klystrons are used in more than 80% of all klystron-powered European UHF-TV transmitters. ■ These new klystrons mean UHF-TV coverage can be stretched to new viewers. For broadcasters, another economic and technical problem has been relieved. For Eimac: another example of the way it meets tomorrow's tube needs today.

1. Want to know more of the technical details? Write for the Eimac information packet on klystron power for UHF-TV. It contains a reprint of the I.R.E. paper, "Experience in Europe with American UHF-TV Klystrons," and full details on the Eimac electron power tubes ready to stretch UHF-TV coverage.
2. Like to know more about how Eimac has shrunk the earth? Write for a free copy of this brochure, "The Universe is One Big Puddle."



EITEL-McCULLOUGH, INC.

SAN CARLOS, CALIFORNIA

Subsidiaries: National Electronics, Inc., Geneva, Illinois
Eitel-McCullough, S. A., Geneva, Switzerland

Commission's 'Fairness Doctrine.'

By Thursday—six days after the letter went out—replies had been received from “50% of the stations” without one flat rejection, according to the committee spokesman.

He said “the majority” of the replies contained offers of free time. The remainder offered to make time available at the same rates as those paid by Life Line.

Conservative party unafraid of suspension

NEW YORKERS FEEL BROADCASTERS WILL PLAY FAIR

A minority political party that showed a surprising amount of muscle at the polls in the 1962 New York gubernatorial election has told the Senate Communications Subcommittee that broadcasters were so fair that the party now favors a trial suspension of Section 315.

The Conservative Party of New York State testified against suspension during a 1962 hearing, but is now on record with a change of heart, according to a letter from Charles E. Rice, state vice chairman.

Mr. Rice wrote Senator John O. Pastore (D-R. I.), subcommittee chairman, “I am happy to advise you that our experience in the 1962 election campaign has altered our estimate of the

Among those in the latter group was Adlai C. Ferguson Jr., general manager of WPRS Paris, Ill. Mr. Ferguson wrote that, in fairness to Life Line, the station felt compelled to charge the committee the same rate—\$15—that Life Line paid for its 15-minute broadcasts. But he added that he, personally, favors the treaty and that if the committee won't purchase the time, he'll pay for it himself.

situation.” The party polled 141,000 votes in the 1962 governor's race.

The party now believes that Section 315 was a disadvantage to minority parties because it produced a “naturally overcautious attitude on the part of the broadcasters” who extended only a bare minimum of time to avoid legal complications. “Even so,” Mr. Rice wrote, “the conduct of the broadcasters was generally superior to that of the metropolitan New York press in this regard.”

The Conservative party letter represents what is believed to be the first minority group statement submitted to the subcommittee this year that supports broadcaster contentions that Section 315 is a hindrance.

The party proposed “that the equal opportunity provisions of Section 315 be totally suspended for the 1963 and 1964 elections, and that Congress maintain a continuing surveillance over the conduct of the broadcasters during those election campaigns. Then in 1965 a final determination can be made as to the future content, if any, of Section 315.”

The Senate unit still has under consideration three measures on Section 315. One would repeal the section for all races in 1964; another would suspend the equal time section for presidential, vice presidential, congressional and gubernatorial races; and a third, similar to one passed by the House, would suspend Section 315 for the presidential and vice presidential races in 1964 only (BROADCASTING, Aug. 12, 5).

Thirty-one governors have informed the subcommittee that they favor a suspension which would include gubernatorial and congressional races in 1964. Governor Cliff Hansen of Wyoming (R) was the latest state chief executive to go on record for the suspension.

Mr. Rice's letter recalled that the party formerly “asserted our belief that suspension of the [equal time] requirements would lodge too much discretion in the hands of broadcasters and would entail substantial risk of the curtailment

What Byron Price wrote in 1945 about censorship

A heretofore secret document that served as a White House primer on censorship will be made public soon by a congressional subcommittee, and when it is published newsmen will find that its author was faithful to his staunch belief that any censorship in this country must be voluntary “except in areas under invasion.”

In a previously classified letter to President Truman, Byron Price, then Director of Censorship, wrote in 1945 that any censorship organization set up for a future war “must charge itself only with contributing to the success of armed combat.”

Mr. Price urged enactment of authorizing legislation at an early date (his letter was dated Aug. 24, 1945) because “the censorship operation transgresses so directly upon the ordinary rights of citizens that no question of legality should ever be permitted to arise.”

Mr. Price has remained the nation's chief advisor on censorship since his wartime office was dissolved after World War II. He told President Truman: “To the extent its [the censorship office] operations are per-

mitted to wander into other pathways, to the extent it concerns itself with the enforcement of peacetime statutes or the policing of political and personal foibles—to that extent will it weaken its service to the nation's armed men on the field of battle.”

“Censorship of the dissemination of public information must hold unceasingly, day in and day out, to the single purpose of keeping dangerous information from the enemy,” Mr. Price wrote in his letter, which he entitled “A Basis for Censorship Planning.”

Among some of Mr. Price's recommendations relating to broadcasting, he urged:

- That the chairman of the Federal Communications Commission be included in a nine-member censorship planning commission.

- That no government agencies “lay any prohibitions upon press, radio, or motion pictures, or from exercising any other censorship function whatever over civilians within the country.” Overseas, censorship should be a military function.

- That a chief broadcasting censor be included in an organization structure intended to separate opera-

tional and administrative functions within the censorship office.

- That the chief broadcasting censor should assemble a civilian staff of experienced broadcasters “known favorably to the broadcasting industry.”

- That “domestic press and broadcasting censorship should be entirely operated from the central office in Washington.”

- That on the advent of war one immediate step to be taken would include a requirement that all radio amateurs “be required to stop all transmission” and that “special watches should be established for the detection of illicit radio stations.”

- That voluntary codes for broadcasting should be drawn quickly and publicized even before a voluntary staff is assembled, although the director responsible should consult with broadcasters “and establish if possible a common ground for agreement.”

Mr. Price's letter was declassified June 19, but has not yet been released.

Mr. Price, now retired, was general manager of the Associated Press before the war.

NAB plans to improve ratings please investigators

Broadcaster efforts to come up with improvements in audience measurement and research got a pat on the back last week from the staff of the House subcommittee which set off a national ruckus about ratings this spring.

Robert E. L. Richardson, special counsel to the Special Subcommittee on Investigations headed by Representative Oren Harris (D-Ark.) said he is encouraged by reports provided by the National Association of Broadcasters.

Charles P. Howze Jr., the subcommittee staff director, said, "I think they are making very satisfactory progress."

Messrs. Howze and Richardson met with NAB representatives in Washington last week as the NAB followed through with its promise to keep the subcommittee informed of its progress. The subcommittee recessed its hearing after NAB President LeRoy Collins asked for an opportunity to give broadcasters a chance to show that they could remedy a situation that they agreed needed

improvement.

Mr. Richardson, who is leaving the subcommittee officially on Sept. 1 after spending two years investigating ratings services, said last week that the NAB's progress "is better than I'd hoped. I think they're working hard on it—a lot of good ideas."

Mr. Howze said he expected the association might go into greater detail in making recommendations than the subcommittee. A draft of the subcommittee report, which would be only an interim statement because the hearing is expected to resume, has been prepared by Mr. Richardson and includes 27 recommendations (BROADCASTING, Aug. 5).

The counsel told BROADCASTING that he believes his strongest recommendation—"and maybe the roughest"—might develop into the main point of disagreement between the NAB and the subcommittee. This recommendation would urge ratings services to publish all audience figures in ranges instead of precise figures. Ranges would serve as a constant reminder that ratings informa-

tion is only estimated material, Mr. Richardson said.

The trouble with ranges, he said with a small smile, is that "you can't feed ranges to a computer."

Mr. Richardson, who plans to open a law office in Oklahoma and may run for Congress next year (CLOSED CIRCUIT, June 24), had praise for Governor Collins, too. "Personally, I think he is very sincere on this [improving ratings]. Time is going to tell."

The subcommittee staff also has been meeting with the Federal Trade Commission, checking into what the agency is doing about broadcast research. The FTC announced jointly with the FCC in June that broadcasters would be held responsible for ratings reports used in advertising or sales presentations (BROADCASTING, June 17).

Mr. Richardson said he told the FTC that "it's a shame broadcasters don't know a little more about what the FTC wants." The first time they will know, he said, "is when one of them gets slapped."

Mr. Richardson has been told by Representative Harris that he is welcome to return to the subcommittee.

of the rights of minority political parties."

Government restrictions on broadcasters should be kept to a minimum, Mr. Rice wrote. "... Networks should not be subjected to restrictions greater than those imposed upon the press unless those restrictions are necessary for the protection of the public. . ."

"The protection of the equal opportunity requirement. . . is illusory," Mr. Rice said. "About all it accomplishes is the substitution of an inflexible rule for good programing judgment and the inhibition of campaign coverage which cannot be forced into an 'equal time' straight jacket."

Metropolitan attacks Justice's comments

The Justice Department's comments on the FCC's rulemaking to curtail the broadcasting of horse races and racing information came under sharp attack last week from Metropolitan Broadcasting division of Metromedia Inc.

The comments filed by Herbert J. Miller Jr., head of Criminal Division of the Justice Department, said that the commission did not need to go as far as it did to prevent the airing of information that could be of use to illegal gamblers (BROADCASTING, July 15). The comments called for balance of law enforcement and free broadcasting.

Metropolitan said the comments were presumably filed with the official ap-

The effect was dramatic. A strong NBC outlet became all-powerful. The second station became the first.

What happened? A new 1523-foot tower happened, to replace the old 919-foot tower. A new transmitter happened. A new \$100,000 Telemobile happened. New tape facilities happened. An enlarged studio building happened.

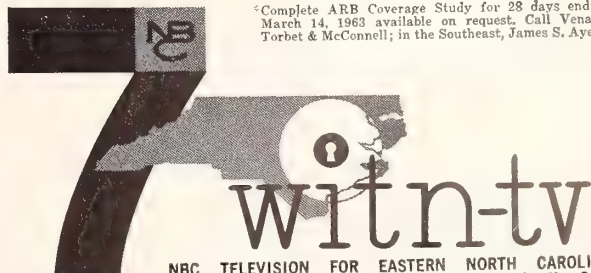
The call letters are WITN-TV, Channel 7, NBC for the Washington-Greenville market.

The facts are these: ARB* now reports a 36.5% increase in WITN-TV able-to-receive television homes in a two year period. A 41.3% increase in net-weekly-circulation total homes. A 38.1% increase in average-daily-net-circulation total homes.

IT'S AS IF A NEW VHF STATION WENT ON THE AIR IN EASTERN NORTH CAROLINA

And this:

NET WEEKLY CIRCULATION—
WITN-TV —194,600 HOMES
STATION Z—185,100 HOMES
ABLE TO RECEIVE—
WITN-TV —215,000 HOMES
STATION Z—199,000 HOMES



*Complete ARB Coverage Study for 28 days ending March 14, 1963 available on request. Call Venard, Torbet & McConnell; in the Southeast, James S. Ayers.

No escape hatches for the accused

FCC POLICY ON SALE OF 'CLOUDED' STATIONS COMES TO FORE

With the FCC cracking down harder, and more often, on broadcast licensees who violate commission rules, a hitherto little-noticed commission policy is beginning to get more attention from broadcasters—that of refusing to permit a station operator whose character qualifications have been questioned to sell out while charges against him are pending.

This has been commission policy for a long time. It is based on the theory that anyone who isn't qualified to hold a license shouldn't be permitted to profit from its sale. But with the number of revocation proceedings and license-renewal hearings increasing sharply in the past few years, the effect of the policy is to keep a growing number of allegedly undesirable operators on the air for at least a year and often longer, while commission hearings and court appeals are in progress.

In fiscal 1963, which ended June 30, 12 licenses were revoked or denied renewal, while another 21 were the subject of revocation or license-renewal hearings. In the previous year, six licenses were revoked or denied renewal, while 20 others were

involved in hearings.

Considering the fact that there are more than 5,000 broadcast licenses, the number of death sentences meted out in the last two years is relatively small. The 18 issued in those years, however, is half the total handed down between 1934, when the FCC replaced the old Federal Radio Commission, and 1961. During that period, according to an informal compilation made by the commission's Office of Information, 36 licenses were revoked or denied renewal.

Other Sanctions ■ This commission toughness takes on added significance in view of the "middle-ground" weapons that the agency has had for the last three years. Congress in 1960 gave the FCC authority to impose fines and issue short-term renewals on the ground that the only sanction then available—revocation or denial of renewal—was so drastic that it was seldom used.

In discussing commission policy on transfers or assignments of licenses that are under a character-qualification cloud, an FCC official last week, asked, "What kind of a sanction would we have if we permitted a li-

censee who had violated the rules to sell out?" He added that if licensees knew they could always sell, they might "take chances"—that is, violate the rules—that they otherwise wouldn't take.

An additional legal argument in the case of licensees in renewal hearing is that the operator doesn't actually have anything to transfer—his license has expired and he is operating on an extension of authority.

Landmark Case ■ According to one veteran commission official, the policy became firmly established in 1947, when the old WOKO Albany, N. Y. was denied renewal because the ownership interests of Sam Pickard, a former Federal Radio Commission member and one-time CBS vice president, had been concealed. A transfer application filed by the company while the case was in court on an appeal was rejected.

There were reports about that time, however, that some licensees were being given an opportunity to sell before charges were filed against them. But the late Albert Wayne Coy, FCC chairman from 1947 to 1952, is said to have put a stop to that practice.

proval of the attorney general, but that no such endorsement appeared on the document itself. Metropolitan said the comments appeared to be the "personal views of Mr. Miller" since only his name was on the document.

The company also said that the comments were only "mere opinion or hearsay" lacking any substantial evidence which is required for comments under the Administrative Procedure Act.

Metropolitan claimed that Mr. Miller's views as expressed in his filing were contradictory to those he has made in the past and quoted some of his statements before the House judiciary subcommittee, during its illegal gambling investigation in May 1961. At that time, Metropolitan noted, he said broadcasters were not of great aid to gamblers and that the FCC has the necessary control through its power to revoke licensees. Metropolitan also noted that Attorney General Robert F. Kennedy had told the subcommittee that the FCC should be left to govern broadcasts of racing information.

Metropolitan also thought it is

strange that the head of the Justice Department's Criminal Division didn't call attention to the violations of constitutional freedoms inherent in the rulemaking.

WHO'S ON FIRST?

Ignorance of law may cost WXFM (FM) license renewal

A series of unauthorized transfers of control of WXFM(FM) Elmwood Park, Ill., created one of the most unusual cases in FCC history, Hearing Examiner Isadore A. Honig said last week in issuing an initial decision recommended denial of the station's renewal application.

The case began in 1953 when Evelyn R. Chauvin Schoonfield, owner of WXFM, met James Day, a former automobile salesman in Detroit. A friendship was struck that eventually led to Mr. Day borrowing large sums of money for various business ventures, both in Detroit and Chicago, the last being a tape recorder manufactured to

sell to clergymen so that they could build a tape library of their sermons. This plan was later changed to sell the machines to retail businesses to be used in conjunction with background FM music.

In September 1956, Mrs. Schoonfield visited Chicago and Mr. Day raised the possibility of buying WXFM (then WLEY [FM]) if she invested about \$6,000. This she felt could be a good chance to recover the more than \$27,000 Mr. Day owed her by that time. In November Mr. Day put the then dark station on the air but the commission was only told that WLEY had resumed operation, not that it also was under a new owner. Examiner Honig said Mrs. Schoonfield was not aware that commission approval was needed, in fact Mr. Day had informed her to the contrary, she said. Approval was ultimately obtained.

WXFM proved to be a money-losing operation and Mr. Day finally said he had a buyer, Tri-State Broadcasting Corp. Mrs. Schoonfield didn't know who the principals were but accepted a \$1,000 down payment and considered

The present commission generally supports the policy of prohibiting the sale of stations whose licenses are under a character-qualification cloud. As a result, few operators facing revocation or renewal hearings even go through the motions of looking for a buyer.

Counter Argument ■ An argument occasionally raised against the policy is that if licensees alleged to be undesirable by the commission were permitted to sell, the commission would be rid of them that much faster. It's not unusual for license-renewal or revocation proceedings to last a year or more. And court appeals can keep an operator in business even longer.

KRLA Pasadena, Calif., for instance, in June 1960 was ordered into a renewal hearing on charges that included conducting rigged contests and making misrepresentations to the commission. The renewal was denied on March 15, 1962, but the case was appealed. The U. S. Court of Appeals upheld the commission last month, but the station is now preparing an appeal to the U. S. Supreme Court.

Another example is WDKD Kings-tree, S. C. On March 15, 1961, the commission set that station's license for a renewal hearing, largely because of the gamey comments broadcast by WDKD air personality, Charlie Walker. The commission denied renewal of WDKD on the grounds that the Walker broadcasts were coarse and vulgar

and that the licensee, Palmetto Broadcasting Co., filed false statements with the commission. Renewal was denied on July 25, 1962, but the case has been appealed to the U. S. Court of Appeals. (See story, page 49).

In the meantime, both KRLA and WDKD are still on the air.

Another Argument ■ The added longevity the policy gives licensees the commission considers undesirable isn't the only argument made against it. Some commissioners question the wisdom of invoking it automatically. One case cited is that of WGMA Hollywood, Fla. Because the station's principals, Daniel Enright and Jack Barry, had been involved in the TV quiz scandals in the late 1950's, the commission two years ago set WGMA's license-renewal application for a hearing and, in the process, blocked the proposed sale of the station. (A hearing examiner three months ago recommended renewal [BROADCASTING, May 6]).

A commissioner last week said that since the character-qualification issues involved in the renewal hearing didn't relate to the principals' operation of the station, the sale should have been permitted. That, he said, would have been a better way of removing Messrs. Barry and Enright from the list of commission licensees. Besides, the commissioner added, "We shouldn't demand 'a pound of flesh' in every case."

WXFM sold. Mr. Day continued operating it as manager for Tri-State. This action was the second unauthorized transfer of control.

Mrs. Schoonfield received no further payments for the station and discovered from Mr. Day that she was still responsible for its operation. This led to the third illegal transfer which was in October 1958 to Edward Krupkowski. Examiner Honig found that although a transfer application was filed with the commission Mr. Krupkowski took over the actual operation.

Still More To Come ■ In March 1959 two applications for the WXFM facility were filed by the original owner, Elmwood Park Broadcasting Corp., and Blue Island Community Broadcasting Co. to compete with the station's pending renewal application. Mrs. Schoonfield was then informed by Mr. Krupkowski's Washington attorney that she must consider herself to be the licensee and to have been responsible for WXFM's operation. Mr. Krupkowski failed to continue payments for the

station and in September 1959 Mrs. Schoonfield decided to repossess it.

Examiner Honig said that the involvement with Mr. Krupkowski made Mrs. Schoonfield aware for the first time that commission approval was needed for the sale of WXFM.

The last unauthorized transfer took place as a result of Mrs. Schoonfield's attempt to continue operation of WXFM. Robert Victor and Howard Grafman were interested in buying. Mrs. Schoonfield explained that she couldn't sell at that time but needed management for WXFM. Messrs. Victor and Grafman began to manage the station with an option to buy 40% interest. They then lent money to Mrs. Schoonfield as an advance on the purchase price and as a result soon gained financial control of the operation and actual control of WXFM, Examiner Honig ruled.

Examiner Honig said that he found Mrs. Schoonfield lacked the character qualifications to be a licensee due to the unauthorized transfers of control, no matter how unknowingly they were made. He pointed out that the charac-

ter qualification refers only to her dealings with the commission, not her general character.

The examiner further doubted that Mrs. Schoonfield could financially continue operation of WXFM since this is one of the reasons she sought to sell it so often.

Examiner Honig also dismissed the application of Elmwood Park Broadcasting, for failure to prosecute, but no decision was made as to Blue Island due to its involvement in other proceedings.

'This is the news:' Morrow to stay at USIA

Edward R. Morrow, director of the U.S. Information Agency, last week denied rumors that he was leaving that post to return to commercial broadcasting and said instead he was preparing to ask the Senate to restore \$15 million that the House cut from the USIA's 1964 appropriation.

Mr. Morrow, a former CBS vice president, told reporters: "I have absolutely no intention to do anything other than what I am—with the provision that I always had when I was in radio and television—that I could never see beyond a 90-day horizon."

It had been rumored that Mr. Morrow was going to leave the government to join ABC News or, depending on whose rumor you heard, return to CBS.

Mr. Morrow's plan to ask the Senate for more money than the House offered received support from Senator Kenneth B. Keating (R-N.Y.) and WBBF Rochester, N.Y., which editorialized in favor of more funds for the USIA.

TV costs aren't oats

A senator who frequently criticizes television programing used the high costs of television campaigning as a justification for proposing legislation last week that would require more prompt and detailed reporting of campaign expenditures in federal elections.

Senator William Proxmire (D-Wis.) announced Wednesday (Aug. 21) that he would introduce legislation to "make it possible for the first time for the voter to know before he votes just what interest groups are contributing how much to each candidate."

"Laws regulating campaign spending in federal elections, however, are still back in the preradio days," the senator said in a statement prepared for delivery on the Senate floor. "They are pitifully inadequate for the expensive marvels of a television era."

The senator proposed a cutoff on campaign contributions five days before an election and public reports of \$100 and up contributors within 24 hours of contribution.

LOWER FILLS TOP NEWS POST AT ABC

Successor to Hagerty leaves NBC News after 4 years

ABC last week filled the upgraded vacancy at the top of its news division by appointing Elmer M. Lower president of ABC News, Special Events and Public Affairs (see WEEK'S HEADLINERS, page 10).

The post had been vacant since late July when James C. Hagerty, then vice president of the department, was promoted to an executive position with the parent company as vice president in charge of corporate relations for American Broadcasting-Paramount Theatres.

Mr. Lower moves over to ABC after serving for the past 10 years in news capacities with both CBS and NBC. Most recently he was vice president and general manager of NBC News, where he had supervised for the past four years that network's coverage of such major events as the conventions and elections of 1960, Soviet Premier Khrushchev's visit to Washington in 1959, and President Kennedy's inauguration in 1961.

Prior to joining NBC in 1959, Mr.



Mr. Lower

Lower served for six years with CBS. He has been a newsman for 30 years, during which time he has served with

newspapers, magazines and wire services both in the U. S. and abroad.

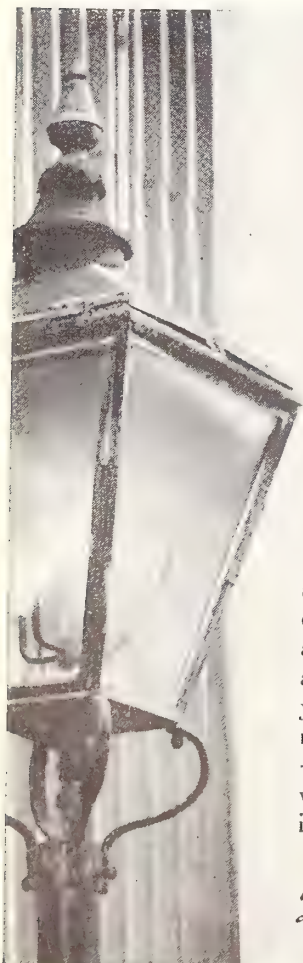
In announcing Mr. Lower's appointment, AB-PT President Leonard Goldenson called him "an able administrator and a top newsman whose global experience in all news media will make him extremely valuable to us in our program of continued expansion in the news, special events and public affairs area."

New York next stop on NAACP schedule

Drive of the National Association for the Advancement of Colored People to get more employment for Negroes in television will move next week from the Hollywood film studios where many of the TV programs and commercials are produced to the New York advertising agency offices where the programs are bought and the commercials ordered for the nation's top advertisers.

James Tolbert, president of the Hollywood-Beverly Hills chapter of the NAACP, said last week that following the Aug. 28 demonstration in Washington, he will go to New York for meeting with agencies there. The American Association of Advertising Agencies said last Thursday (Aug. 22) that a representative group of agencies would meet with the NAACP officials Sept. 5. Herbert Hill, labor secretary of NAACP, and Thomas Neusom, Los Angeles attorney, will accompany Mr. Tolbert to these agency meetings.

A Tuesday evening meeting with the Screen Producers Guild in Hollywood was described by Mr. Tolbert as "very



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HERNANDO COURTRIGHT'S

Beverly Wilshire Hotel

BEVERLY HILLS, CALIFORNIA

NYC commission, too

A probe of advertising agencies' employment practices may be undertaken if the New York City Commission on Human Rights can obtain the necessary investigative force.

Stanley Lowell, chairman of the commission, interviewed on the *Barry Gray Show* on WMCA New York, said the Urban League in New York had tried for two or three years to break barriers he maintained exist at "some of the major advertising agencies" in the employment of "qualified" Negroes and Puerto Ricans, but he charged, the league "found the door slammed in its face. It finally gave up and sent the report to us."

Radio-TV 'guidelines' for Cincinnati lawyers

The Cincinnati Bar Association has released a statement to Cincinnati area broadcasters advising them of newly adopted guidelines to be used by lawyers appearing on radio and television programs. Although the association designed the guidelines as protective measures for the public, and not for lawyers themselves, Lawrence H. Rogers II, executive vice president of Taft Broadcasting Co. (licensee of WKRC-AM-FM-TV Cincinnati), objected to them because of the "implication that the appearance of a member of the bar . . . upon informational radio and television programs constitutes, per se, a violation" of professional ethics.

The association guidelines were designed to prevent (1) improper advertising of services, (2) the giving of legal advice to persons with whom there has been no personal

contact, (3) the exploitation of the services of an association member and (4) starting of illegal law practice, that is, the giving of legal advice by a program sponsor. Association members are prohibited from appearing on programs sponsored by others than the bar association and its affiliates.

Mr. Rogers wrote Robert Houston French, president of the bar association, saying "It seems to us that your committee [which adopted the rules] is saying to your membership 'These are the standards of ethics, but you cannot be trusted to adhere to them. Therefore, you must not subject yourself to public view.'" Mr. Rogers also asked how broadcasters are to provide information to the public concerning the government if every official who is a lawyer is banned from public discussion.

productive." He and Mr. Neusom, together with Maurice Johnson and Charles Evers, met with more than 50 members of the SPG and secured assurance that the guild and its individual members will do everything within their power to obtain more jobs for Negroes.

Radio-TV plans D.C. march coverage

More than six hours of television coverage of the civil rights march in Washington Wednesday (Aug. 28) has been scheduled by the three networks.

ABC-TV will have a minimum of two-and-one-half hours coverage: 9:30-9:45 a.m., five minutes every half hour from 10 a.m. until noon, 12 noon-12:30, 2-2:30 and 4:30-5 p.m. The regular Ron Cochrane newscast will originate from Washington for broadcast between 6-7 p.m., and a special wrapup will be aired 11:15-11:45 p.m.

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CBS-TV also will have a minimum of two-and-one-half hours coverage including *Calendar* (10-10:30 a.m.), 12 noon-12:25 p.m., a half-hour report from the Lincoln Memorial and 7:30-8:30 p.m. wrapup with Walter Cronkite.

NBC-TV is planning 100 minutes of coverage: 2-2:25 p.m., 4:30-5 p.m. and an 11:15-12 midnight wrapup.

In addition to the pool coverage announced Aug. 14 (BROADCASTING, Aug. 19), the networks report increasing requests for audio pool feeds to independent stations, group stations and audio news services.

Radio Press International will augment its Washington staff with reporters from New York who will accompany the New York delegation. RPI says it will feed more than 120 stations in the U. S. and Canada.

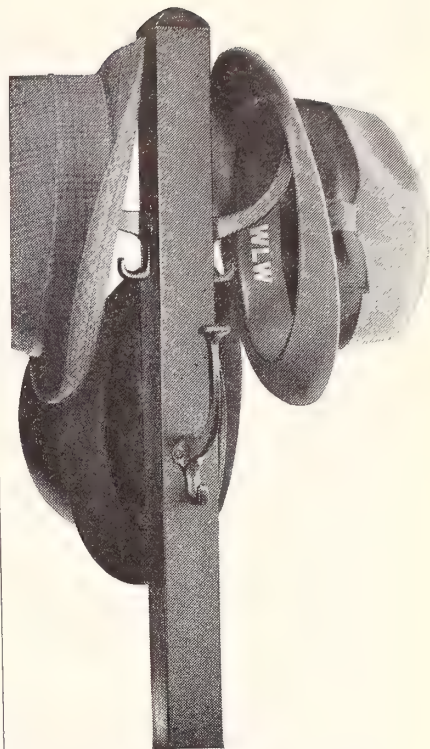
Radio Pulsebeat News will send three reporters and a mobile unit from New York to aid its Washington staff.

Several Chicago area stations are planning direct coverage. WVON Cicero will send its news director and mobile unit and WMPP Chicago Heights, which went on the air Aug. 16, will send a newsmen.

The AT&T long lines division, which has received a request for facilities from only the Canadian Broadcasting Corp. to date, expects an influx of line orders today (Monday) and tomorrow.

Most Washington stations are planning live coverage and several will be feeding other stations in the U. S. and Canada.

The Washington committee coordinating the march opened its office last week at WUST Washington.



can't mistake his hat...

The WLW salesman's. Because he wears only one. That of WLW Radio or Television.

The Crosley Broadcasting Corporation has its own sales force. So when you call a WLW Radio or TV salesman, you get a WLW Radio or TV salesman. A man who is a vital member of Crosley Broadcasting . . . who knows his station . . . knows his market . . . knows his facts and figures. In short, knows his stuff.

When Crosley started its own national sales organization over 20 years ago, it was a revolutionary move now widely acclaimed. Just another example of the unique leadership and spirit of the WLW Radio and TV Stations!

Crosley Color TV Network

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--	--	--------------------------------------	--

WLW Radio—Nation's Highest Fidelity Radio Station

WLW Sales Offices—New York, Chicago, Cleveland
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Bomar Lowrance & Assoc., Atlanta, Dallas

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Praise and criticism for civil rights coverage

Two Southern newspaper editors last week found broadcast journalism slightly less guilty than Northern newspapers of misrepresenting the racial story in the South.

Appearing on CBS-TV's *The Press and the Racial Issue*, Wednesday (Aug. 21), James J. Kilpatrick, editor of the *Richmond (Va.) News-Leader* and Grover Hall Jr., editor-in-chief, of the *Montgomery (Ala.) Advertiser* had both praise and criticism for television coverage of the race story. However, newspapers of the North were scored by both men for attacking the South and playing down the racial troubles of the North.

Defending broadcasters was Richard S. Salant, CBS News president, and supporting the newspapers' role was Louis M. Lyons, curator of the

Nieman Fellowships in Journalism at Harvard University.

Mr. Kilpatrick charged that since 1954 the "communications media have misrepresented the South" and the networks "have forgotten their rules of fair play."

He cited the exchange of comments between Senator Strom Thurmond (D-S. C.) and CBS Inc. President Frank Stanton at a Senate hearing on Section 315, when the senator accused the network of playing up the slaying of Negro leader Medgar Evers and playing down the slaying of a white man, Fred Link, in North Carolina (BROADCASTING, July 1).

Evers 'Unusual' ■ Mr. Salant, who cited the CBS News tradition of "fairness, accuracy and balance" which "we try to live by," said the

Evers story was "unusual" and defended the coverage it received on CBS.

Mr. Salant, who faced a battery of statistics from Mr. Kilpatrick, produced some of his own.

The Richmond editor claimed the CBS News policy didn't seem evident on May 10 when he appeared on CBS-TV's *Eyewitness* and received only 35 seconds on the air compared to the 110 seconds for Negro author James Baldwin.

After complimenting Mr. Kilpatrick on his brevity and thus the need for less air time, the CBS News president noted that on network news shows in the last six weeks, CBS has presented 3 hours and 22 minutes on the racial troubles in the North and 1 hour and 49 minutes on Southern racial disturbances.

Further attacks on television from Mr. Kilpatrick included criticism of NBC-TV's special on the Nashville, Tenn., situation on Dec. 20, 1960 and an overall complaint that radio and television hand picks their participants on news shows. As a result, he noted, "practically no Negro ever makes a mistake in grammar," but many white persons appear using ungrammatical language.

Defends NBC ■ In defense of NBC, Mr. Salant praised the network for its news coverage and said the show in question "fulfilled the NBC policy . . . and was told fairly with balance."

On the subject of grammar, Mr. Salant said "television does not select the people. It follows the news." He also cited CBS-TV specials on Oxford, Miss., and Tuscaloosa, Ala.,



Participants on CBS-TV's 'The Press and the Race Issue' (l-r): James Kilpatrick, editor, Richmond, Va., 'News-Leader'; Louis M. Lyons, curator of the Nieman Fellowships in Journalism, Harvard University;

Dean Edward Barrett, Graduate School of Journalism, Columbia University; Grover Hall Jr., editor-in-chief, Montgomery, Ala., 'Advertiser,' and Richard S. Salant, president, CBS News.

SPOTS FOR SINNERS

St. Louis Presbyterians start jingle test on radio

Churchmen and radio people alike will keep a close watch on the commercial experiment of the United Presbyterian Church, U. S. A., which this week begins a six-week "spot advertising" test campaign in St. Louis.

One-minute announcements prepared by humorist Stan Freberg will be aired over four and possibly five St. Louis stations, and the Rev. Charles Brackbill, interim executive director of the church's radio and TV division, is already braced for a controversy.

Mr. Brackbill said in an interview last week that "it may well be necessary to lower our dignity, but we are not trying to reach church people. We

are trying to reach those people outside the church, and to do that, we feel we must speak a language they will be able to hear."

The announcements have all the trappings of an ordinary commercial message — with the brief dialogue, bouncy musical jingle and rhymed verse.

Stations which have agreed to carry the messages so far are WIL, KWK, KSD and KXOK. Campaign leaders were hopeful last week that a fifth station would join the group, giving the campaign an estimated near 90% coverage of the market.

A schedule of 80 to 100 messages a week is expected to be broadcast on the stations, with each of three messages prepared by Mr. Freberg running for two weeks. The campaign will be researched by C.E. Hooper, and William T. McKibben of WIL said

last week he is hopeful of achieving a 75% awareness among listeners.

Should the program in the St. Louis area prove successful, Mr. McKibben said, "there is every reason to think it will go national." (The United Presbyterian Church, U.S.A. does not include Presbyterian churches in the South.)

The announcements are being carried on a public service basis by the participating stations, and have received approval of the St. Louis presbytery.

One of Mr. Freberg's jingles goes in part:

"Doesn't it get a little lonely sometimes,

Out on that limb without Him? . . . Why try and go it alone?"

The blessings you lose may be your own."

where Governors Ross Barnett (Miss.) and George Wallace (Ala.) were "the chief actors. No deliberate attempt was made to promote one side or the other."

Acknowledging Mr. Kilpatrick's comment that TV and radio newsmen have "tremendous responsibility," Mr. Salant said that at CBS News, "alone among the three networks we have a fixed policy against comment by our newsmen. We report the news and views of others, not our views."

NBC-TV's *Meet the Press* received general praise as having been quite fair in presenting both sides of the racial issue. The lone other agreement came as both Northern and Southern participants found coverage by Associated Press and United Press International generally satisfactory.

Local Vs. National ■ Northern newspapers were defended for the most part by Dr. Lyons, who noted the changing patterns of the story in the two sections of the country. Dr. Lyons said the racial story was a "local one that has become national." He noted its similarity to labor coverage a few generations ago.

Both Mr. Kilpatrick and Mr. Hall continually attacked the *New York Times* and used it as an example of all they were criticizing in the Northern press.

The moderator of the program, Dean Edward Barrett of Columbia Graduate School of Journalism, said in closing that "those of us who observe journalism feel the journalism of today, including broadcast journalism, has achieved a general degree of fairness and balance not had 20 years ago."

Film sales ...

The Detectives (Four Star): Sold to WISH-TV Indianapolis; WRCB-TV Chattanooga; WBRZ-TV Baton Rouge; WJXT (TV) Jacksonville, Fla. and WNBE-TV New Bern, N. C. Now in 71 markets.

Bat Masterson (Economee): Sold to WAVY-TV Norfolk, Va.; WLWI-TV Indianapolis; WTVN-TV Columbus, Ohio; WRGP-TV Chattanooga; CKLW-TV Windsor, Ont.; WKJG-TV Fort Wayne, Ind.; KTVT-TV Fort Worth; KATU-TV Portland, Ore.; WSJS-TV Winston-Salem, N. C.; KXLY-TV Spokane, Wash.; WBEN-TV Buffalo; KCTO-TV Denver; WSLS-TV Roanoke, Va.; WBTW-TV Florence, S. C.; KOLD-TV Tucson, Ariz.; WLOS-TV Asheville, N. C.; WCIV-TV Charleston, S. C.; WTVW-TV Evansville, Ind.; KZTV-TV Corpus Christi, Tex., and

WHEN-TV Syracuse, N. Y. Now in 115 markets.

Films of the 50's (Seven Arts Productions Ltd.): Sold to CFTM-TV Montreal; CFQM-TV Quebec City; CJBR-TV Rimouski, Que.; CKPR-TV Port Arthur, Ont.; CFQC-TV Saskatoon, Sask.; CFPL-TV London, Ont.; CFCF-TV Montreal; 48 *Bowery Boys* features sold to CJAY-TV Winnipeg, Manitoba; and 337 Warner Brothers cartoons and 234 original *Popeye* cartoons were sold to CKOS-TV Yorkton, and CHAB-TV Moose Jaw, both Saskatchewan.

Houston firm gets HECA cable franchise

Home Entertainment Co. of America has granted its first franchise for use of the HECA cable pay TV system to the Home Entertainment Co. of Texas, new corporation headed by C. J. Tacconelly, Houston businessman. Initial installation is planned for Houston, where preliminary population and area studies are now being completed. Similar studies are also under way in Dallas, Fort Worth and Austin. Three demonstrations of the HECA system will be held in Houston in October, where operations of the new pay TV system are slated to begin in mid 1964 (CLOSED CIRCUIT, Aug. 19).

Announcement of the franchise agreement was made jointly by Oliver A. Unger, board chairman and chief executive officer of HECA; H. W. Sargent Jr., vice president, and Mr. Tacconelly president of HECT. Leonard Keating is acting as business and investment consultant to the new corporation.

Three major companies will be involved with the development and installation of the HECA system. They are: the General Electric Co., developer of the home meters and program selector units; RCA, to install the studio equipment, and American Electronic Laboratories, building the special equipment needed to transmit signals to the homes of subscribers.

A similar installation is planned for Santa Monica, Calif., where HECA headquarters are located.

AP country & western series draws praise

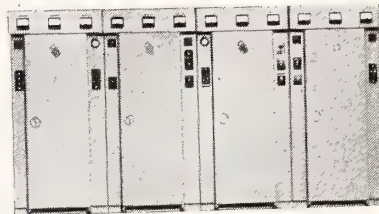
The Associated Press has reported enthusiastic response from station officials and announcers to its recently inaugurated broadcast wire series, "Music, Country Style."

The series was begun several weeks ago and contains news about country and western music and performers in the field. Series writer Joe Sweat, of the AP's Nashville staff, said the series is being developed with the notion that "far more country music records are sold in cities" than in rural areas.

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KID Idaho Falls / KMVT Twin Falls



The biggest 'eye' on television

WCHS-TV Charleston, W. Va., which claims it has the "biggest CBS eye in the network," uses the trademark as an outdoor background

for such live programs as the fashion-horse show, pictured above. The 35-foot concrete permanent patio is on the station's front lawn.

NBC-TV turns publisher with 'Star Time'

SELLS VIEWERS PREVIEW MAGAZINE FOR 25 CENTS

An unusual magazine is proving the power of television and promoting it at the same time. NBC television, that is.

The magazine is *Star Time*, a colorful souvenir magazine put out by NBC-TV and being used as the centerpiece of that network's fall advertising for the new 1963-64 season. *Star Time* is offered to viewers for 25 cents—less than production and distribution costs—in the closing seconds of a series of one-minute on-air promotional films that describe NBC-TV's coming season. In a report, NBC-TV said that thus far more than 700,000 orders had come in.

Lawrence K. Grossman, director of

the NBC advertising department, is credited as originator of the concept for *Star Time*. Its purpose was both to develop a new way to introduce NBC-TV's new season and to take advantage of the power of television to get maximum response.

Star Time is 40 pages, printed on glossy paper, and presents a behind-scenes view of NBC-TV's new fall schedule in 45 color and 175 black-and-white pictures and 12,000 words of text. It was designed by John Graham, art director, NBC advertising department, and the editorial content was supervised by Mr. Grossman and David Bellin, manager of special projects.

Now TV previews in movie houses

Many motion picture companies have used TV to publicize their new movies. Now, a TV producer is using movie theaters to tell their audiences about his new program series. The Funny Company is the producer and *The Funny Company* is the program, cartoon juvenile series to start this fall on 85 stations, including KHJ-TV Los Angeles, which has the series scheduled Monday-Friday, 5:30-6 p.m., starting Sept. 9.

To herald this premiere, the Funny Company has rented 20 Fox West Coast theaters for two off-hour showings of a special half-hour show of *Funny Company* episodes plus a PTA-approved feature motion picture. Tickets for these special shows, at 10:30 a.m. and 1 p.m. on Sept. 6, will be available without cost at retail neighborhood stores where toys are sold. (Mattel is a participating sponsor of the TV series.)

Mattel had originally set Jan. 13, 1964 as the date it would start using the *Funny Company* as an advertising vehicle (BROADCASTING, Feb. 11). However the company said station demand to begin the program with the new school season had pushed the premiere up to Sept. 6.

Affiliates promoting ABC-TV fall lineup

ABC Television's 1963-64 program schedule is receiving extensive promotional-publicity-advertising support from affiliated stations with campaigns closely coordinated to the network effort in those areas.

ABC-TV officials reported last week that affiliates are utilizing a variety of projects, including state fairs, parades, autograph parties, contests and newspaper supplements, to promote and publicize the network's programs for the upcoming season.

Among the specific affiliate projects in preparation: KMSP-TV Minneapolis will be a participant at the Minnesota State Fair, Aug. 24-Sept. 3 and is promoting the entire network schedule; KOCO-TV Oklahoma City will be active in its state fair Sept. 22-29, and will use closed-circuit TV and distribute copies of advance program schedules at the fair; WAST-TV Albany, is planning a mammoth parade, and WOKR-TV Rochester, N. Y., is arranging a major tie-in with local merchants.

ABC-TV's own fall promotion efforts include 10 advertising pages in the September *Readers Digest* at a cost estimated unofficially at about \$385,000 (CLOSED CIRCUIT, Aug. 12).

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DESILU'S FIRST QUARTER UP 44%

Operations at 90% of capacity for coming TV season

Reports of good first-quarter profits, operations set for 90% of capacity for the coming TV season and eight pilots, all financed by outside money, in preparation for 1964-65 made a happy session of the annual stockholders meeting of Desilu Productions, held Tuesday morning (Aug. 20) at Desilu-Gower studios in Hollywood. Lucille Ball, who conducted the meeting, her first as Desilu president, quieted rumors that she was planning to sell her extensive stock in-

year after this, he said, Desilu has eight pilots in the works (see page 24). Last year, GAC, which handles the network sale of Desilu properties, sold two of the three pilots the studio had developed. If GAC does as well for 1964-65, Desilu will have six of eight new shows on the networks next season, Mr. Thorpe noted.

Miss Ball reported news just received that morning that tentative agreements had been concluded with Robert Saudek Associates for Desilu to provide facilities and production services for a TV series based on President John F. Kennedy's book, *Profiles in Courage*. NBC-TV has contracted with Mr. Saudek for a minimum of 26 one-hour programs for this series, which is to go into production early next year for broadcast starting in the fall of 1964, she said (BROADCASTING, June 10).

Desilu's own shows plus those of outside producers using Desilu facilities have 25 of the 33 sound stages on the three studio lots permanently tied up for the coming TV season, when "we'll be operating at 90% of capacity," W. Argyle Nelson, vice president in charge of production and studio operations, reported.

During the first quarter of fiscal 1964, the 13-week period ending July 27, Desilu's gross income was up 44% over the like quarter of last year and the net was nearly six times as large, E. E. Holly, vice president for administration and finance, told the meeting. The comparison did not include any of the extraordinary losses of \$1,857,006 written off during fiscal 1963, he said, assuring the stockholders that no such writeoff is anticipated for this year, which he predicted could well be the company's best year to date.

Desilu Sales, organized in January 1962 as a syndication arm of the company, has been an outstanding success, Miss Ball said, bringing in \$6 million since its inception, plus another \$2.7 million not yet entered on the books in line with a policy of not counting on income from foreign sales until it actually has been received. Richard Dinsmore, head of Desilu Sales, reported almost universal sales for *The Lucy Show* and good sales for other Desilu properties. He expressed himself as feeling "very bullish" about the company's syndication prospects for the year ahead. A *Lucy Show* as broadcast in Japan, with dubbed-in Japanese dialogue, was screened at the conclusion of the meeting, to show stockholders

what happens to a program when it has been exported.

The first quarter report for Desilu Productions:

	1963	1962
Gross income	\$4,877,369	\$3,377,845
Net income	84,875	14,305

Cowles reports radio-TV income up; 'Look' down

Cowles Magazines & Broadcasting Inc. reported substantial gains in the first six months of 1963 for KRNT-AM-TV Des Moines and WREC-AM-TV Memphis. But there was a decline of about 7% in gross advertising by *Look* Magazine. *Family Circle* Magazine had an advance of about 25% in gross advertising compared to the same period last year. Also showing gains in gross advertising were the Cowles owned Gainesville (Fla.) *Daily Sun* and the San Juan (P.R.) *Star*. All of the Cowles publications showed gains in circulation, with *Look* (averaging 7.47 million copies per issue) and *Family Circle* (7.22 million) reaching all-time highs.

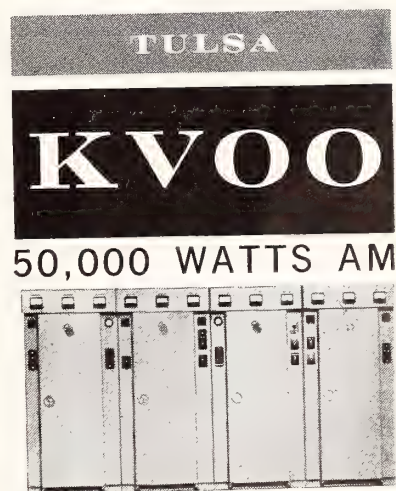
In the last year Cowles bought WREC-AM-TV from Hoyt Wootton for \$8 million, the *Family Circle* magazine, the



For the first time since becoming president of Desilu Productions, on Nov. 7, 1962, Lucille Ball presides at the annual meeting of the stockholders at Desilu Gower Studio in Hollywood. With Miss Ball on the dais is Edwin E. Holly, vice president, administration and finance, secretary-treasurer and director.

terest and let new owners take over the company's management. Miss Ball announced that she looked forward to her first full year as chief executive as "an exciting challenge." Only a few of the 61 stockholders attending the meeting complained about the absence of dividends.

Jerry Thorpe, program vice president, reported that Desilu will have three series of its own on the networks this season: two half-hour comedies, *Glynis* and *The Lucy Show*, on CBS-TV, and the one-hour *The Greatest Show on Earth* on ABC-TV. For the



GOES CONTINENTAL

"... over 13,000 hours of operation logged on the Type 317B with many of the original tubes still in use, we feel our decision has been well founded with performance."

John M. Bucknell
chief engineer

Continental Electronics

BOX 5024 • DALLAS 22, TEXAS • TELEX CEPCO
LTV Subsidiary of Ling-Temco-Vought, Inc.

Gainesville Sun and San Juan Star Cowles also owns the Des Moines Register and Tribune.

The net income of the Memphis stations, from Jan. 1 to April 29 when Cowles assumed ownership, amounted to \$125,974, Gardner Cowles, president of the company, reported. He also stated that because of the acquisitions during the past year, a comparison with the first six months of 1962 would not be meaningful.

Six months ended June 30:

	1963
Earned per share (2,950,501 shares)	\$ 0.44
Revenue	58,193,578.00
Earnings before federal and Canadian taxes	3,172,342.00
Net earnings	1,319,623.00

Chris-Craft Industries' TV stations show profit

KCOP(TV) Los Angeles and KPVT (TV) Portland, Ore., both operated profitably, John G. Bannister, president of Chris-Craft Industries Inc., said in reporting earnings for the six months of 1963.

Chris-Craft also has boat, carpet and automotive divisions, as well as oil and gas investments. The report:

	1963	1962
Earned per share*	\$ 1.00	\$ 1.04
Revenues	39,055,529.00	38,402,528.00
Earnings before federal income tax	2,277,127.00	2,641,152.00
Federal income taxes	900,000.00	1,205,000.00
Net earnings	1,377,127.00	1,436,152.00
* Based on 1,376,672 shares outstanding as of June 30.		

Reeves shows increase in broadcast earnings

An increase of 75% in earnings from its broadcast division for the six months ended June 30 was reported by J. Drayton Hastie, president of Reeves Broadcasting & Development Corp. Other improvements mentioned by Mr. Hastie: the studio division produced a substantial profit in place of a previous deficit, the real estate division moved back into the black and the recently acquired production organization has become profitable.

On a sales increase of 20%, Mr.

Hastie noted, net profits before taxes reached \$230,700, compared to \$12,100 in the same period last year. Net after taxes amounted to 7 cents a share, compared to less than 1 cent a share for the same six-month period in 1962. Cash earnings, minus a "substantial" amount of cash generated by the real estate division, rose to 26 cents a share.

Other financial improvements: working capital, up from \$137,500 to \$466,600; long term debt reduced from \$3,617,300 to \$3,474,700. The company has secured a five year bank loan of \$500,000 at 5½% and has purchased \$78,000 of 6% convertible debentures on the open market at prices not exceeding \$85.

FC&B: SECOND AGENCY TO GO PUBLIC

Had \$73 million in radio-television billing in 1962

Foote, Cone & Belding, one of the 10 largest advertising agencies in the country, has filed a registration statement with the Securities & Exchange Commission in Washington, proposing to offer 500,000 common shares to the public.

The 33⅓ cents par shares, to be marketed through Merrill, Lynch, Pierce, Fenner & Smith, will be sold at an estimated \$17 a share to bring in \$8.5 million.

Sellers consist of 12 stockholders, including Fairfax M. Cone, Gertrude Cone, Robert F. Carney, Rolland W. Taylor and Robert J. Koretz. Mr. Cone, who is chairman of the agency's executive committee, is selling 38,000 shares of common stock, will retain 1,663 after the offering; Gertrude Cone, selling 68,152, retaining 6,848; Mr. Carney, who is chairman of the board, selling 83,041, retaining 24,380; Mr. Taylor, who is president of the agency, is selling 46,313, retaining 47,250; Mr. Koretz, senior vice president, is selling 44,762, retaining 5,764.

After the sale of this stock, the total

Financial notes . . .

Decca's income ■ Decca Records Inc. reported consolidated net earnings for the six months ended June 30 of \$2,625,372 (\$1.72 a share) on 1,527,401 outstanding shares. For the corresponding period in 1962, Decca had earnings of \$3,313,972 (\$2.17 a share). Earnings include results of subsidiary Universal Pictures Co.

Storer dividend ■ Storer Broadcasting Co. has declared a regular quarterly dividend of 45 cents a share on common stock and 12½ cents a share on Class B common stock, both payable Sept. 9 to stockholders of record Aug. 23.

management ownership, now 75.6% of the common stock, will be 67.8% of the combined common and Class B stock.

All the stock to be sold is common stock; principal stockholders and management group also own 74.2% of the Class B common shares.

FC&B's Billings ■ FC&B is the seventh largest American advertising agency, the prospectus says. In 1962, the agency had gross billings of \$135,274,370; operating income of \$19,818,502 and net income of \$1,414,109.

For the first six months of 1963, gross billings were \$76,863,882, operating income \$11,327,964 and net income \$973,343, equivalent to 56 cents a share. This compares to the \$64,528,707 gross billing, \$9,441,664 operating income, and \$642,131 net income (37 cents a share) for the same 1962 period.

In 1962, the document states, FC&B was responsible for \$67 million of billings in TV (49.5% of its total billings); \$6 million in radio (4.5%); \$58.3 million in newspapers and magazines (43.1%), and \$2.8 million in outdoor (2.1%).

The SEC filing shows that Mr. Carney received \$100,000 in 1962; Mr. Cone, \$95,000, and Mr. Taylor \$100,000. Three executive vice presidents and 12 senior vice presidents received total remuneration ranging from \$40,000 to \$80,000 each.

The FC&B offering will make it the second advertising agency to go public. The only other publicly held agency is Papert, Koenig, Lois Inc., New York, which went public last year.

There have been reports that Interpublic Inc. is considering a public offering, but there has been no confirmation of this report.

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

1

Former NBC head to lead Geneva delegation

PARLEY WILL SEEK AGREEMENT ON SPACE ALLOCATIONS

Joseph H. McConnell, president of Reynolds Metals Co., Richmond, Va., and former president of NBC (1949-53), will be chairman of the U. S. delegation to the international radio conference on space allocations in Geneva this fall. He will hold the rank of ambassador.

President Kennedy announced on Aug. 16 that he intends to name Mr. McConnell to the job.

Mr. McConnell served in various capacities with RCA, including that of executive vice president, from 1941 when he joined the legal department. He succeeded Niles Trammell as president of NBC when Mr. Trammell retired in 1949.

The Geneva conference is scheduled to run from Oct. 7 to Nov. 8. It is sponsored by the International Telecommunications Union, an agency of the United Nations. Its purpose is to secure international agreement on frequencies for use in space communications—earth to spacecraft, space satellite to space satellite and spacecraft to earth.

Other members of the American delegation, all so far tentative:

FCC—Chairman E. William Henry as senior adviser; Harry Fine, William H. Watkins, S. Meredith Myers.

National Aeronautics and Space Administration—John Kelleher and Paul A. Price.

Federal Aviation Agency—Charles A. Brooks.

Department of Commerce—Allen Barnabei and David W. Holmes.

Department of Defense—Wilfred Dean Jr., Lieutenant Colonel James P.



Mr. McConnell

West (Air Force) and Nathaniel White.

Office of Emergency Planning—Lyman G. Hailey and Paul D. Miles.

National Academy of Science — George W. Swenson Jr.

Department of State—Carl W. Loeb and William G. Carter.

Communications Satellite Corp.—Dr. Joseph V. Charyk and Leonard H. Marks.

AT&T—H. W. Wepler.

RCA—James P. Veatch.

ITT—Fred Altman.

Still to be named are two vice chairmen (one of whom is expected to be former FCC Commissioner T. A. M. Craven) and two members of Congress, presumably representing the Senate Commerce Committee. Secretary of the delegation is Bernard J. Rotklein, State Department.

ATV says it's sorry for uncut comments

Associated Television Ltd. has apologized to U. S. Ambassador to England David Bruce for references to President and Mrs. Kennedy's baby in a Bob Hope show which was originated by ATV and broadcast over most of Britain's commercial network.

An apology has also been sent to Mr. Hope.

ATV managing director Lew Grade explained that the taped program had been received from America on May 10 and had been edited two days later to remove material unsuitable for Brit-

ish audiences.

"Before it was finally screened it was tested again for quality, but no further cuts were made." He added that ATV is taking steps to prevent anything similar occurring again with taped programs.

ATV and the Independent Television Authority received many phone complaints about the wisecracks.

At the end of the show an announcer gave an apology, saying, "The program you have just heard was recorded some weeks ago in America. We very much regret certain untimely references which occurred."

ITA is holding a full investigation of how the show was broadcast without any censoring of the offending jokes.

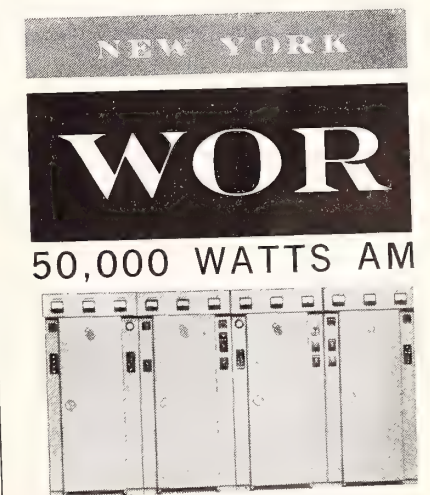
Marx toys buys time on shortwave station

An international broadcast advertising campaign through Radio New York Worldwide's WRVL shortwave station has been scheduled by Louis Marx & Co., New York, to promote its toys overseas during the Christmas season.

Marx has purchased sponsorship of

Mobile sales approach

Instant advertising has been developed this summer by CJCH Halifax, N.S. The station's mobile equipment has been cruising city streets with announcers and salesmen and stopping at retail stores thought to be potential advertisers. When salesmen were successful in selling spot announcements to a merchant, they reached the station from the mobile equipment and asked for time for the 30-to-60-second commercial. Then the station played appropriate music and in many cases the merchant himself ad-libbed or read his spot from the mobile studio equipment.



GOES CONTINENTAL

"... screen modulation gives us highest fidelity with less than 1% carrier shift... entire installation operates at half the cost of our old AM transmitters."

Harvey H. Tiley

chief engineer

Continental Electronics

BOX 5024 • DALLAS 22, TEXAS • TELEX CEPSCO
LTV Subsidiary of Ling-Temco-Vought, Inc.

CBS Films' Canadian sales up 35%

Ralph Baruch, vice president, international sales, CBS Films has announced a sales pace in the Canadian market is 35% ahead of last year.

Leading the list of Canadian purchases for the fall season is Canadian Broadcasting Corp. which has bought *The Beverly Hillbillies*, *Perry Mason* and *The Defenders* for its 43-station lineup. CBC O&O stations have purchased *The Nurses* and *Candid Camera*.

Petticoat Junction, being sold on a national spot basis, has been purchased by American Home Products

through Young & Rubicam for use on 16 stations.

In reporting the sales, Mr. Baruch noted that syndication in Canada has essentially been a buyer's market this year but listed the following CBS Films sales and Canadian market counts to date: *Trackdown*, 20; *Candid Camera*, 21; *Whirlybirds*, 23; *Have Gun, Will Travel*, 27; *Amos 'n' Andy*, 28; *Wanted—Dead or Alive* 34; *The Phil Silvers Show*, 35; *Guns, smoke*, 38; *Our Miss Brooks*, 39; *San Francisco Beat*, 39 and *The Honeymooners*, 40.

American Portrait, a new series of radio programs beginning Sept. 1, as well as more than 200 spot announcements on five different shows.

Sponsorship of *American Portrait* by Marx will continue through Nov. 3. The spot campaign will begin about Sept. 1 and continue through Dec. 15.

The spot campaign will increase in number until a high point of Christmas buying interest is reached during the first week in December.

Louis Marx and its agency, Ted Bates, were said to have decided on the campaign after finding that more overseas families wanting American toys could be reached through overseas radio than any other medium.

Advertising revenue drops for British TV

Television advertising in Britain declined for the first time last year. A report of the Institute of Practitioners in Advertising shows that newspapers with nationwide circulation increased their advertising income.

Commercial television companies received \$231 million in 1962 compared with \$232.4 million in 1961. The figure for last year includes time sales tax of

\$21,280,000 compared with \$12,040,000 in 1961 when the tax was levied for only part of the year.

Advertising revenue in national newspapers totaled \$212.8 million against \$204.4 million in 1961. An estimated total of \$1.344 billion was spent on all forms of advertising in Britain in 1962.

Abroad in brief...

TV company buys radio spots ■ Granada TV Network Ltd. has become the first British television company to advertise on radio. It has bought several 30-second spots on Radio Luxembourg to promote a series of plays about World War I. Radio Luxembourg broadcasts in English to Britain and has a large audience.

New B&B account ■ Potter & Moore Ltd., manufacturer of perfumes and toilet preparations in England, has appointed Benton & Bowles Ltd. as its advertising agency. The assignment begins Nov. 1.

New K&E accounts ■ Wallace Arnold Tours, British travel organization, has appointed Kenyon & Eckhardt Ltd. as its advertising agency. Novas-Criswell-Kenyon & Eckhardt, Caracas, Venezuela, has been named agency for Toddy,

chocolate drink manufactured by Venezuela Trading Co. The Caracas office has also been assigned the advertising account for Bufferin in Venezuela effective immediately.

CBC at the fair ■ More than a score of CBC radio and television programs for a total of over 50 productions are being aired from the Canadian National Exhibition grounds at Toronto. Fair opened Aug. 16, runs to Sept. 2. National radio and television network as well as local programs are broadcast from portable studios erected at the exhibition, with opportunity for large audiences of fair visitors to see the shows being broadcast. An average of four shows are carried daily.

United effort ■ Advertising executives from Europe, Asia, Africa and Latin America will join their U. S. counterparts in judging entries to this year's International Broadcasting Awards Competition, through the cooperation of the International Advertising Association. Robert L. Dellinger, executive vice president of Grant Advertising, in charge of the agency's office in Los Angeles, and president of the IAA chapter in that city, has accepted the responsibility for lining up the foreign members of the two seven-man panels who will assemble in Hollywood next February for the final judging of the radio and TV commercials entered in the worldwide competition.

Welsh TV firms considering merger

Television Wales and West Ltd., the commercial television company which covers south Wales and the west of England, has made a takeover bid for Wales West and North Ltd., which covers sparsely populated northern and central Wales.

WWN began operating last September with capital of \$840,000. In April the company said it had lost almost \$448,000 and was stopping all local programming. It has been without a chairman since Dr. B. Haydn Williams resigned in May.

TWW last month announced net profits of \$814,511 for the six months to June 30.

Company representatives have recently met to discuss a possible merger. This would need Independent Television Authority approval and ITA has already indicated that it would approve.

Britain to get 'Burke's Law'

The sale of *Burke's Law* to three TV program contractors in Britain is being announced today (Monday) by Manny Reiner, vice president and general man-

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET

NEW YORK, N. Y.

ELDORADO 5-0405

ager of Four Star Television International. The series, which will begin in the U.S. on ABC-TV on Sept. 20, will start in England on Oct. 1. The sales were made to Granada Television Network Ltd., Associated Rediffusion Ltd. and Associated Television Ltd.

Agencies announced for Ontario election

Candidates for the Ontario provincial election, scheduled for the end of September, are expected to spend close to \$1 million on radio, television and print advertising. The Ontario Conservative party, which is in power at present and has the option of announcing the date of the election, has appointed four agencies to handle advertising, McConnell-Eastman & Co., London, Ont.; James Lovick Ltd., McKim Advertising Ltd. and Foster Advertising Co., all Toronto. The opposition Liberal party has appointed MacLaren Advertising Co. and Tandy-Richards Advertising Ltd., both Toronto. The New Democratic Party (labor) has appointed Pennell Advertising Co., Toronto.

Advertising agencies have been busy this year with elections, a federal election having been held in April and a few provincial elections early this summer.

CBC, performers agree

After months of negotiation a settlement has been reached between the Federation of Authors and Artists of Canada and the Canadian Broadcasting Corp. in line with recommendations

made by Judge Jules Poisson at Montreal. The contract, covering the French-speaking performers of the CBC and applying to its French-language networks, provides for a substantial increase in fees, guarantees concerning payments to artists for reruns and jurisdiction on certain categories of employment in television. It is the first collective agreement signed between both parties and assures the federation jurisdiction on the CBC's French networks.

Judge rules that BBC is not a Crown function

A high court judge has ruled that the BBC, which has paid tax on its annual surplus under protest since 1927, has to pay income tax. The BBC had challenged its 1958-59 tax assessment claiming that it was entitled to the same immunity from tax as the Crown (the government) since it performed a Crown function and therefore its surplus was not a taxable profit.

The judge decided that the BBC was liable to income tax. He said that in 1958-59 the BBC received \$70 million from the government for broadcasting in Britain and \$14 for external broadcasting. It had a \$4.2 million surplus. The BBC had very wide powers, not only in broadcasting but in associated activities. In this context the grant of money from the Crown was "insufficient to attach the character of Crown function or Crown purpose to these activities or part of them."

The BBC had hoped for tax exemption to help finance its planned major expansion in radio and television.

EQUIPMENT & ENGINEERING

More consumers plan to buy color sets

Three out of ten people who buy a new television set during the next 12 months will buy a color set, according to a consumer survey conducted for Kimble Electronic Products, Toledo, Ohio, a part of Owens-Illinois Glass Co.

The survey, one of a series periodically made by Home Makers Guild of America for Kimble, found that 9.3% of the consumers are going to buy a new TV set during the next year and of these 29.3% intend to buy color. The survey panel is comprised of 1,000 consumer consultants representing a cross-section of American homes. Of the total, 903 answered the TV survey.

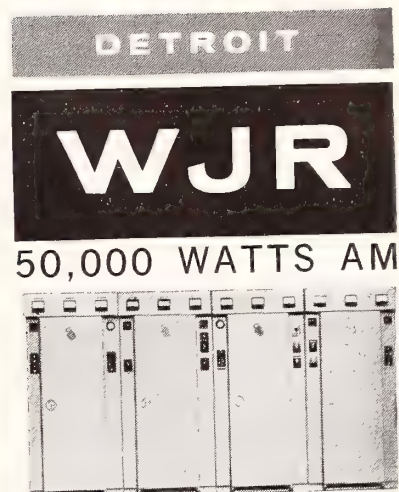
Why have they delayed buying a color TV set? Out of 878 replies to this query, 58.6% said the price was too high. Another 18% felt color hadn't been perfected yet and 10.2% said they thought it would cost too much to main-

tain and operate a color receiver. Other percentage fragments said they were satisfied with their present monochrome set, had poor reception in their particular area or thought there were not enough color shows to be seen on the air.

RCA chops color TV price

RCA announced last week that it has knocked about \$45 off the lowest base price of its color TV sets. RCA Sales Corp. said its new base price is \$449.95, optional with dealer, compared to a previous base of \$495. The set is a table model (Radnor) which has carried a \$495 price tag since 1956.

With the price change seen as new stimulant to color sales, RCA Sales' president, Raymond W. Saxon, predicted new "record TV sales... with well over one million color and black-and-white receivers produced and sold this year." He said color accounted for a greater proportion of total than it did in 1962.



GOES CONTINENTAL

"... Type 317B is simplicity itself... in operation... all of the requirements necessary for our method of operation... are fully satisfied."

Andrew Friedenthal
chief engineer

Continental Electronics

BOX 5024 • DALLAS 22, TEXAS • TELEX CEPCO
LTV Subsidiary of Ling-Temco-Vought, Inc.



Straight Music organized in basic categories. You order what you want, play it in the order you determine, add your own voices for a completely live, local sound. And cheaper than you can produce it yourself.

Suitable with ATC, Schaffer, Alto Phonic, and most other automation systems. Or with

IGM Simplimation

Main Office and Plant
P.O. Box 943
Bellingham, Wash.
733-4567 (Area 206)

In New York City
TELE-MEASUREMENTS, Inc.
45 W. 45th St.
581-9020 (Area 212)

BROADCAST ADVERTISING

Donald J. Dolen, creative director for Detroit office of Young & Rubicam, elected VP. Mr. Dolen rejoined Y&R earlier this year after nine years with BBDO. He was at Y&R in 1949 as trainee and later served as merchandising writer. **Richard P. Monley**, for past year in New York office of MacManus, John & Adams, joins Y&R's Detroit office as account executive. Mr. Monley assumes contact duties of **James L. Rast**, who moves to New York office.



Mr. Dolen

Jack Tanzer, formerly associated with Reinsurance Investment Corp., Jacob Ruppert and New York Giants baseball club, elected president and general manager of Robert Adv. Agency, North Bergen, N. J.

Norman Gorbaty, art supervisor, and **Gene Schinto**, creative supervisor, elected vice presidents of Benton and Bowles, New York.

Norman Danoff and **Jerry Sachs** have formed their own advertising agency, Danoff & Sachs Inc., with offices at 3006 Wilshire Blvd., Los Angeles 5. Telephone: 382-1357. Mr. Danoff recently resigned as president of Galaxy Adv. Mr. Sachs was plans director at Carson/Roberts, Los Angeles.

William Shay, VP of TV and marine division of Wrather Corp. and a direc-

tor of A. C. Gilbert Co., New Haven, Conn., toy manufacturer of which Wrather owns majority interest, elected to Gilbert's executive committee.

Roger Hanson, formerly with Campbell-Mithun, joins Gardner Adv., St. Louis, as account executive.

William M. Tipping, account executive at Campbell-Mithun since 1955, joins Lennen & Newell, New York, as executive on Best Foods division of Corn Products Co. account.

Warren R. Deasy, for past five years with Wade Adv., joins Los Angeles office of Donahue & Coe as radio-television director.



Mr. Rolfe

John M. Rolfe joins Needham, Louis & Brorby, Chicago, as vice president and copy supervisor. Mr. Rolfe formerly was with Compton Adv., Chicago, and before that with Foote, Cone & Belding.

James Kerr, formerly of Allied Public Relations Inc. and Ruder & Finn Inc., joins public relations department of Doherty, Clifford, Steers & Shenfield.

Peter Praed, former advertising production manager of Great Universal Stores of Canada, joins Los Angeles office of Foote, Cone & Belding as production supervisor.

D. Edward Weston Jr., marketing director of Dura Corp., parts and

equipment supplier to automotive industry, appointed merchandising manager for automotive division of Studebaker Corp., South Bend, Ind.

Vina C. Ruggero, account executive at Ted Bates & Co., New York, elected VP and account supervisor. Miss Ruggero, former account executive at Shaller Rubin Co., joined Bates in 1961.



Miss Ruggero

James R. Hill, VP and account supervisor at Leo Burnett Co., Chicago, named a VP in charge of client service. He has been with agency since 1955 and before that was with Earle Ludgin & Co.

Robert W. Brooks, formerly with National Tea Co., joins Chicago office of Foote, Cone & Belding as merchandising supervisor.



Mr. Kemm

Thomas R. Kemm, senior project director for W. R. Simmons & Associates Research Inc. and formerly with Alfred Politz Research, joins C. J. LaRoche & Co., New York, as director of research.

Patricia Caldwell, of Norman, Craig & Kummel, New York, joins LaRoche as media analyst.

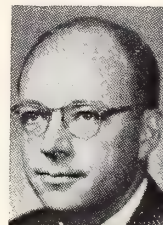
THE MEDIA

Robert A. Dettman, chief engineer, and **John Grandy**, sales manager, both of KDAL-TV Duluth-Superior, elected VP's of KDAL Inc. Mr. Dettman has been with KDAL since 1936. Mr. Grandy first joined KDAL radio sales in 1948 and became sales manager of KDAL-TV in 1954.

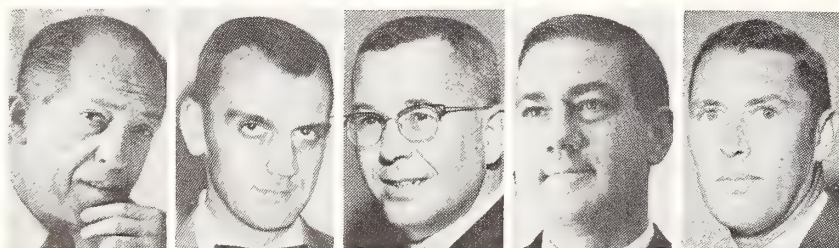


Mr. Dettman

Earle H. Rast Jr., manager of KBUZ-AM-FM Phoenix, appointed managing director of Gordon Broadcasting Co., responsible for general management of KBUZ and KSDO San Diego, Calif. **Edward J. Marsett** replaces Mr. Rast as KBUZ station manager. Before joining Gordon Broadcasting, Mr. Rast was sales manager of KOGO-TV San Diego.



Mr. Grandy



Mr. Kabaker

Mr. Mitchell

Mr. Cross

Mr. Cooke

Mr. Burns

Compton elevates five to senior VP posts

Compton Adv., New York, last week announced appointment of five senior VP's—**Peter Burns**, **Paul D. Cooke**, **John H. A. Cross**, **C. S. Mitchell Jr.**, and **Alvin Kabaker**. Announcement was made by Barton A. Cummings, agency chairman who was elevated in earlier top management reorganization (WEEK'S HEADLINERS, Aug. 12).

Four of senior VP appointments

involve specific accounts—Mr. Burns on Alberto-Culver account in Chicago, Mr. Cook on Procter & Gamble soap and detergent brands, Mr. Cross on Gleem toothpaste and Crisco shortening, and Mr. Mitchell on Procter & Gamble soap and detergent accounts. Mr. Kabaker is general manager of Compton's West Coast operations, with offices in Los Angeles and San Francisco.

Boyd Porter, formerly of sales department of KTEM Temple, Tex., promoted to general manager, succeeding **J. Ralph Burgess**, who resigned to join PR staff of KLBK Lubbock, Tex.

Ron Bayton, former manager of WTLB Utica, N. Y., joins KBYR Anchorage, Alaska, as general manager. **Larry Wood**, air personality at KWAC Bakersfield, Calif., to KBYR in same capacity.

Wells Bruen, formerly with Official Films, joins Dallas office of Roger O'Connor Inc. as sales manager.

Robert F. Stearns, account executive for past nine years at WEZE Boston, joins WMEX, that city, as assistant sales manager.

Dan H. Kirchgessner, account executive, named local sales manager of KSTP Minneapolis-St. Paul, Minn. **David Spiker**, account executive at KFML-FM Denver, joins KSTP in same capacity.

Gerry and Chuck Velona, both formerly of KTTV(TV) Los Angeles, join KTLA, Paramount Television Productions, that city, as account executives.

Jack A. Graham, VP and director of San Francisco office of J. A. Lucas Co., radio station representatives, joins KFRC, that city, as account executive.

Eugene S. Werman, general agent with Fidelity Interstate Life Insurance Co. and sales manager of Inst-o-matic Corp., joins KDKA-AM-FM Pittsburgh as account executive.

Dean Behrend appointed sales proposals manager for sales planning department of NBC-TV network, New York, succeeding **Ronald J. Pollock**, who resigned. Mr. Behrend has been client presentations administrator for sales planning department since joining NBC in 1961.

William Gittler named account executive in New York office of Prestige Representation Organization. Mr. Gittler was salesman for WGLI Babylon, N. Y. **Marianne Webb** appointed traffic director. She was formerly with WSB Atlanta.

William H. Clarke named national sales coordinator of KEX Portland, Ore., replacing **Bruce C. Blevins**, who moves to sales staff of KSFO San Francisco. Both stations are owned by Golden West Broadcasters Inc.

Malcolm Kahn, assistant account executive at Norman, Craig & Kummel, joins radio sales staff of George P. Holmberg Co., New York.

Hal Fuller joins WTAN-AM-FM Clearwater, Fla., as announcer-salesman.

J. E. Vaughn, formerly general manager of WMBM (now WFUN) South Miami, Fla., becomes stockholder and

VP of Community Cable Corp., a CATV system serving Northeast Arkansas communities of Walnut Ridge and Hoxie.

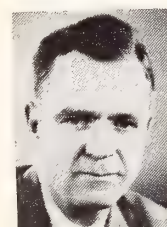
John King, formerly of WEEX Easton, Pa., joins WNNJ-AM-FM Newton, N. J., as chief engineer and air personality.

Robert McLaughlin, disc jockey at KLAC Los Angeles, joins KBMS-FM, that city, as operations manager.

Ben Strouse, president and general manager of WWDC-AM-FM Washington, named chairman of Radio Free Europe Fund for Washington, D. C., metropolitan area. Mr. Strouse succeeds **William J. McManus**, VP in charge of public relations for Chesapeake and Potomac Telephone Co.



Mr. Keeling



Mr. Murphy

Marshall Keeling appointed TV sales manager, and **John Murphy** named radio sales manager of Chicago office of Advertising Time Sales Inc., radio-television station representatives. **Carl Kiefel**, member of Chicago office of Metro TV Sales, the spot sales subsidiary of Metromedia Inc., joins ATS's Chicago TV sales staff. Mr. Keeling joined ATS in 1961 from ABC. His previous associations include NBC and TV division of Paul H. Raymer Co., station representatives. Mr. Murphy has been with ATS since its founding in 1961, and had also been associated with The Branham Co.'s broadcast division and Weed representative companies.

Robert R. Pauley, president of ABC Radio, joins board of advisors of Bed-side Network of Veterans Hospital Radio and Television Guild. New members on board also include **Bud Collyer**; **W. R. Higginbotham**, VP, Fox-Movietone News; **Harold Hoffman**, executive secretary, Screen Actors Guild; **Julius Joseph Jr.**, media director, Bruck & Lurie; **Gwen Verdon**, actress-dancer and **Norman E. Walt Jr.**, general manager of CBS-TV.

Bill Corsair appointed program director of WKFD Wickford, R. I.

Robert Jones, air personality at WMMW Meriden, Conn., assumes added duties as program manager.

Richard F. Stuck, for past 10 years with Midwest Radio-TV Inc., joins WCCO-TV Minneapolis-St. Paul, Minn., in newly created position of director of talent and programing development. **Gwen Harvey** named director of wom-

en's activities and public service, succeeding **Arle Haeberle**, who died last June. As part of her duties Miss Harvey becomes permanent hostess of WCCO-TV's *Around The Town* and *What's New* programs.

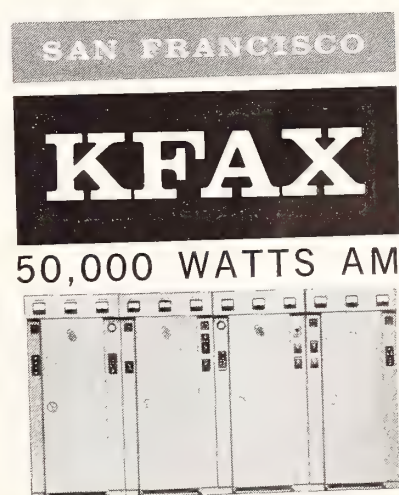
Martin Wark, staff producer at KTLA (TV) Los Angeles, assigned to production staff of station's new audience participation program, *Addograms*, which makes its debut today (Aug. 26) at 7:30-8 p.m.

Richard K. A'Hearn, producer-director at WKBW-TV Buffalo, N. Y., named production coordinator. **Donald E. Kline**, producer-director, appointed film coordinator.

Jim Riegert, program director at WCNR Bloomsburg, Pa., appointed program coordinator at WNLC New London, Conn. Mr. Riegert replaces **Dick Patz**, who moves to WDRC Hartford, Conn., as disc jockey-newsman.

Robert F. Oakes, formerly technical systems director on Dick Clark radio show at Mars Broadcasting Inc., named Mars production director.

William Babcock, former program manager of WLEU (now WWGO) Erie, Pa., and WJAS Pittsburgh, joins WNEP-TV Scranton-Wilkes-Barre, Pa., as promotion manager. Mr. Babcock suc-



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chief engineer

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LTV Subsidiary of Ling-Temco-Vought, Inc.

ceeds **Dorothy Mugford**, who has joined Cox Stations group as CATV liaison.

Frank Barron, publicity-promotion director of KHJ-AM-FM Los Angeles, assumes added duties as publicity director of KHJ-TV, succeeding **Tony Arnone**, who was recently promoted to assistant director of programming.

Ted Hardy named merchandising director of KXTV(TV) Sacramento, Calif.

Dave Martin, sports director at WZOK Jacksonville, Fla., joins KWK St. Louis, in same capacity.

Charles R. Dailey Jr., formerly of KVOO-AM-TV Tulsa, joins WSAZ-TV Huntington, W. Va., as announcer.

G. Michelle, formerly of WILZ St. Petersburg, Fla., joins WSUN-AM-TV, that city, to report on fishing news.

Jack Hunter and **Roberta Nixon** appointed to public affairs department of WBNS-TV Columbus, Ohio. Mr. Hunter was producer-director; Mrs. Nixon was with station's traffic-operations section.

L. P. Gonneau, air personality at KSON San Diego, named music director.

Jerome Greenberg, formerly of sales promotion department of ABC, named promotion manager of WQXR-AM-FM, that city.

Frank Malone, formerly of WGH Newport News, Va., joins WKLO Louisville, Ky., as air personality.

James K. Buckalew, staff producer at WTHI-TV Terre Haute, Ind., named radio-TV journalism instructor and news director of WSUI and KSUI(FM) Iowa City, Iowa. Stations are licensed to State University of Iowa.

INTERNATIONAL

James A. MacLeod, CKBW Bridge-water, N. S., elected president of Atlantic Association of Broadcasters, succeeding **Marvin Nathanson**, CJCB-AM-TV Sydney, N. S., who was appointed representative of AAB on national Canadian Association of Broadcasters. **Robert J. Wallace**, CKMR Newcastle, N. B., elected first VP; **Willard A. Bishop**, CKEN Kentville, N. S., second VP; **James M. Cameron**, CKEC New Glasgow, N. S., secretary-treasurer.

Tom Reynolds appointed general manager of TV sales for Canadian office of 20th Century-Fox Television. Mr. Reynolds was previously with CFTO(TV) Toronto as national sales manager.

John Roberts, program organizer of music department of Canadian Broadcasting Corp., Toronto, named director of music, succeeding **Dr. Geoffrey Waddington**, who has been appointed music consultant and director of symphonic services.

John Reeves Haggan, program organizer on public affairs for Canadian Broadcasting Corp., Toronto, appointed general supervisor of public affairs broadcasting, succeeding **Bernard Trotter**, who resigned to become assistant to principal of Queen's University at Kingston, Ont.

John Robertson, formerly with special events department of Canadian Broadcasting Corp., Vancouver, B. C., to public relations manager of British Overseas Airways Corp., Montreal.

Peter Thomson and **Durnford E. King** appointed to radio-television production staff of McKim Advertising Ltd., Toronto.

Ernest Bartlett, travel editor of *Toronto Telegram*, starts this fall half-hour weekly travel program with interviews and films on CFTO-TV Toronto, owned by *Toronto Telegram*.

Beverley Dales, formerly of CFTO-TV Toronto, to promotion and merchandising department of CKEY, that city.

PROGRAMMING



Mr. Reinheimer

Peter Reinheimer, eastern sales manager of ABC-TV network, joins Screen Gems Inc., TV subsidiary of Columbia Pictures Corp., New York, as national sales manager. He will work directly with national sponsors, agencies and networks in behalf of SG's 1963-64 network series. Mr. Reinheimer, with ABC for past three years, joined network as assistant daytime sales manager. Previously, he was with BBDO for seven years, first in TV department and later as executive on Lever Brothers and U. S. Steel.

Al Lohman Jr., air personality at KLAC Los Angeles, signs with KTTV (TV), that city, as host of *Wonderama*, new children's program which begins Sept. 15 and will host KTTV's new *Cartoon Playtime* show beginning Sept. 2. Mr. Lohman will also continue his disc jockey show on KLAC.

Mack Bing appointed associate producer of *Jerry Lewis Show*, two-hour Saturday night (9:30-11:30 p.m.) series to start on ABC-TV this fall. He was associate director of CBS-TV *Garry Moore Show* and Carol Burnett specials during past season. **Adrian Samish**, previously director of TV programming for MGM in Hollywood where he also served as producer of *Northwest Passage*, named commercial producer for *The Jerry Lewis Show*.

Dorothy Kelly, production assistant at John Guedel Productions, assumes similar position with five game and panel show pilots being developed by

Jack Barry in association with Paramount TV Productions for CBS-TV.

Thomas Thompson, associate producer on *Bonanza* last season, joins NBC-TV's *Temple Houston* crew as story consultant and head writer.

Ernesto Caparros signed as director of photography at Rose-Magwood Productions Inc. Mr. Caparros has filmed such television series as *Naked City* (ABC-TV) and *Route 66* (CBS-TV).

NEWS



Mr. Mitchell

William F. Mitchell appointed director of news, programing and public affairs for WESH-TV Daytona Beach-Orlando, Fla.

William O. Bryant, member of United Press International's Nashville, Tenn., bureau, appointed manager of UPI's Birmingham, Ala., bureau. **Eugene S. Harris**, UPI's Philadelphia bureau, named New Jersey and Northeastern Pennsylvania regional executive.

Edward J. Gough, with NBC News in New York since 1950, joins WRC-AM-FM-TV Washington (NBC-owned stations) as news correspondent, with principal responsibilities for WRC-TV's early evening news program, *News 4, Washington*, which will premiere Sept. 9, 6-6:30 p.m. Mr. Gough is former reporter for *Providence (R.I.) Journal* and *Cape Cod Standard Times*.

Coy Watson, cameraman, joins news staff of KTLA(TV) Los Angeles.

Larry Miller, news director of WORC Worcester, Mass., joins WTOA Cambridge, Mass., in similar capacity.

EQUIPMENT & ENGINEERING



Mr. Severdia

Anthony W. Severdia, 15-year veteran of television broadcasting industry and broadcast equipment manufacturing, appointed manager of manufacturing for Machtronics Inc., Mountain View, Calif. Mr. Severdia formerly was associated with KGO-TV and KPX(TV), both San Francisco, and video instrumentation products division of Ampex Corp., Redwood City, Calif. Machtronics manufactures portable closed-circuit TV tape recorder, provides consulting services and produces radio-TV broadcast equipment.

Dr. Frederick E. Terman, VP and provost of Stanford University, awarded 1963 Western Electronic Medal of Achievement for "distinguished service

to the electronics industry as scientist, educator and counselor." Award was presented Aug. 21 at annual corporate luncheon of Western Electronic Manufacturers in San Francisco.

Thomas R. Hays, formerly manager for marketing department of RCA semiconductor and materials division, appointed sales manager for newly created RCA commercial receiving tube and semiconductor division. Mr. Hays joined RCA in 1937 and in his new post will be responsible for sale of receiving tubes, consumer semiconductors, computer semiconductors, memory products, and TV picture tubes.

Arthur T. Cestaro, designer of GEL autolog automatic transmitter recording system, appointed broadcast product manager for General Electronic Laboratories Inc. (GEL).

ALLIED FIELDS

Philip J. Hennessey Jr. and **Howard J. Schellenberg Jr.**, together with **Charles W. Steadman** and **George Stephen Leonard**, have announced formation of new Washington law firm of Steadman, Leonard & Hennessey for general practice of law. Offices are at 1730 K St., N.W., Washington 6; telephone: 333-8000. Also associated with firm is **Joseph Dinsmore Murphy**, formerly with FCC's renewal and transfer

division (1961-63) and since then with Steadman & Leonard, and **Philip J. Hennessey III**, who has been associated with law firm of Hennessey & McDonald since February 1963. **Harold G. Cowgill**, one-time chief of FCC's Broadcast Bureau, and since then associated with Hennessey & McDonald, has retired.

DEATHS

Robert Foster, 45, former account executive with CBS-TV, died Aug. 19 at his home in New York City. Mr. Foster joined CBS-TV's production sales department in 1959 and was named eastern sales manager for network's production sales in 1960.

Cecil C. Pangman, 86, who was with D'Arcy Adv., St. Louis, from 1911 until his retirement in 1946 as secretary-treasurer and director, died Aug. 14 at Charles the First Geriatric Medical Center, Normandy, Mo.

Oakley Dalglish, 53, editor and publisher of morning *Toronto Globe and Mail* and director of Shoreacres Broadcasting Co., owner of CKEY Toronto, died Aug. 15 following heart seizure at his office. He was working newspaperman who had been foreign correspondent throughout Europe and Asia, and became editor and publisher of morning daily in 1957.

Louis Abrams, 68, a founder and director of Emerson Radio and Phonograph Corp., died Aug. 15 at Doctor's Hospital in New York. Mr. Abrams came to U. S. from Rumania in 1907 with his two brothers, Benjamin and Max, who are now president and secretary-treasurer of company. They borrowed \$250 in 1915 to begin phonograph manufacturing. The corporation now has annual sales volume of \$100,000,000.

Ed Gardner, 62, creator of *Duffy's Tavern* on radio and TV and voice of bartender, Archie, on that series, died Aug. 17 at Good Samaritan Hospital, Los Angeles, following brief illness. Mr. Gardner left J. Walter Thompson Co., New York, to become an NBC director. He handled such shows as Rudy Vallee, Burns and Allen, Bing Crosby, Al Jolson, Fanny Brice before originating *Duffy's Tavern* in 1939.

Bruce N. Bauman, 43, manager of WFBD Bedford, Pa., died July 5 of heart attack. Before joining Bedford outlet, Mr. Bauman operated his own public relations firm in Harrisburg, Pa.

Scott E. Shoemaker, 21, announcer with KCAP Helena, Mont., died Aug. 17 of lung ailment. Mr. Shoemaker had served as page in U. S. House of Representatives on appointment by late Speaker Sam Rayburn.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 15 through Aug. 21 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

APPLICATIONS

*Calais, Me.—University of Maine. VHF channel 13 (210-216 mc); ERP 79 kw vis., 40 kw aur. Ant. height above average terrain 426 feet, above ground 190 feet. P.O. address c/o John W. Dunlop, Alumni Hall, Orono, Me. Estimated construction cost \$176,790; first year operating cost \$44,000. Studio location Orono, trans. location Meddybemps, Me. Geographic coordinates 45° 06' 44" north latitude, 67° 19' 18" west longitude. Type trans. RCA TT5BH, type ant. RCA TF-6AH. Legal counsel Dow, Lohnes & Albertson, Washington; engineering consultant Terry R. Spearen, Orono. Principals: board of trustees. Ann. Aug. 19.

Staunton, Va.—Shenandoah Valley Broadcasting Inc. UHF channel 36 (602-608 mc); ERP 26 kw-DA vis., .026 kw-DA aur. Ant. height above average terrain 358 feet, above ground 317 feet. P. O. address c/o Hamilton Shea, Rawley Pike, Harrisonburg, Va. Estimated construction cost \$63,885; first year operating cost \$30,424; revenue \$21,250. Station and trans. locations both Staunton. Geographic coordinates 38° 09' 07" north latitude, 79° 04' 45" west longitude. Type trans. EMCEE TRU-100, type ant. EMCEE 6-DGA-10. Legal counsel Hogan & Hartson, consulting engineer Jansky & Bailey, both Washington. Principals: Evening Star Broadcasting Co. (51%) and Hamilton Shea (49%). Evening Star is same ownership as WMAL-AM-FM-TV Washington and Washington Evening Star and

Sunday Star, Shenandoah is licensee of WSWA-AM-FM-TV Harrisonburg, Va. Ann. Aug. 20.

Existing AM stations

APPLICATIONS

KGLN Glenwood Springs, Colo.—CP to increase power from 1 kw to 5 kw and install new trans. Ann. Aug. 20.

KSKI Sun Valley, Idaho—CP to change ant.-trans. location to 2.2 miles north of Hailey, Idaho, change studio location to same as trans., delete remote control, change hours of operation from SH to unl. and change station location from Sun Valley to Hailey, Idaho. Ann. Aug. 20.

KRMD Shreveport, La.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 20.

WFGW Black Mountain, N. C.—CP to increase power from 10 kw to 50 kw-10 kw critical hours, change from DA-D to

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



DA-D(2); install new DA system and install new trans. Ann. Aug. 21.

WWBD Bamberg, S. C.—Mod. of license to change station location from Bamberg to Bamberg-Denmark, S. C. Ann. Aug. 21.

New FM stations

APPLICATIONS

Osage Beach, Mo.—Central Missouri Broadcasting Co. 93.5 mc, channel 228, 2.45 kw. Ant. height above average terrain 300 feet. P. O. address Box 125, Osage Beach. Estimated construction cost \$14,407; first year operating cost \$10,000; revenue \$12,000. Principals: **James L. Risner Jr.** and **Ella Mae Risner**. Applicant owns KRMS Osage Beach. Ann. Aug. 21.

Las Vegas—B.L.T. Inc. 93.1 mc, channel 226, 27 kw. Ant. height above average terrain minus 80 feet. P.O. address c/o Thompson Magowan, Suite 1, 1030 South Third Street, Las Vegas. Estimated construction cost \$22,377; first year operating cost \$16,800; revenue \$28,000. Principals: **William N. Willard** (51%) and **Thompson Magowan** (49%). Mr. Willard owns public relations agency; Mr. Magowan is account executive at Mr. Willard's agency. Ann. Aug. 15.

Corvallis, Ore.—Radio Broadcasters Inc. 101.5 mc, channel 268, 27.72 kw. Ant. height above average terrain 100 feet. P. O. address 351 Madison Street, Box 689, Corvallis. Estimated construction cost \$19,979; first year operating cost \$8,600; revenue \$9,000. Principals: **James L.** and **Cecil C. Hutchens** (each 50%). Ann. Aug. 20.

Spearman, Tex.—Coy C. Palmer, 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 217 feet. P. O. address 603 East Kenneth Avenue, Spearman. Estimated construction cost \$4,525; first year operating cost \$15,000; revenue \$25,000. Mr. Palmer is sole owner. Ann. Aug. 21.

Yakima, Wash.—Cascade Broadcasting Co. 107.3 mc, channel 297, 29.3 kw. Ant. height above average terrain 908 feet. P. O. address Box 702, Yakima. Estimated construction cost \$13,250; first year operating cost \$1,500; revenue \$10,000. Applicant is licensee of KIMA-AM-TV Yakima. Ann. Aug. 21.

Existing FM station

APPLICATION

WDUN-FM Gainesville, Ga.—CP to change frequency from 106.7 mc, channel 294, to 97.1 mc, channel 246; increase ERP from 14.1 kw to 100 kw, install new trans. and new ant., decrease ant. height above average terrain to 537 feet and increase trans. output power to 9.46 kw. Ann. Aug. 15.

Ownership changes

ACTIONS BY FCC

KJAX Santa Rosa, Calif.—Granted assignment of license from **John Withers** (100%), d/b as **KJAX Inc.**, to **Producers Inc.** (100%), large corporation owned 50% by **Polaris Corp.**, 50% by **Ferris E. Traylor** and family. Consideration \$2,500. **Producers** is majority owner of **KCND-TV Pembina**, **KNOX-TV Grand Forks**, **KXGO-TV Fargo**, all North Dakota, **WTVW(TV)** Evansville, Ind., and **WKYW** Louisville, Ky. Action Aug. 20.

WKLY Hartwell, Ga.—Granted assignment of license from **Max G. Pfaender** (50%) and **Edna M. Pfaender** and **Sue M. Hudson** (each 25%), d/b as **WKLY Broadcasting Co.**, to Mr. and Mrs. **Pfaender** (each 50%), tr/as company of same name. Consideration \$12,500. Action Aug. 20.

KWIK Pocatello, Idaho—Granted assignment of license from **John W. Lewis**, **Marvin M. Mollring** and **Marshall True** (each 33 1/3%), d/b as **Pocatello Radio Inc.**, to **Carl S.** and **Frances B. Goodwin** (each 40%) and **Richard W. Miner** (20%), tr/as **KWIK Broadcasting Inc.** Consideration \$86,000. Mr. and Mrs. **Goodwin** own **KTRC** Santa Fe, N. M.; Mr. **Miner** is general manager of **KYVA** Gallup, N. M. Action Aug. 16.

WABW Annapolis, Md.—Granted assignment of license from **Lester J. Grenewalt**, **Samuel R. Youse** and **John H. Norris** (each 33 1/3%), d/b as **ABW Broadcasting Inc.**, to **Ernest Tannen** (50%) and **Marvin Mirvis** and **Martin Fox** (each 25%), tr/as **Radio Chesapeake Inc.** Consideration \$125,000. Mr. **Tannen** owns **WDMV** Pocomoke City, Md.; Mr. **Mirvis** is general sales manager of **WITH** Baltimore; Mr. **Fox** is half owner of biscuit company. Action Aug. 16.

WGUY Bangor, Me.—Granted transfer of control of licensee corporation, **Bangor Broadcasting Corp.**, from **Louis J. Borgatti** (50%) and **Melvin L. Stone** and **David Royte** (each 25%) to Mr. **Stone** (66 2/3%) and Mr. **Royte** (33 1/3%). Consideration \$75,000. Action Aug. 16.

WLLH Lowell, Mass.—Granted assignment of CP's from **Merrimac Broadcasting Inc.** to **Radio Station WLLH**; corporate change only, with ownership remaining same. No financial consideration involved. Action Aug. 20.

WVOC Battle Creek, Mich.—Granted assignment of CP from **Don F. Price** (100%) to Mr. **Price** (75%), **Evangelina** and **B. Burdette Price** (20% and 5% respectively), tr/as **WVOC Inc.** No financial consideration involved. Action Aug. 15.

KOLM Rochester, Minn.—Granted assignment of CP from **Howard G. Bill** (100%), d/b as **WBIZ Inc.**, to Mr. **Bill** (100%), tr/as **Olmstead County Broadcasting Co.** No financial consideration involved. Action Aug. 16.

KREK Sapulpa, Okla.—Granted acquisition of negative control of licensee corporation, **Creek County Broadcasting Co.**, from **Melwyn E. Klar** and **William E. Minshall** (each 25%) by **R. B.** and **Bernice Bell** (each 50% after transfer, 25% before). Consideration \$29,500. Action Aug. 20.

KHEY El Paso—Granted transfer of control of licensee corporation, **KHEY Broadcasting Inc.**, from **Nancy W. Sleight** (52% before transfer, 42% after) to **Edward M. Sleight** (42% before, 52% after). Consideration \$17,500. Action Aug. 15.

KILE Galveston, Tex.—Granted assignment of license from **David Nathan** (19.05%) and others, d/b as **Island Broadcasting Inc.**, to **Frank Junell** and **Dossie M. Wiggins** (each 35%), **T. D. Wiggins** (20%) and **George N. Atkinson Jr.** (10%), tr/as **Galveston Radio Inc.** Consideration \$165,000. Mr. **Junell** is part owner of **KNIT** Abilene, **KBYG** Big Spring, **KEYE** Perryton and **KSTB** Breckenridge, all Texas; **D. M. Wiggins** is part owner of **KEYE** and **KSTB**; **T. D. Wiggins** is part owner of **KEYE**. Action Aug. 20.

APPLICATIONS

KBHS Hot Springs, Ark.—Seeks assignment of license from **B. P. Timothy** (100%), d/b as **Resort Broadcasting Inc.**, to Mr. **Timothy** (100%), tr/as **Tim Timothy Inc.** No financial consideration involved. Ann. Aug. 21.

WNRK Newark, Del.—Seeks assignment of CP from **Louis Handloff**, executor of estate of **Herman Handloff** (100%), deceased, to **James G. Smith** (100%), tr/as **Radio Newark Inc.** Consideration \$67,200. Mr. **Smith** is local businessman. Ann. Aug. 20.

WPAX Thomasville, Ga.—Seeks acquisition of negative control of licensee corporation, **Radio Thomasville Inc.**, from **Donald C. Price** (33 1/3%), by **Hurley W. Rudd** and **Frank W. Hazelton** (each 50% after transfer, each 33 1/3% before). Consideration \$7,500. Ann. Aug. 19.

KRPL Moscow, Idaho—Seeks transfer of control of licensee corporation, **KRPL Inc.**, from **Gale L. Mix II** and wife, **Shirley Mix** (51% together), and **Gale L. Mix** and wife, **Doris Mix** (49% together), to **John P. Mix II** and wife, **Shirley Mix** (60% together), and **Tom Neal** and wife, **Marilynn C. Neal** (40% together). Consideration \$90,320. Ann. Aug. 21.

KCLN Clinton, Iowa—Seeks assignment of license and CP from **Russell G. Salter**, **Stanley B. Noyes** and **Robert O. Moran** (each 33 1/3%), d/b as **Valley TV & Radio Inc.**, to **Robert Z. Morrison** (51%), **Cecil Hamilton** (15%), **William H. Moore III** (20%) and **Dorothy M. Moore** (14%), tr/as **Valley Broadcasting Co.** Consideration \$140,000. Mr. **Morrison** is sales manager of **WKET(TV)** LaCrosse, Wis.; Mr. **Hamilton** is sales manager of **KCLN**; Mr. **Moore** is investor; Mrs. **Moore** is housewife. Ann. Aug. 19.

WMNB North Adams, Mass.—Seeks relinquishment of positive control of licensee corporation, **Northern Berkshire Broadcasting Inc.**, by **Robert Hardman** (51.7% before transfer, 36.7% after) to **James A. Hardman Jr.** (3.3% before, 6.7% after) and **Transcript Publishing Association** (15% before, 26.7% after). Consideration \$9,000. Messrs. **Hardman** are brothers and principal owners of **Transcript**. Ann. Aug. 15.

WMBC Macon, Miss.—Seeks assignment of license from **Frederick A. W.** (90%) and **Janola B.** (10%) **Davis**, tr/as **Radio Macon**

Inc., to **J. W. Furr** (100%). Consideration is cancellation of debt. Mr. **Furr** is businessman and past broadcaster. Ann. Aug. 19.

WEMJ Laconia, N. H.—Seeks assignment of license from **Albert F. Orlandino** (51 2/3%), **Martin J. Cicutelli** (33 1/3%) and **Samuel Kassel** (15%), d/b as **New Hampshire Broadcasting Corp.**, to **Albert L. Auclair** (52%), **David F. Shurtleff**, **Joseph C. Maltais** (each 20%) and **Talbot R. Hood** (8%), tr/as **Belknap Broadcasting Corp.** Consideration \$80,000. **Belknap** is subsidiary of **Monadnock Broadcasting Corp.**, licensee of **WKBK** Keene, N. H. Ann. Aug. 20.

WTIK Durham, N. C.—Seeks transfer of control of licensee corporation, **W & W Broadcasting Inc.**, from **C. H. Wentz**, **Harry L. Welch** and **E. L. Sherman**, d/b as **Mid-Carolina Broadcasting Co.**, to same persons as individuals. Consideration \$31,500. Ann. Aug. 21.

WATS Sayre, Pa.—Seeks assignment of license from **Thompson K. Cassel** (100%) to **Murrelle Printing Inc.**, tr/as **WATS Inc.**; **Murrelle** is owned by **Harlan G. Murrelle** (55%), **Carleton W. Kent** (25%), **Allan P. Furman** and **Joseph H. Murrelle** (each 10%). Consideration \$150,000. **H. G. Murrelle** is stockholder in **WOND** Pleasantville, N. J., and **WENY** Elmira, N. Y., will sever connections with **WENY** on grant of above application. Ann. Aug. 20.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner **Chester F. Naumowicz Jr.** issued initial decision looking toward granting application of **Blue Ridge Mountain Broadcasting Inc.** for new daytime AM on 1500 kc, 1 kw, 500 w (CH), at **Ellijay, Ga.**; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Aug. 21.

■ Hearing Examiner **Walther W. Guenther** issued initial decision looking toward granting application by **Hudson Valley Broadcasting Corp.** to relocate trans. site of **WEOK** Poughkeepsie, N. Y., and to continue from new site (a) present daytime directionalized operation on 1390 kc with 5 kw and (b) to operate nighttime, directionalized, with power of 1 kw; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. In so doing, granted **Hudson Valley's** motion to accept supplemental proposed findings. Action Aug. 21.

■ Hearing Examiner **Chester F. Naumowicz Jr.** issued initial decision looking toward granting application of **K-FIV Inc.** to increase daytime power of **KFIV** Modesto, Calif., on 1360 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw, and change from DA-N to DA-2; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. Action Aug. 21.

■ Hearing Examiner **Isadore A. Honig** issued initial decision looking toward (1) denying application by **Evelyn R. Chauvin** **Schoonfield** for renewal of license of **WXFM** (FM) **Elmwood Park, Ill.**, for not being financially qualified and not possessing requisite licensee qualifications arising from unauthorized transfers of control, and (2) denying, for lack of prosecution, application by **Elmwood Park Broadcasting Corp.** for new FM in same community. No decision was made on remaining applicant in consolidated proceeding—**Blue Island Community Broadcasting Inc.** for new station at **Blue Island, Ill.**—because it is involved in further proceedings. Action Aug. 20.

■ Commission gives notice that June 25 initial decision which looked toward granting application of **WSIV Inc.** to increase power of **WSIV** **Pekin, Ill.**, on 1140 kc, from 1 kw-D to 5 kw-D, maintaining present power of 1 kw during critical hours; conditions including pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, became effective Aug. 14 pursuant to Sec. 1.153 of rules. Action Aug. 16.

■ Hearing Examiner **Herbert Sharfman** issued initial decision looking toward granting application of **K BAR J Inc.** for new daytime AM on 1550 kc, 500 w, in **Hastings, Neb.**; conditioned pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Aug. 15.

OTHER ACTIONS

■ By order, commission modified CP of **Robert E. and Marcella Podesta** to specify operation of **KREP** (FM) on channel 289 instead of channel 277 at **Santa Clara, Calif.**,

PROFESSIONAL CARDS

JANSKY & BAILEY

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JAMES C. McNARY

Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926— PAUL GODLEY CO.

Upper Montclair, N. J.
Pilgrim 6-3000
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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 21

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,824	36	158	336
FM	1,100	20	90	197
TV	522 ¹	53	86	116

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 21

	VHF	UHF	TOTAL TV
Commercial	484	91	578
Non-commercial	47	21	68 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, June 30

	AM	FM	TV
Licensed (all on air)	3,809	1,090	519
CP's on air (new stations)	51	30	56
CP's not on air (new stations)	137	87	85
Total authorized stations	3,997	1,207	660 ¹
Applications for new stations (not in hearing)	210	178	67
Applications for new stations (in hearing)	146	13	53
Total applications for new stations	356	191	120
Applications for major changes (not in hearing)	254	90	47
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	308	93	55
Licenses deleted	0	2	0
CP's deleted	1	2	0

¹Does not include six licensed stations off air

²Includes three stations operating on unreserved channels

subject to condition that permittee submit to commission by Sept. 20 all information necessary to comply with applicable technical rules, executed in triplicate, for preparation of modified authorization; further ordered that upon completion of construction of new facilities, permittee shall submit usual application for license and for program test authority on channel 289; and terminated proceedings in Doc. 15143. By separate order, modified table of assignments released Aug. 1, by third report, memorandum opinion and order in Doc. 14185, to change Santa Clara assignment to channel 289. Action Aug. 16.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Broadcast Bureau to extend time to Aug. 26 to file response to

North Alabama Broadcasting Co. petition to enlarge issues in proceeding on application of Arthur D. Smith Jr. for new AM in Murfreesboro, Tenn. Action Aug. 20.

■ Granted petition by Broadcast Bureau to extend time to Sept. 3 to file exceptions to initial decision in proceeding on AM application of People's Broadcasting Co. (WPBC), Minneapolis. Action Aug. 15.

ACTIONS ON MOTIONS

■ Commission, by office of opinions and review, granted petition by Greene County Radio to extend time from Aug. 19 to Sept. 3 to file opposition to petition by Speidel Broadcasting Corp. of Ohio for stay of final decision in proceeding on AM applications. Action Aug. 19.

■ Commission, by office of opinions and review, granted petition by Greene County

Radio for extension of time from Aug. 20 to Sept. 3 to file opposition to petition by Speidel Broadcasting Corp. of Ohio for reconsideration and rehearing in proceeding on applications for new AM stations in Xenia and Kettering, both Ohio. Action Aug. 16.

■ Commission granted request by Pennsylvania State University and Pennsylvania Dept. of Public Instruction to extend time to Aug. 26 to file oppositions to petitions by Rivoli Realty Co., Storer Broadcasting Co., American Broadcasting Co. and Penn Traffic Co. for partial reconsideration of July 3 report and order in TV rulemaking proceeding involving Allentown, Altoona, Clearfield, Harrisburg, Scranton, and Shamokin, all Pennsylvania. Action Aug. 15.

■ Commission, by office of opinions and review, granted petition by Portage County Broadcasting Corp. to extend time to Sept. 3 to file opposition to joint petition to reopen record and enlarge issues filed by Kent-Ravenna Broadcasting Co. and Joseph P. Wardlaw Jr. in Kent-Canton-Kent-Ravenna, Ohio, AM proceeding. Action Aug. 14.

By Acting Chief Hearing Examiner
Jay A. Kyle

■ By order in proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc., for renewal of license, assignment of license, and transfer of control of KSHO-TV Las Vegas, in Docs. 15006-8, granted motion by Harry Wallerstein, receiver, Television Co. of America Inc. and Arthur Powell Williams to extend time from Aug. 22 to Aug. 29 to respond to petition by Broadcast Bureau to change place of hearing. Action Aug. 21.

■ Granted request by Broadcast Bureau to extend time from Aug. 15 to Aug. 30 to file proposed findings and from Sept. 3 to Sept. 16 for replies in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. Action Aug. 15.

■ Granted petition by Broadcast Bureau to extend time from Aug. 12 to Aug. 22 to file proposed findings and from Sept. 9 to Sept. 16 for reply findings in matter of revocation of license and SCA of Carol Music Inc. for WCLM(FM) Chicago. Action Aug. 14.

■ Granted request by CBS to extend time from Aug. 19 to Aug. 21 for exchange of rebuttal exhibits and from Aug. 21 to Aug. 23 for notification of witnesses for cross-examination in proceeding on application of Big Bear Broadcasting Co. for new AM at Big Bear Lake, Calif. Action Aug. 14.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Salina Radio Inc., Salina, Kan., for leave to amend AM application to reflect proposed merger of Kansas Broadcasters Inc. and Salina Radio Inc., which merger agreement was approved by Review Board Aug. 7, and to update financial and programing proposals. Action Aug. 16.

■ Granted motion by WKYR Inc. (WKYR), Cumberland, Md., for corrections in various respects to transcript in proceeding on AM application. Action Aug. 16.

■ Granted petition by Broadcast Bureau to extend from Aug. 16 to Aug. 30 date to file proposed findings and from Sept. 6 to Sept. 20 for replies in proceeding on AM application of 1360 Broadcasting Inc. (WEBB), Baltimore. Action Aug. 14.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Broadcast Bureau to further extend time from Aug. 19 to Sept. 10 to file proposed findings and from Sept. 3 to Sept. 24 for replies in proceeding on AM application of Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn. Action Aug. 16.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ Granted motion by Gordon County Broadcasting Co. to extent of correcting transcript as proposed, except for correction sought to page 457, line 9, which correction is subject of discussion in initial decision to be released in proceeding on application of Blue Ridge Mountain Broadcasting Inc. for new AM in Ellijay, Ga. Action Aug. 16.

■ Granted request by Golden Triangle Broadcasting Inc. (WEPP), Mt. Oliver, Pa., and extended time to Sept. 3 to file reply findings in proceeding on AM application. Action Aug. 16.

By Hearing Examiner Herbert Sharfman

■ Granted motion by Beamon Advertising Inc. to further extend time from Aug. 16

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title/position*

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☐ Home

city

state

zip code

company name

*Occupation Required

Aug. 30 to file reply to proposed findings in proceeding on application for new AM in Daingerfield, Tex. Action Aug. 16.

*Granted petition by Esquire Inc. to extend time from Aug. 16 to Sept. 16 to file initial proposed findings and from Sept. 4 to Oct. 7 for replies in proceeding on application of North Atlanta Broadcasting Co. for new AM in North Atlanta, Ga. Action Aug. 15.

BROADCAST ACTIONS by Broadcast Bureau Actions of Aug. 20

WAJM-FM Montgomery, Ala.—Granted SCA on sub-carrier frequency of 67 kc.

WVCG-FM Coral Gables, Fla.—Granted mod. of SCA to delete sub-carrier frequency of 42 kc (retain authorized use of sub-carrier frequency of 67 kc).

Actions of Aug. 19

WIGO Indianapolis—Granted license and specify type trans.

WCJU Columbia, Miss.—Granted license covering increase in daytime power and installation of new trans.; specify type trans.

WGWC Selma, Ala.—Granted license covering increase in daytime power.

WGAU Athens, Ga.—Granted license covering installation of new alternate main trans.

WIZE Springfield, Ohio—Granted license covering change in ant.-trans. location, changes in ant. system and specify type trans.; redescribe main studio location same as trans.; and delete remote control.

WDVA Danville, Va.—Granted license covering installation of alternate main trans. as alternate main nighttime and aux. daytime trans.

*Granted licenses covering installation of new trans. for following: KSD St. Louis; WHCO Sparta, Ill.

Actions of August 16

WNAV-FM Annapolis, Md.—Granted SCA on sub-carrier frequency of 67 kc.

***KXXKX(FM) San Francisco**—Granted SCA on sub-carrier frequency of 67 kc.

***WNMR(FM) Marquette, Mich.**—Granted license and specify ERP as 275 w and type trans.

KRAD East Grand Forks, Minn.—Granted license covering change in hours and installation of DA-N; delete remote control nighttime.

WPME Punxsutawney, Pa.—Granted license covering increase in power to 5 kw (except during critical hours 1 kw) and installation of new trans.; specify type trans.

WKPT Kingsport, Tenn.—Granted license covering increase in daytime power.

KVON Napa, Calif.—Granted license covering increase in daytime power and make changes in DA system and ground system; specify geographic coordinates.

WCRB Waltham, Mass.—Granted license covering installation of new aux. trans.

WTAG Worcester, Mass.—Granted license covering installation of aux. trans. at main studio location.

KMNS Sioux City, Iowa—Granted license covering installation of new trans.

WCAM Camden, N. J.—Granted license covering use of old alternate main trans. as aux. trans. at main trans. site; remote control permitted; specify trans. and main studio locations and remote control point.

WXXW Troy, N. Y.—Granted license covering changes in ant. system.

KGON Oregon City, Ore.—Granted license covering change in ant.-trans. and studio locations.

***WHA-FM Madison, Wis.**—Granted license covering change in ant.-trans. location, ant. height, ant. system, trans. equipment and type ant.; redescribe trans. location.

KWBE-FM Beatrice, Neb.—Granted license covering change in ERP and installation of new trans.

KYFM(FM) Oklahoma City—Granted license covering change in ERP, ant. height, ant.-trans. and studio locations and remote control point, changes in ant. system, and installation of new ant. and trans.; remote control permitted.

WBIR-AM-FM-TV, Knoxville, Tenn.; **WFBC-AM-FM-TV, Greenville, S. C.**; **WMAZ-AM-FM-TV, Macon, Ga.**; **WIAH, Tryon, N. C.**; (WMRC, Inc.)—Granted mod. of licenses and mod. of CP's to change name to Southeastern Broadcasting Corp.

KSL-AM-FM (Radio Service Corp. of Utah) Salt Lake City—Granted mod. of li-

censes to change name to KSL Inc.

WBIR-TV Knoxville, Tenn.—Granted CP to install aux. trans. at main trans. site.

KDRO Sedalia, Mo.—Granted CP to change trans. and studio location just west of city limits.

***WECI(FM) Richmond, Ind.**—Granted CP to replace expired permit for new FM.

WJOL-FM Joliet, Ill.—Granted CP to install old main trans. as aux. trans.; ERP 570 w.

***WECI(FM) Richmond, Ind.**—Granted mod. of CP to change type trans. and type ant.

WAVI-FM Dayton, Ohio—Granted mod. of CP to move ant.-trans. location and decrease ant. height to 420 feet; specify geographic coordinates; remote control permitted.

KTHE Thermopolis, Wyo.—Granted extension of authority to operate with signoff at 7 p.m. for period ending Nov. 15.

*Granted licenses for following: **KLEB Golden Meadow, La.**, and specify type trans. and redescribe trans. and main studio location; **KCAT Pine Bluff, Ark.**, and specify type trans.; **KRWB Roseau, Minn.**, specify type trans. and studio location same as trans. and delete remote control; **KABI Abilene, Kan.**, and specify type trans.; **KAPS Mount Vernon, Wash.**, redescribe trans. location and specify main studio location same as trans.; condition; **KQCY Quincy, Calif.**, and specify type trans.; **WEDR (FM) Miami** and specify type trans.; **WEFA (FM) Waukegan, Ill.**; **WVOR (FM) Rochester, N. Y.**, and specify trans. and studio location.

*Granted licenses covering increase in daytime power and installation of new trans. for following: **WCAM Camden, N. J.**, make changes in ant. system and specify type trans., trans. and main studio locations and remote control point; **KRLN Canon City, Colo.**; **WAML Laurel, Miss.**, and specify type trans.; **WGRM Greenwood, Miss.**; **KASL Newcastle, Wyo.**, and specify type trans.

*Granted licenses covering increase in power for following: **WBRX Berwick, Pa.**; **KLTR Blackwell, Okla.**, and installation of new trans.; **WIRD Lake Placid, N. Y.**, and installation of new trans.

*Granted licenses covering use of old main trans. as aux. daytime and alternate main nighttime trans. at main trans. site for following: **KWNO Winona, Minn.**, remote control permitted; **WBET Brockton, Mass.**; **WOTR Corry, Pa.**; remote control permitted.

*Granted licenses covering use of old main trans. as aux. trans. at main trans. location for following: **KXIV Phoenix, Ariz.**, remote control permitted; **KRLN Canon City, Colo.**; **KQEO Albuquerque, N. M.**, with DA-N.

*Following stations were granted extensions of completion dates as shown: **WAVI-FM Dayton, Ohio**, to Feb. 15, 1964; **KLHS Lordsburg, N. M.**, to Feb. 1, 1964.

Actions of Aug. 15

WTPA-FM Harrisburg, Pa.—Granted license.

WFFF Columbia, Miss.—Granted license covering change in frequency, increase in power, changes in ground system, and installation of new trans.

KDIX Dickinson, N. D.—Granted license covering increase in daytime power.

WDBF Delray Beach, Fla.—Granted license covering change in hours of operation

(1420 kc, 500 w-N, 5 kw-D) and change from DA-D to DA-2; redescribe trans.-studio location.

WINN Louisville, Ky.—Granted license covering use of old alternate-main trans. as aux. daytime and alternate-main nighttime trans.; remote control permitted.

WDUN Gainesville, Ga.—Granted license covering change from DA daytime (DA-D) to non-DA.

WEAW Evanston, Ill.—Granted license covering installation of aux. trans.

KIQS Willows, Calif.—Granted license covering changes in ground system.

WIVY Jacksonville, Fla.—Granted license covering change of ant. site 460 feet east of present site.

WEAT West Palm Beach, Fla.—Granted license covering changes in ant. system.

KCKG Sonora, Tex.—Granted license covering installation of new trans. as aux. daytime and alternate-main nighttime trans.

KQV-AM-FM Pittsburgh—Granted mod. of licenses to change name from Allegheny Broadcasting Corp. to KQV Inc.

KMCS(FM) Seattle—Granted mod. of license to change studio location and remote control point.

WCSC-TV Charleston, S. C.—Granted CP to modify type trans. by installing new exciter unit; condition.

***KCSD-TV Kansas City, Mo.**—Granted CP to change ERP to 209.5 kw vis. and 105 kw aur., type trans., make changes in ant. system and change ant. height to 510 feet.

WSEI(FM) Olney, Ill.—Granted CP to increase ERP to 50 kw.

WATR-FM Waterbury, Conn.—Granted CP to install new antenna.

*Granted licenses covering increase in daytime power and installation of new trans. for following: **KOCA Kilgore, Tex.**, and specify type trans.; **KLWW Cedar Rapids, Iowa**; **KSMA Santa Maria, Calif.**, and specify type trans.; **KVAS Astoria, Ore.**, and change trans. and studio location.

*Following stations were granted extensions of completion dates as shown: **KBVU Bellevue, Wash.**, to Dec. 1; **WHEB-FM Portsmouth, N. H.**, to Feb. 5, 1964; **WABA-FM Mayaguez, P. R.**, to Feb. 8, 1964; **KLWN-FM Lawrence, Kan.**, to Sept. 30; **KADM (FM) Golden Valley, Minn.**, to Nov. 1.

*Granted renewal of licenses for following: **KASM Albany, Minn.**; **WGHM Skowhegan, Me.**; **KSAL Salina, Kan.**; **WRUN Utica, N. Y.**

KNEZ Lompoc, Calif.—Granted change in remote control authority (using non-DA).

Actions of Aug. 14

WJCO Jackson, Mich.—Granted license, specify main studio location and redescribe trans. site.

WREX-TV Rockford, Ill.—Granted license covering changes for TV station.

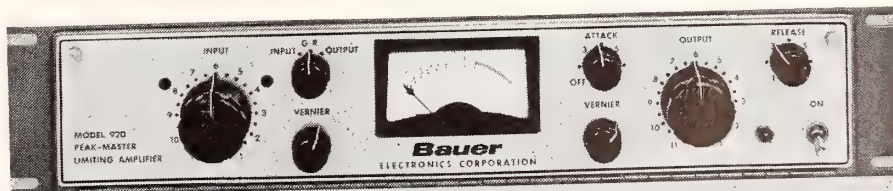
KFXM San Bernardino, Calif.—Granted mod. of license to change main studio location; remote control permitted; conditions.

KDLO-TV Florence, S. D.—Granted CP to increase ant. height and make changes in ant. system; change ant. height to 1,390 feet.

Rulemakings

PETITIONS FOR RULEMAKING FILED

***Plainfield, Ind.**—James T. Barlow. Petition for amendment of rules to include Plainfield, Hendricks county, Ind., in FM table of allocations. Received Aug. 12.



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Management opportunity. Wanted: A sales-partner, with experience in sales field proven. Preferably family man. Must have cash to invest. 20% stock available to right party, with possibility of 50%. Station value \$75,000.00 in market of 3 other locals. Located in Utah in 2nd largest metropolitan area. 125,000 population. Box J-3, BROADCASTING.

Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programming departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programming, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, BROADCASTING.

Wanted: Asst. manager, radio station KVOU, Uvalde, Texas. Sales experience necessary and must have 1st engineer license. E. J. Harpole.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five markets. Box H-128, BROADCASTING.

Salesman/only. Real opportunity for young man with radio experience. Salary plus commission. Young organization heading for the top. If you can sell—contact Tom Ehlike, WCNT, Centralia, Ill. 532-1885.

Wanted immediately a salesman/announcer who is capable of selling good radio in medium competitive market. We want you to make a career of our operation. Lee Nolan, WVTR, White River, Vt. 802-295-3167.

Need salesman-announcer combination man, or full time sales. Excellent position for man wishing to get into sales. Manager's opening now available. Send full information first letter airmail. Box 993, Eureka, Calif.

Immediate opening experienced, ambitious radio time salesman. Unlimited earning potential in thriving market! Exclusive country and western station. Send resume and qualifications. Contact M. Z. Moore, 2714 W. McDowell, Phoenix, Arizona.

Southern group—5 Top-rated stations located in metro markets seeking 2 pro type executive salesman with excellent background and experience. High guarantee—insurance—moving expenses—opportunity for management. Send complete resume, late photograph, references, in confidence. McLendon Broadcasting Co., General Offices, suites 960-980 Milner Bldg., Jackson, Mississippi.

Opportunities for producers in sales and management. Get details. Write: Broadcast Employment Service, 4825 10th Ave. S., Minneapolis Minnesota. 55417.

Announcers

Classical music man with solid combo operate-announcer commercial experience. Smooth delivery and voice, must be sophisticated in classical music programming. References and resume only. Box J-158, BROADCASTING.

Top rated station in eastern Pennsylvania with heavy accent on news, sports, special events and specialized programming has an immediate opening for topnotch announcer with solid experience authoritative voice and ad lib ability. Excellent salary and talent. Send resume tape and picture to Box K-1, BROADCASTING.

September opening for staff announcer for upstate New York college town station. dj and news experience a must. Send tape and resume. Box K-11, BROADCASTING.

Bright lively morning man. Experience necessary. Warm the year round. Send tape and resume immediately. State salary requirements. Box K-185, BROADCASTING.

Middle of the road radio personality, live sound, sharp production, good judgment on amount of talk. Start at \$115 weekly, fringe benefits. Great Lakes medium large market. Photo and tape required for consideration—will return. Box K-199, BROADCASTING.

Classical music man for San Francisco station with solid combo operate-announcer commercial experience. Smooth delivery and voice, must be sophisticated in classical music programming. References and resume only. Box K-274, BROADCASTING.

FM announcer-major market—southwest. 100 kw stereo-multiplex operation. Latest Gates-Collins equipment. Independent. (No simulcast—no tape—no automation). Absolute financial stability. Interested in two announcers, preferably with FM experience. Some music education or background essential. No floaters. Interested only in applicants who have genuine enthusiasm for the future of FM. Please send voice tape and complete background resume. Tape will be returned promptly. Interviews southwest or New York our expense. Box K-250, BROADCASTING.

Major mid-west market wants you. Benefit loaded station wants mature, bright, ladies home companion, for smart middle-of-the-road operation. Rush tape, resume and salary range to Box K-298, BROADCASTING.

Immediate opening for strong c&w morning man, first phone, experience, 5000 watt CBS affiliate in major southwestern city. Also for announcer-salesman. Good salaries and working conditions. Send tape resume and references to Bob Smith, Manager, KCIJ, Shreveport, La.

KDON, Salinas, California auditioning good voice, first phone personalities. Tape returned.

Announcer, first phone . . . resume, photo, tape and salary requirements to WABD, Ft. Campbell, Ky.

Announcer-salesman. Immediate opening for experienced man. WAIK, Galesburg, Ill.

Wanted: Announcer with first class license. Station WAMD, Aberdeen, Md.

Immediate opening for good morning man. Send tape, resume & salary requirements: WASA, Havre de Grace, Md.

Announcers—(Cont'd)

WCUB, Manitowoc, Wisconsin has opening for versatile announcer. Salary open, depending upon ability and experience. Send tape and resume to Jack Severson.

Wanted 2 mature announcers, good voices and refs. One for possible pd position. Prefer married men. A lot of sports—news & remotes, college town. Contact Al Weaver, WEKY, Richmond, Ky. Phone 623-1340.

Experienced afternoon man wanted for pop music station in medium Michigan market. Fast paced but no screamers. Send tape resume & photo to John Moss, WIBM, Jackson, Mich.

WILO-AM-FM in the heart of Hoosierland needs an experienced announcer-salesman or announcer with first phone who knows good music—We're heavy on sports, special events, production. Write V. J. Kaspar, Manager, WILO-AM-FM, Frankfort, Indiana.

The Palm trees are calling you if you're the right "professional" dj who wants to feel at home with other "swinging jocks" WIRK Radio wants you, you will be judged by your air check. Airmail photo resume to WIRK, W. Palm Beach, Fla.

There are several openings in our established chain for aggressive, fast paced personalities. First class ticket desirable but not necessary. Send tape and resume to Chuck Mefford, WISM, Madison, Wis.

Experienced announcer for morning show. Must have good voice, good personality and be civic minded. Good salary, excellent working conditions, many fringe benefits. Contact WLOH, P. O. Box 1011, Princeton, W. Va.

Excellent opportunity for experienced morning man. Immediate opening radio staff with television opportunities. Send snapshot resume and off-air check stressing music and commercials, no news. Program Director WOC-AM-FM Davenport, Iowa.

Experienced newsmen-deejay for Illinois good-music kilowatt. Excellent opportunity—gather, write, broadcast news and present music programs. Send tape, full resume to WSOY, Decatur, Ill.

All night first phone announcer wanted by modern central New York operation. Contact Bill Quinn, WTLB, Utica, N. Y.

Wanted immediately a salesman/announcer who is capable of selling good radio in medium competitive market. We want you to make a career of our operation. Lee Nolan, WVTR, White River, Vt., 802-295-3167.

Top opportunity for top man for southeast. Send tape, resume, references and photo immediately to: Cullen Zethmayr, WWNS, Statesboro, Ga.

Top-rated negro group—needs r&b man with teenage appeal immediately. If you are a real swinger—stuck in a small market and want to move up—send tape—resume—to Program Director, Box 197, Jackson, Miss. Preference to area applicants.

It's a fact—first phone announcers earn more money. Secure your future with an FCC first class license. Five (5) weeks. Guaranteed. Free placement for graduates of Radio Engineering Institute of Florida, Inc., 13 Pineapple Ave., Sarasota, Fla.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 516-TN8-4912.

Help Wanted

Announcers—(Cont'd)

First phone combo man . . . married . . . good pay . . . free hospital plan . . . regular pay raises . . . write Box 310, Jerseyville, Ill. . . . include tape and resume.

New station in Salisbury, Md., desires combination program director and announcer. Some knowledge of making production sports. Seventy dollars a week to start. Send tape and other information to Mort Hayes, Box-M, Ocean City, Md.

Swinging morning man needed for outstanding 10,000 watt top 40 operation. Must have deep, resonant voice with production ability. Only top format jocks will be considered for this opening. Send tape and resume to Ron Curtis, P.O. Box 1, Arvada, Colorado. Don't apply unless you are really great, sober and stable.

Pro's needed. We serve 600 stations. Free registration. Pick your job. Broadcast Employment Service, 4825 10th Ave. S., Minneapolis, Minn. 55417.

Technical

Alert, responsible engineer-announcer-citizen. Small market, Kansas am/fm station. Good job. Send complete application. Box K-36, BROADCASTING.

Chief engineer for long-established Virginia fulltime station in small market. Position offers security and many benefits. Announcing or sales ability helpful but not essential. Theory, technical and practical ability a must. This is a settled, hard working, friendly operation, and we want a man with the same qualities. Box K-169, BROADCASTING.

Experienced chief engineer for Alaska am-tv. Light announcing. Send resume to KINY, 231 S. Franklin St., Juneau, Alaska.

Engineer: strictly maintenance, construction & things technical. Two-station operation looking toward expansion wants competent 1st class man. 40 miles west of Philadelphia. Paid vacation, profit sharing and other fringe benefits. WCOJ, Coatesville, Penna.

Modern "middle-of-the-road" station needs young, production-minded engineer with some experience. New York city suburban area. WVIP Radio, Box 608, Mt. Kisco, N.Y.

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs Radio Transmitter and Receiver Operating and Maintenance Technicians for relay stations in Greenville, North Carolina; Marathon, Florida; Dixon and Delano, California; and Bethany, Ohio. These positions for operation and maintenance of high power transmitters and receiver stations require a minimum of five years of responsible technical operating and maintenance experience. Experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer is also qualifying. Salary determined by applicant's experience and ability. Present rate range is \$6344 to \$10,504 per year; promotional opportunity. Positions are in Career Civil Service, and therefore, appointments are made thru competitive examination. Must be American citizen. To apply for this nonwritten examination, please request Announcement No. 283B and application forms from your nearest U. S. Civil Service Commission Representative's Office or write to The Executive Secretary, Board of U. S. Civil Service Examiners, U. S. Information Agency, Washington 25, D. C.

Engineers needed, all broadcast categories. Jobs countrywide. Write: Broadcast Employment Service, 4825 10 Ave. S. Minneapolis, Minn. 55417.

Production—Programing, Others

News editor wanted for Ill. kilowatt metropolitan, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programing, Others

Network affiliated station, medium metro/eastern market, needs newsmen/director who can dig out the stories, write, compile, deliver newscast with authority and personality. Send resume, picture, references and tape. Prima donnas need not apply. Box K-122, BROADCASTING.

Virginia radio-tv station needs manager for news department. Must be 35 or over and have radio—not necessarily tv—experience. Write Box K-125, BROADCASTING.

Major station on NYC fringe—We concentrate on news, are looking for experienced man to do same. Must have polished, authoritative delivery, must be able to gather and write local news. Opportunity to do news specials, editorials, sports, too. Only replies which include audition tape, not less than 5" reel and preferably air check, will be considered. Complete resume to Box K-141, BROADCASTING.

A genius-of-all-trades: a creative production man with first phone license and ability to handle personality format with middle-of-the-road music. Starting salary \$127.50 per five-day week with excellent opportunities for advancement. Here's your golden opportunity to locate permanently in one of California's choicest cities. Please send air-check or audition tape sample copy, and taped production spots. Box K-156, BROADCASTING.

News director—Don't write unless you are capable of taking complete charge of news department and are interested in a permanent job at a realistic salary. Furnish full details. Box K-256, BROADCASTING.

Sales-announcer-morning man-news-sports-promotion. Any combination needed by middle road station in Florida's golden triangle. Experienced, reliable adults only will be considered, age no barrier. Live in Florida and earn good pay. Future profit sharing or ownership participation. Send resume, tape, photo, Box K-257, BROADCASTING.

Solid western New York radio opportunity for experienced program, idea man, self starter with good voice, appearance and habits. Box K-283, BROADCASTING.

Immediate opening for experienced newsmen with ability to gather, write and make strong presentation of local news. Play-by-play sports experience desirable but not necessary. KAOR Radio, Oroville, Calif.

Experienced copywriter, three in department. Write KSAL, Box 180, Salina, Kansas.

Copywriter wanted for immediate employment. Must be experienced female age to 35. Radio WBIG, Box 1807, Greensboro, N.C.

Come blow your horn . . . I'm looking for my own replacement. Have just moved into radio pd spot in top quality, dominant 5 kw CBS affiliate in northeast. Want a heads-up, creative, polished pro—one who can produce solid commercial work on the air—experienced in tight production—and not afraid of six-day week. There's a future here—and money, too. Our TV operation will welcome this pro with open accounts. Must be available for on-camera audition. Send tape, full resume, pix and sof, if available, to: Tom Whalen, P.D., WNEB Radio, Binghamton, New York.

News director for good music station. Top salary and benefits for experienced man. For interview contact WNNJ, Newton, N. J.

Situations Wanted—Management

General manager, former owner, strong sales, top announcer, 20 years broadcasting, can invest. Box K-177, BROADCASTING.

Aggressive manager—with successful record also handles top flight play-by-play, news & special events and programing. \$200 minimum, plus moving expenses. Can invest. Prefer New England, Missouri or Illinois, but will consider others. Box K-195, BROADCASTING.

SITUATIONS WANTED

Management—(Cont'd)

Pair of aces. Top manager, 1st phone. Available now. Top announcer, not frantic, twenty years experience. Box K-251, BROADCASTING.

Can you use a "radio wise" man with over 8 years experience? Looking for position as station manager. Good references, family man, 1st class ticket. Box K-279, BROADCASTING.

Manager—13 years AM, FM, TV. Good record as assistant manager. Sales manager, program and news director. Dependable family man. Prefer smaller market, western U. S. Box K-300, BROADCASTING.

Manager—small, medium market, south. Mature, proven. For personal interview: Box K-301, BROADCASTING.

Sales manager-asst. manager 8 years at KNEM, Nevada, Mo. News gathering, reporting, 11 years play-by-play . . . all three sports, married, 48. Inquiries welcome to general manager, KNEM, Virgil S. Dachel, 113 S. Clay, Nevada, Mo.

15 years experience all phases radio-TV. Proficient in operations—production—supervision, (union-management relations), air, including children, sports, news, music, mc. Available due de-emphasis live, plus economy cuts which included my position of Production Director. References good. Desire job with professional broadcaster. People, not location important. J. Herring-ton, 438 Jameson, Saginaw, Mich. SWIFT 2-8871.

Manager. 15 years radio sales at one station. Creative, with imagination. Twelve thousand or more. Merlin H. Smith, 3014 Barnhart, Fort Wayne, Ind. Phone 483-3861.

Announcers

First phone—young announcer, limited experience, 6 to midnight shift only. Box J-346, BROADCASTING.

Attention: Tennessee and Kentucky! Announcer, dj-combo: Three (3) years experience. Presently employed, but would like to relocate within 150 miles of Nashville, Tenn. Good references including present employers. Veteran, married and reliable. Good board, cut all shows. Available: Dec. 1st. Box K-149, BROADCASTING.

Mature voice, 31, 5 years experience. Family man, northeast. (dj-announcer). Box K-165, BROADCASTING.

1st phone personality—college, draft free, 6 years experience in the top 50 markets. Box K-172, BROADCASTING.

Disc-jockey—experienced, looking to settle. Can do play-by-play baseball. Box K-186, BROADCASTING.

Are you looking for a fast pace wild top 40 dj—"Dick Bianti the second?" Write today. 3rd class ticket. Box K-236, BROADCASTING.

Major-market newsmen would be bigger fish in smaller pond. Am quite good, but audition-tape won't show it. Hire me anyhow, you'll be glad you did. Box K-264, BROADCASTING.

Night personality: Not a prima donna or rock and roller. Can deliver mature audience. Proven past performance. Backed by years of good experience. Off the cuff delivery. Highly identifiable voice. Box K-267, BROADCASTING.

Experienced personality dj. Wants Los Angeles or San Francisco. Box K-268, BROADCASTING.

Creative personality. College grad. 23, excellent voice. Four years commercial experience disc jockey, news, and sports. Now summer man with number one in 800,000 market. Want large metro middle road. Box K-270, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers—(Cont'd)

Part time radio announcer would like full time job. Prefer Wisconsin, Minnesota or upper Michigan. Box K-281, BROADCASTING.

Team, 2 combo, personality jocks, first and third phones, good! Desire professional station, stable operation. Write copy, news, production, both presently employed. Available. Box K-289, BROADCASTING.

Experienced, excellent voice, diction, news, music, all formats. New England, Connecticut, New York only. Box K-273, BROADCASTING.

Quality, mature newsmen-announcer, presently with outstanding metropolitan AM/TV outlet, seeks news or entertainment position in medium or major market. Quality craftsmanship offered. Box K-275, BROADCASTING.

Want a real personality? Pro comic jock. Talent galore. Young. Grad. Four years experience. Unlimited creativity. Large metro, please. Box K-269, BROADCASTING.

Announcer/dj. Experienced personality, tight production, fast board. Strong sell, authoritative news. Married, will settle. Box K-285, BROADCASTING.

DJ wants position with security, 3 years experience, married, dependable, \$125.00, willing to relocate. Box K-287, BROADCASTING.

Bright air personality, 3 years experience. Married. Authoritative news, not a floater or prima donna. Box K-288, BROADCASTING.

Immediately! Experienced swinger/crack newsmen. Bright, tight, modern professional sound. Will telephone upon receiving reply. Box K-291, BROADCASTING.

So my mother doesn't like me . . . my listeners do . . . \$o will yours? Fast, original comic. Young, no problems except I'm boxed in where I am. Unc' doesn't want me. Format. Major market\$. Box K-293, BROADCASTING.

Announcer—6 years experience—prefer northeast coast states. Married man. Box K-295, BROADCASTING.

DJ/newscaster, young, single, reliable, 1 year experience, best references, youth award winner based on leadership and civic activity, authoritative news, bright happy commercials. Available immediately. Box K-296, BROADCASTING.

How can you tell if you have an elephant in your bathtub? You can smell the peanuts on his breath! You need an exceptionally clever early morning personality! I'm he. First phone, college degree and 3 years commercial radio. Prefer southern California. Box K-304, BROADCASTING.

DJ, experienced, college, vet, family. Talented, dependable. Prefer midwest, modern format. Box K-307, BROADCASTING.

Looking for play-by-play opportunity. Announcer—first phone experienced on network affiliate, tight board. Box K-309, BROADCASTING.

DJ-announcer. Authoritative newscasting. Board operation, no prima donna. Family man. Will relocate. Box K-310, BROADCASTING.

Air personality. Bright sounding dj with tight board. Also mature newscaster, with crisp authoritative delivery. Experienced selling sound. Want to settle—not a prima donna or floater. Box K-311, BROADCASTING.

Ten years solid references. Finest background. Know music news. Standard and formula. Veteran with college. \$110 minimum. Box K-312, BROADCASTING.

Combo man needs experience and enough cash to keep wolf away from the door while studying for 1st phone. Part-time weekends 12-6. Los Angeles area. 28, married, reliable. Box K-313, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers—(Cont'd)

Overwhelming number one, all surveys, seven station market. Sparkling humorous morning personality, different approach. Box K-314, BROADCASTING.

Bright announcer/pd. 10 years. Want to settle with growing outfit. Brad Harris, 277 Van Sicken Ave., Brooklyn 17, N. Y. HY 8-5479.

Announcer, first phone, two years experience, small stations. Well rounded, board, news, weather, sports. Looking for small community, permanent home. Presently employed on Gold Coast of Fla. Contact Larry Lewin, 915 Angela St., Key West, Florida, 305-296-2923.

Fully seasoned announcer-dj. Single-32-no car. \$85 minimum. Anywhere northeast. Bob Cole 234 Crescent St., New Haven, Conn. UN 5-3528.

Pick a pair. Be wise bud. Pop the top off your present numbers. Put us back to back, a.m. or p.m. Two major market pros, production our forte. Now working, mkt. size not important, but bread and challenge are. Call 816-931-8259.

Top notch jock/chief engineer combination. Major market experience, draft free, available immediately. Call Jim Meeker after 5 cst. at 913-843-7291 or write Box 1321, Topeka, Kan. \$650 minimum.

Technical

First phone, some experience, age 19, available immediately. Box H-245, BROADCASTING.

First phone. 13 years experience am-fm 2 3/4 years as chief engineer. Maintenance. Construction. Production. Box K-219, BROADCASTING.

Competent chief engineer with broad experience both high and low power AM/FM seeks permanent position. Top references. Available mid-September. Box K-245, BROADCASTING.

Chief engineer: Experienced 15 years technical administrative. Can handle the tough ones. High power directional antennas and FM. Construction and installation. Technical expense department costs trimmed down with efficiency. Authoritative references available. Personal interview desired. Box K-247, BROADCASTING.

Chief engineer: 12 years all supervision of buildings and antenna construction. Complex DA systems and FM. Maintenance know how and management assistance. References can verify ability. Will also consider buying into station to help you crack that nut. No triflers please. Want personal and confidential interview with owner only. Box K-248, BROADCASTING.

1st class commercial license, graduate of technical school—diploma in communications electronics, diploma—electronics, technician. Desire broadcasting work, no announcing. Ambitious but lacking experience. Box K-272, BROADCASTING.

Engineer, strong on construction, installation and maintenance. 8 years experience, all phases of AM, 5 kw directional and as chief. No announcing. Box K-276, BROADCASTING.

Experienced announcer-chief engineer. Immediately. \$100. Tapeless. Box K-299, BROADCASTING.

Engineer, production, tape editing, supervision, construction and maintenance. Some TV. 22 years experience. Box K-305, BROADCASTING.

First phone—seven years, four as chief. Experience includes installation, proofs, maintenance, and DA. Some announcing. Box K-306, BROADCASTING.

Experienced engineer-announcer seeks permanent position western market. Joe Lundy, Box 525, Okanogan, Washington.

Chief engineer/personality jock, with directional experience and all types of am maintenance and installation. Available immediately. Minimum \$650. Call Jim Meeker for full details after 5 cst. at 913-843-7291 or write Box 1321, Topeka, Kan.

Situations Wanted—(Cont'd)

Production—Programing, Others

Newsmen. Announcing school and college graduate, 28. Year experience. First phone, no maintenance. Box K-53, BROADCASTING.

News minded stations would appreciate this employed two man news team. We will produce in market over 300,000. Write Box K-178, BROADCASTING.

Newsman's newsmen: Top stations East. I report with a flair—intelligence—sincerity, few match. Journalism background. Eleven years broadcasting. Box K-207, BROADCASTING.

College grad. radio tv broadcasting. Graduate electronics. First phone, microwave experience. Want start in production, engineering. Box K-215, BROADCASTING.

I've been successful sports director seven years, not interested in programing or combination. Box K-246, BROADCASTING.

Farm director—Time salesman. Former radio farm director. Past advertising manager for agricultural manufacturer. Agency background. Excellent record. Ambitious and aggressive. Interested in returning to radio or television. B.S. Agriculture. B.A. speech. Family, 33. Box K-255, BROADCASTING.

I know news. Good digger, writer, airman. 25, college grad., \$125, major markets late September. Box K-260, BROADCASTING.

Twentieth century—space age and moon tours. High time to cut out discrimination against female personalities. Well, here's your chance. I write my own script, interpolate ad lib to eliminate trite static. Can jerk a tear or produce a laugh with equal ease. Can sell anything from baby bibs to Cadillacs—give advice on romance—marriage and how to make it work—politics—and or sin and salvation, but I am a woman. Box K-278, BROADCASTING.

Production manager 14 years experience wants to relocate metropolitan market. Can handle live-tape-remote and personnel. Now employed—married. Box K-282, BROADCASTING.

Wanted: (by veteran negro dj) A general audience appeal show. Have highest ratings in current market. Now on staff at CBS affiliate in east. First phone. Box K-286, BROADCASTING.

TELEVISION

Help Wanted—Management

Group owner seeking S.M. No. 2 position at WPTZ-TV. Contact George BarenBregge, V.P. Television division, P.O.B. 2167, Wilmington, Del.

Sales

Executive position as sales manager in mountain states television station, fast growing, progressive communities serving over sixty thousand homes. Salary guarantee with unusually fine commission incentive. \$12,000 per year earnings will be no problem to right man with ideas and initiative. Adjacent to great hunting, fishing, winter sports. Excellent area for raising children. Four season climate. References, please. Write Box K-173, BROADCASTING.

Top pay in promotions. Two crew leaders, three salesmen needed immediately. Minimum travel. Average \$250-\$500 weekly. Rush complete resume, you will be phoned immediately for interview. Box K-254, BROADCASTING.

Help Wanted—Announcers

Southeast network affiliate needs man with experience in public affairs programing and news. Please send resume, picture, references and audio tape to Box K-13, BROADCASTING.

Announcer opening in major midwest market. Experience needed in on-the-air work including commercials, news, sports. Send resume, salary requirements, photo, audio tape or film to Box K-303, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Studio-transmitter engineer for progressive upstate New York TV station. Permanent. Must have first class license, experience preferred. Box K-171, BROADCASTING.

Have opening for first phone engineer that wants to learn TV maintenance. Western mountain installation. Send qualifications and schooling to Box K-277, BROADCASTING.

Wanted: Experienced VTR (Ampex) and transmitter (GE, UHF) engineer. Immediate employment. Please state qualifications. Send resume to WTVS, 9345 Lawton, Detroit 6, Mich.

Engineers needed by WJCT-TV Jacksonville, Fla. Interested applicants should mail resumes including salary requirements to Ross McPherson, Chief Eng., WJCT-TV, 2797 Heywood Dowling Dr.

Experienced technicians—dedicated to quality productions are always needed at the videotape center; 101 W. 67th Street, N.Y.C. —TR 3-5800—cameramen, videomen, video tape operators, audio man and maintenance men—qualified personnel may call collect—Don Collins, Chief Engineer.

Production—Programing, Others

Newsman-legman, writer. Opportunity for airwork depends on individual. Must learn to handle 16mm camera. Will consider promising beginner. Salary open. Contact Jon Poston, News Director, KTIV-TV, Sioux City, Iowa.

Situations Wanted—Management

Many ads have appeared in this publication for positions. Mine is no exception. Presently employed as commercial manager, I want a position as general manager . . . tv/radio or tv. Perhaps one exception. Interested only in station that has forward and positive thinking ownership, and history of good business principles and practices. Box K-221, BROADCASTING.

TV operations or program manager available. Heavy programing, production, sales, film, vtr, film buying and public affairs experience. For resume and exceptional industry references, write or wire: Box K-244, BROADCASTING.

Proven background in management and sales management in large, very competitive TV market. Facts and figures to substantiate ability. Age 36. Family. Prefer southwest. Reply Box K-284, BROADCASTING.

Professional salesman desires position as general, national, or local sales manager either in radio or television. 36, married, two children, college, employed. Want challenging situation with future potential and stability. 14 years experience. Box K-290, BROADCASTING.

Small market TV gen. mgr. with extremely heavy sales & promotion background—uhf, vhf, film, desires switch to aggressive, forward thinking station or group. Most receptive to any phase sales mgt. If potential growth exists. Have figures to document success plus excellent industry references. 36 years, college graduate, family, steady. Box K-297, BROADCASTING.

Sales

I can sell the product on camera and I can sell the client TV advertising. Over 20 years experience radio & TV. Want a spot where I can earn a permanent berth. Box K-266, BROADCASTING.

Announcers

Low-key, high-communication TV personality available. Have had successful variety, news, weather, special shows. Presently in major-market AM newsmen. Want medium-market TV connection. Box K-263, BROADCASTING.

Announcer, news specialist, all-round excellence, versatile, mature. Radio-TV 13 years experience. Box K-302, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Engineer, first phone, thirteen years experience, television control, transmitter, radio. No announcing. Box K-294, BROADCASTING.

Production—Programing, Others

Public affairs—news . . . producer, photographer, writer, 7 yrs. wire-service & news magazine experience, award winning in both. M.A. degree broadcasting & film now final stage. Available September. Box J-332, BROADCASTING.

Director of photography . . . Seeking responsible position with organization producing TV films and documentaries. Ten years TV experience, over forty documentaries, many awards. Strong production background includes editing, directing, animation, commercials. Opportunity for advancement essential. Married, age 35, degree. Samples and resume upon request. Box K-106, BROADCASTING.

Experienced. Good music, production, news, TV. Like to make move to more challenging position. Presently working in large mid-western AM/TV network station. No hurry to leave, will wait for the right position. Box K-164, BROADCASTING.

Young, willing to work to learn, graduate in radio TV film (Northwestern U. June 63). Fresh, imaginative approach to production-direction. Excellent references, for resume write Box K-189, BROADCASTING.

I'm dead. . . I'm not a specialist in this world of specialization . . . merely possess overall expert knowledge and experience in: tv, print advertising (newspaper, consumer, trade), film, radio, direct mail, research, sales promotion, public relations, plus administrative capacity to "get things done." Top univ. Degree, best references and proven success in nation's 2nd and 3rd largest markets. Resume on request. Box K-228, BROADCASTING.

One of radio's best newsmen for seven years wants to switch to tv while he has some hair left. VTR available. Box K-222, BROADCASTING.

Five years experience television announcing. 27, college graduate, married. Presently employed as television weatherman and commercial announcer at leading station in three station half-million market. Also experienced in television news and interviews, news writing, 16mm and still photography. Prefer western U. S. VTR and resume on request. Box K-258, BROADCASTING.

Looking for midwest station needing supervisory help educated in engineering and industrial management, 9½ years radio/TV, all phases, plus 4½ years test equipment design experience. Box K-259, BROADCASTING.

Art or photo with film and studio experience. First phone. Box K-262, BROADCASTING.

Copy writer—fast versatile, original. Also news, interviews and strong on-camera sales pitches. Married, mature and not a floater. Presently midwest. Will relocate. Box K-265, BROADCASTING.

Executive producer/program manager, seeks creative spot demanding responsibility and originality: TV station, production studio. Twelve years local and network TV, etc, educational films, theater: dramatic, musical, documentary program development, production, management. Widely travelled: Europe, U. S., M.A., 33, married, currently employed N. Y., will relocate for challenging opportunity. Box K-308, BROADCASTING.

15 years experience all phases radio-TV. Proficient in operations—production—supervision, (union-management relations), air, including children, sports, news, music, mc. Available due to de-emphasis live, plus economy cuts which included my position of production director. J. Herrington, 438 Jameson, Saginaw, Mich. SWIFT 2-8871.

WANTED TO BUY

Equipment

Needed urgently—tower at least 150', audio console, microphones & allied equipment for new AM station in eastern U. S. Let us know what you have to sell. Box K-249, BROADCASTING.

Used ATC or Collins tape cartridge equipment in excellent condition. Give price and details. Box K-261, BROADCASTING.

Surplus equipment requested. Needed for recording programs produced by Catholic seminarians in America, Thailand, Brazil. We have 5 seminars needing donated equipment. Need full track recorders, microphones, turntables, mixers. We will pay shipping. Many thanks! Box K-292, BROADCASTING.

Westinghouse FM-3 transmitter and or spare parts. Contact Chief Engineer, station WFMF, 230 N. Michigan Ave., Chicago 1, Ill.

Used field strength meter in good condition needed by WETT of Ocean City, Maryland.

Records wanted! Top dollar for all ip's and 45's! Pop, r & r, c & w, classical, etc. Cash for all. Send approximate library for our bid. M.T.S., 1518 Broadway, Sacramento 18, Calif.

Need 3 TK-31 (RCA) field camera control chassis. Contact WCCO-TV Eng. Dir., 50 South 9 Street, Minneapolis 2, Minn.

Wanted for ready cash—New and used transmitting tubes. Write Coloramic Electronics, 243 Harrison Ave., Garfield, N. J., 471-2022.

For Sale

Equipment

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Recording/film studio equipment/parts. List. Ken-Del Productions, 515 Shipley, Wilmington, Del.

Allied 83Y297J intercom system. Already built. Complete with one master, 3 remotes and all inter-connecting cable. Make an offer. Write Chief engineer WWDS, Everett, Penna.

Gates "Yard" console M5526A nearly new—\$1,000.00. Shrader Sound Inc., 2803 M St. NW., Washington 7, D. C. 965-1300.

Used Tape-a-thon for sale. Model 702-10 agc control. "Best offer." Please contact Dynamic Broadcasting Inc., P. O. B. 860, Pittsburgh 30, Penna.

1 200' self standing Ideco tower complete. Write for information World-Wide-Steeplejacks, 119 W. Walnut, San Diego 3.

2 guyed towers 315' each, complete. Base insulator, beacon & obstruction lights. Write for information. World-Wide-Steeplejacks, 119 W. Walnut, San Diego 3.

RCA TT5A tuned to channel 2. Priced to sell quickly. Box K-84, BROADCASTING.

Used Collins 300 J-1 transmitter with tubes and crystal, \$1250, located in Texas. Box K-252, BROADCASTING.

Collins 212Z-1 remote amplifier, like new, \$425. Box K-253, BROADCASTING.

Ampex series 300 professional tape transport—7½ & 15 ips. Up to 10½" NAB reel, ¼" tape. New condition, with manual, bulk eraser. \$650. Box K-271, BROADCASTING.

Gates one kilowatt transmitter, model BC1F. In good condition, replaced by our 5 kw. \$2,500.00 with two crystals and spare tubes. WIBV, Belleville, Ill.

For Sale

Equipment

Ten kilowatt Federal stereo fm with GEL exciter, stereo and SCA. Type approved, now operating. Make offer for our consideration. C. K. Chrismon, WHOO, Orlando, Fla.

Special narrow base 260 foot self supporting tower, 2 feet square at top, 18 feet square at bottom, excellent condition, on the ground ready to go, all lighting and accessories available, a real buy. Homer Smith, WKOK, Sunbury, Penna.

Business Opportunity

For sale . . . Minority interest with option to good strong time salesman-announcer. Good small market property that assures payout in less than 10 years. Population 4,000 in county of 12,000. Good staff and good living conditions in Texas market. Reply confidentially to Box K-280, BROADCASTING.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

20 audition tapes duplicated \$25. 100 resumes \$5. National representation. Write the mad men at Darden Associates, Box 231, Roosevelt, N. Y. 516-TN8-4912.

Comedy material. Original. Spectacular. Lists, 10 cents. Don Frankel, BC., P.O.B. 983 Chicago, Ill., 60690.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure. 259 Geary St. Next class Sept. 16th.

INSTRUCTIONS

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting October 9 and January 8. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. For free brochure write: Dept. 3-B Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Pittsburgh. FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Broadcast Engineering Correspondence course. Instruction in directional antenna design, theory of operation, installation procedures and maintenance. The courses are directed to broadcast station engineers and operators interested in improving their earning power as well as those facing the problems of directional antenna system for the first time. Eight week course, \$100. Enroll now for group starting October 7. Write BECC, Suite 334, Trans Lux Bldg., Washington 5, D. C.

RADIO

Help Wanted—Management

GENERAL MANAGER

experienced in major market operation to head new 5 kw AM in Indianapolis. Air target date November, 1963. Send full resume to Douglas Kahle, P. O. B. 491, Pacific Grove, California. All replies kept confidential.

Help Wanted—(Cont'd)

Sales

SALES ENGINEER

Broadcast Equipment

Midwest equipment manufacturer has immediate sales opening to headquarter in San Francisco area. Wonderful career opportunity with excellent starting salary, sales incentive program, profit sharing, insurance, and all travel expenses provided. Requirements include thorough technical knowledge of AM, FM, and Audio Broadcast Equipment, demonstrated sales ability, plus the initiative and energy to travel and to work effectively without close supervision. Send complete resume to:

BOX K-322, BROADCASTING

ACCOUNT EXECUTIVE

A MAJOR CHICAGO RADIO STATION IS LOOKING FOR A TOP FLIGHT SALESMAN. WE WOULD RATHER HE BE EXPERIENCED IN CHICAGO SALES; HOWEVER, WE WILL CONSIDER AN AREA MAN. IF YOU ARE A HARD DRIVING EXPERIENCED BROADCAST SALESMAN, YOU COULD BE THE MAN WE ARE LOOKING FOR. OUR FINANCIAL ARRANGEMENT IS ONE OF THE BEST IN THE AREA. THIS POSITION WILL BE FILLED WITHIN THE NEXT 2 OR 3 WEEKS. IF YOU ARE A SUCCESSFUL SALESMAN, WE WILL INVESTIGATE YOUR RECORD AND DESIRE TO IMPROVE YOUR INCOME. WRITE A COMPLETE RESUME TODAY.

Box K-324, BROADCASTING

SALESMAN

to sell and service broadcasting accounts. News background helpful but not essential. Must be free to travel extensively. Salary plus bonuses and fringe benefits. Send full resume to:

BOX K-325, BROADCASTING

Help Wanted

Announcers

ATTENTION WEST COAST:

If you're a radio personality with intelligence, creativity and humor looking for an opportunity to move up to a position with one of the most respected groups in the country, this is your chance. Time and temperature djs, don't waste your postage. We want an entertainer capable of commenting on current events and community affairs. Send complete tape and resume at once.

BOX K-315, BROADCASTING

OHIO MAJOR MARKET

Are you a currently employed morning man who is ready to move up to a large market? We need a jock who can create excitement in a modern non-rock format. Salary is open and we will discuss salary and commission. This slot calls for an experienced, inventive, substantial pro who is looking for that real opportunity. All replies kept confidential. Send tape, picture and resume to:

BOX K-321, BROADCASTING

Help Wanted

Production—Programing, Others

ATTENTION PROGRAM DIRECTORS
Broadcast group in major markets offers opportunity for radio and TV program directors. Send complete background resume, including example of work. Should be willing to relocate as needed. Must have proven record of success. Salary open. All replies will be held in confidence.
BOX K-326, BROADCASTING

WANTED

Professional newsmen. Pioneer, prestige radio and television NBC affiliate looking for man with fundamental qualities of honesty, integrity, sincerity, enthusiasm, and habit of working. Reporting, writing, and Broadcasting experience required. Send tape resume to:
BOX K-327, BROADCASTING

TELEVISION Help Wanted

Technical

ENGINEERS

WE SEEK AN INDIVIDUAL WHO CAN DO LAYOUT AND DESIGN OF BROADCAST CIRCUITRY WORK, SUCH AS PREPARING PRODUCTION WIRING DRAWINGS FROM SINGLE WIRE DIAGRAM. THIS MAN MUST BE FAMILIAR WITH VIDEO SWITCHING EQUIPMENT AND PROBABLY HAS HAD EXPERIENCE AS A MAINTENANCE ENGINEER OR MAINTENANCE SUPERVISOR IN TELEVISION BROADCASTING.

BOX K-316, BROADCASTING

Situations Wanted

Production, Programing & Others

The Coming Thing—

Hour long television travel shows. Good adult audiences where running Television news veteran, Lecturer & traveler. Have know-how & contacts to set up show—act as host.

Box K-319, BROADCASTING

NEWS & PUBLIC AFFAIRS

director 15 years broadcasting, 12 years CBS-TV affiliate top ten market. Awards galore—news & public service. Extensive foreign travel. On air talent, plus administrative ability & experience. Highest recommendations present employer.

BOX K-318, BROADCASTING

For Sale—Equipment

1300' TOWER

HEAVY DUTY—EXCELLENT CONDITION. VERY REASONABLE, D. H. SMITH, P. O. B. 10, ALBANY, NEW YORK.

Miscellaneous

THE BIG SOUND!!!

Forty (40) custom produced commercials . . . station breaks . . . promos . . . intros . . . etc. \$20.00. For complete information and audition tape with your station I. D. artistically produced send one dollar to: BROADCASTERS' PRODUCTION SERVICE, P. O. B. 5284, Kansas City, 12, Mo.

WANTED TO BUY

Stations

QUALIFIED BUYER 23 Years Experience

Looking for Mid-West or nearby AM in reasonable market. Want fulltime price for possible improvement. Cash or Terms-up to \$350,000.00.

Box K-323 BROADCASTING

Midwest Fulltime Station

Adult programed network station located in large active growth market with fewer than average radio stations for its size. 1963 gross running ahead of 1962's \$250,000. Priced at \$300,000 cash plus a subsistence fee or \$400,000 on terms.

Box K-239, BROADCASTING

RACE STATIONS

Chain operation spinning off 3 stations in metro markets Eastern half United States—Competitive and non-competitive situations. Answer only if financially qualified.

BOX K-85, BROADCASTING

New England Daytimer

Profitable Small Market 250w \$100,000 includes valuable land and physical assets all owned by station. 29% down and favorable terms on balance. Ideal for husband-wife owner combination.

Box K-147, BROADCASTING

Haskell Bloomberg Station broker
208 Fairmount St.,
Lowell, Massachusetts

MAINE—\$125,000; NEW HAMPSHIRE—\$100,000; VERMONT—\$100,000; NEW YORK—\$125,000; SOUTHWEST VHF—\$100,000; NEW YORK—\$60,000; MISSOURI—\$600,000; FM NETWORK—\$1,000,000.

PLEASE WRITE COMPLETE IDENTIFICATION.

SOUTH-SOUTHWEST

Profitable small market . . . 250 watt daytimer . . . 4 years old . . . in area of good potential growth . . . \$60,000 CASH.

BOX K-320, BROADCASTING

OWNER WISHES

to sell medium market West coast network television station. Principals only.

Box K-317, Broadcasting.

For Sale

Stations—(Cont'd)

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS

For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEatur 2-2311

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

STATIONS FOR SALE

MIDWEST. Fulltime. Exclusive. Volume exceeded \$70,000 in 1962. Priced at \$95,000 with down payment and terms to be agreed upon.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

N. Y.	single	daytime	125M	terms
S. E.	small	profitable	90M	cash
Tenn.	small	daytime	48M	25M
Ala.	medium	fulltime	110M	cash
S. E.	metro	daytime	125M	50%
Gulf	large	daytime	150M	29%

And others.

CHAPMAN COMPANY
2042 Poachtree Rd. N.E., Atlanta 9, Ga.

NEED HELP?

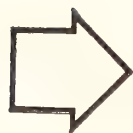
LOOKING FOR A JOB?

SOMETHING TO BUY OR SELL?

For Best Results You Can't Top A CLASSIFIED AD

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO



**SEND
THIS
COUPON
NOW!**

1963 INTERNATIONAL BROADCASTING AWARDS

P.O. BOX 38909 • HOLLYWOOD, CALIFORNIA 90038, U.S.A.

NAME.....

COMPANY.....

POSITION.....

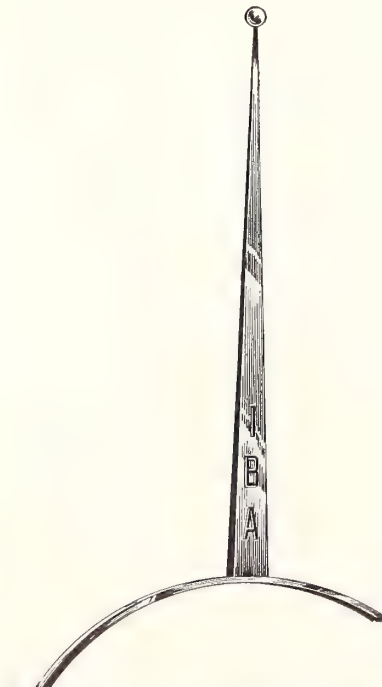
STREET.....

CITY.....ZONE.....

STATE.....COUNTRY.....

We estimate we will be sending approximately.....radio entries
and/or.....television entries. Please send full information plus
sufficient forms and mailing kits.

This is your chance to enter your work in the
4th Annual IBA Awards
Honoring the world's best Television and Radio
Advertising of 1963 • Entry deadline Dec. 1, 1963
Sponsored by the Hollywood Advertising Club



● Get your entry forms now. Send in your best work early. The purposes of the IBA are to focus attention on the broadcast media . . . to give credit to creative ingenuity plus honesty, propriety and taste in these media . . . to encourage continued improvement . . . to promote the values of the broadcast media so as to gain wider use by advertisers . . . to recognize the international aspects of advertising and to honor outstanding work wherever produced. The 1962 competition drew more than 1400 entries. This year will be still bigger. You can help make it so by getting your entry forms now!

TV CATEGORIES

● Live action 60 seconds, over 60, under 60 • Animation 60 seconds and over; under 60 • Combinations any length • Stop-motion • ID's • Video Tape • Local (1 market) • Integrated • Humorous • Public Service • Series.

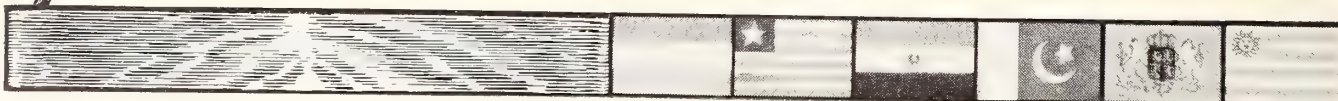
AM/FM RADIO CATEGORIES

● Open (including dramatic) • Musical • Humorous, over and under 60 seconds • Local (1 market) • Public Service • Series.

Mail coupon today for your entry forms — entry deadline is Dec. 1

INTERNATIONAL BROADCASTING AWARDS

Hollywood Advertising Club • P.O. Box 38909, Hollywood, Calif. 90038



OUR RESPECTS to Robert Merwin Light

Radio's spokesman in Southern California

As president of the Southern California Broadcasters Association, Robert M. Light functions as manager of a radio chamber of commerce whose primary goal is to present an image of radio as a fine advertising medium. He organizes and supervises the preparation of promotional booklets, brochures and slide film presentations telling the Southern California radio story and personally delivers this message to advertisers and agencies on annual cross-country tours.

Each month, Bob plans the regular SCBA luncheon meeting, at which agency speakers report on their radio successes and failures and discuss with the station executives ways in which the medium can be more effectively used. He maintains an active membership (and the adjective is literally true in his case) in such diverse groups as the Governor's Advisory Committee for Public Information of the California Disaster Office and the Sales Promotion Executives Association. He is vice president of Advertising Association of the West and has just completed a year as president of the Hollywood Advertising Club. He has also served on the board of the Los Angeles Advertising Club.

Through Mr. Light's office on Hollywood Boulevard funnel requests for public service time from assorted civic, charity and welfare organizations. The office also serves as an employment clearing house for western radio, helping stations throughout the entire West (including Hawaii and Alaska) to fill vacancies and aiding former employees of eastern stations to establish themselves in the West.

40 Bosses ■ The fact that in his performance of this rather lengthy list of duties he must satisfy 40 individual bosses (each a radio station manager) seems to be the least of Bob Light's worries. The SCBA members who pay his salary seem more pleased than worried, too.

"He's so dedicated in all kinds of situations, so ready to help at any hour of the day or night that he's 'Mr. Radio' in Southern California to a great many people and organizations," one board member said last week.

But Hollywood was not always like this, Bob recalls. "My first visit was in 1934. I'd been doing a Broadway play. Warner Brothers had a script for a picture called 'Happiness Ahead.' They wanted Jimmy Cagney, but he said no, so they signed me to a studio contract. But when I got to Hollywood they decided it would be too risky to make the picture with a relatively unknown male lead, so they remade it into a musical with Dick Powell.

"My first picture work was in 'Gentlemen Are Born,' the story of a college graduate unable to find a job in those Depression days, which had the dubious honor of winning a Moscow award as the best American picture of the year."

Stage, Screen, Radio ■ Other pictures followed, among them "Shipmates Forever," "Reckless" and "My Man Godfrey." Mr. Light's performances of the mid-1930's in them may frequently be seen by today's *Late Late Show* audiences. Then it was back to Broadway, with lots of work in radio ("acting in a radio soap opera was the easiest way of making a living ever devised by man") between plays. In 1938, NBC allocated \$1 million to TV program experimentation and Bob made his TV debut as actor-writer of the first video daytime serial.

A writer friend had created a series about a New York policeman, *One of the Finest*, and he asked Bob to write a couple of scripts. Bob did; his friend, who was busy with other things, asked him to write all the scripts for the twice-weekly series, so Bob found himself in a new career in radio as a writer rather than an actor. Then the owner of the program decided he'd rather live in California than New York and Bob as writer had to go along, so it was back to Hollywood again. This time he ignored the movies and concentrated on radio. He had an interview program, *Guess Who?*, and a quiz show called *The Program You've Dreamed About* (a title explained by the show's subtitle: "The program with no commercials").

With radio as the magic catalyst, Bob and Hollywood were beginning to get along just great when World War II came along and the writer-actor-pro-

ducer became a buck private in the Army Signal Corps. Some 18 months later, First Lieutenant Light was reporting for duty to Captain John S. Hayes, a prewar executive of MBS (and now president of the Post-Newsweek Stations, Washington), at the London headquarters of the Armed Forces Network, which was providing entertainment and information to U. S. military personnel stationed in the British Isles. With D-Day, Major Hayes was transferred to Allied headquarters and Captain Light became head of the Armed Forces Network, which shortly added a Paris outlet and went on expanding until it had eight stations in France and five in Germany, as well as mobile stations with the First, Seventh and Ninth U. S. Armies, in addition to its 65 United Kingdom transmitters.

AFN To AFRS To AFRA ■ With the end of the war, Major Light was transferred to Armed Forces Radio Service in Hollywood, where he served until his separation from service in October 1946 with the rank of lieutenant colonel. Next, Bob became executive director of a refresher course in radio put on by the American Federation of Radio Artists. He and some other veterans organized a program company, Command Radio Productions, whose most successful product was the *Voyage of the Scarlet Queen* series on MBS.

In 1949, Mr. Light joined the Los Angeles office of Abbott Kimball Co. as radio-TV director. He stayed in that position until 1953, when he became director of promotion for the Don Lee Network and its owned stations—KFRC San Francisco, KGB San Diego, KHJ-AM-TV Los Angeles. The Don Lee Network dissolved at the end of 1957 and Mr. Light became producer of *Quizdown*, Saturday morning competitive program for grade school pupils sponsored by the *Los Angeles Herald-Express*. In January 1959 he assumed his present position with SCBA.

Born in Denver, June 23, 1916, Bob Light spent his boyhood commuting between that city, where his father was part owner of a department store, and New York, where the stock market was the senior Light's main interest. At 16 Bob started attending a theatrical school sponsored by The Theater Guild and his first stage appearances were in "Marco's Millions" and "Volpone," both Theater Guild productions.

Today, he lives in a home in the Hollywood Hills with his wife, the former Julie Fraser, and three children: Robert, 16 (Bob's son by a former marriage), Jonathan, 6½, and Lisa, 4. His hobbies are gardening and golf.



Mr. Light

EDITORIALS

Luncheon with the President

LAST Thursday 19 of the country's leading broadcasters were luncheon guests at the White House. It was an informal gathering during which ideas were freely expressed and interchanged. The luncheon was the 22d that President Kennedy has held with leaders representing the mass media. All of the others were with editors and publishers of newspapers and magazines.

Because it was off-the-record, the broadcaster guests could not, with propriety, discuss what transpired. But each had the opportunity to unburden himself on his trials and tribulations with government.

All broadcasters obviously benefit in prestige because this representative group broke bread with the President. They might benefit in more tangible ways if their representatives managed to inculcate in the chief executive the urgent need for greater rapport between the regulators and the regulated.

We hope last week's luncheon becomes just the first of a series with broadcasters toward the common goal of mutual interchange of ideas and information that will inspire broadcasters to even greater achievements and persuade government, from the chief executive down, that broadcasting is journalism and is entitled to the full freedom that should be accorded all segments of the "free press."

Happy talk, hard facts

FROM this distance the story of Shell Oil Co.'s 1961 newspaper fling can be reviewed dispassionately and with a clearer view of the historical detail—as, indeed, it was in this publication last week. The story had its bizarre qualities when it was still in the headlines, and even at this late date it retains unusual features.

Everybody involved, for instance, seems pleased with the way it came out. Both television and newspapers are still claiming victories, while Shell and its agency, Ogilvy, Benson & Mather, take the position that they never intended to pit one medium against another, and in any case are happy with the outcome.

We are delighted that everybody is delighted, but when confronted by so many Pollyannas we instinctively seek refuge. In this case the 1962 media budget figures of the 15 leading petroleum companies provide the shelter and support we need. Right there, one year after committing the bulk of its budget to newspapers, we find Shell putting more money into TV than into newspapers and magazines combined—enough to rank it No. 2 among oil companies in total TV investment and No. 1 in spot TV.

When all the sweet talking's done, what it means is that if you're in a tough competitive market, you've got to have television to get along.

Sleeper

CONTAINED within an omnibus crime bill that has been passed by the House and now awaits action in the Senate is a section that ought to be vigorously opposed by every broadcaster in the country. The section is intended to discourage the dissemination of indecent materials—an objective with which broadcasters are in sympathy—but the means proposed to attain that objective are so broad that they could easily be used as a weapon to coerce broadcasters into programing only to the likes of government authorities.

So far the bill has aroused little interest among broadcasters outside the District of Columbia. If passed, it would become the law of the district and nowhere else. But it could become a precedent for the adoption of similar legislation in other communities, as indeed its author hopes it

will. Representative John Dowdy (D-Tex.), who sponsored the indecency section of the bill, has said he wrote it as a model for municipal governments throughout the country.

Under terms of the proposed law, the District of Columbia government could obtain restraining orders of 10 days duration against the broadcast of "indecent" matter. The broadcaster against whom the order was issued would have no representation in court unless the district government sought to extend the restraint into a temporary injunction. The potential for abuse is evident. If the government got wind of an impending program that someone feared would be "indecent," a restraining order could be issued and the program aborted. By the time broadcasters went through that procedure a few times, the next step would be inevitable. To avoid the ever-present threat of last-minute injunctions, they would begin to clear all programs with district authorities in advance of broadcast.

Once this system of censorship began working handily in the District of Columbia, municipal officials in other localities could hardly resist the temptation to get into the act. If broadcasters throughout the United States wish to avoid that unattractive possibility, they had better get their licks in with the Senate now.

The bill will be given a public hearing by the Senate District Committee, perhaps after Labor Day. This is one time broadcasters had better send some men to do a man's job.

One side

IN a popular column written by Don MacLean for the *Washington Daily News*, a Scripps-Howard paper, the following item appeared Aug. 16:

"Sony (TV set manufacturers) is giving TV sets to the writers of the best letters on 'What's Wrong with Television.' Write: Sony, 580 Fifth Avenue, New York."

We were on the verge of leaping to an unflattering conclusion about a set manufacturer that was idiot enough to encourage adverse criticism of the medium that makes its business possible when it occurred to us we had better check the source. It turned out that Sony is offering prizes for letters on either of two subjects: what's wrong with television and what's right with television.

Now we can conclude only that Mr. MacLean has been on the job long enough to know how to write a television item that will get by a Scripps-Howard desk.



Drawn for BROADCASTING by Sid Hix
"When I said, 'Why not put some of that TV money back into newspapers?' he just pointed to that damned sales chart and smiled!"



With this Deluxe TV Tape Recorder THE ULTIMATE IN QUALITY COMES EASILY!

The TR-22 has the striking appearance to enhance any operation, the built-in engineering to make it easy to achieve highest quality in television tapes.

Take a look at the "business end" of this deluxe recorder. Functionally styled for ease of handling and to reduce the possibility of human errors, it is arranged with recording controls and playback controls built on separate panels—at either end of the tape deck. Tape transport is at a 45 degree angle to facilitate loading and threading. Signal lights tell the operator when

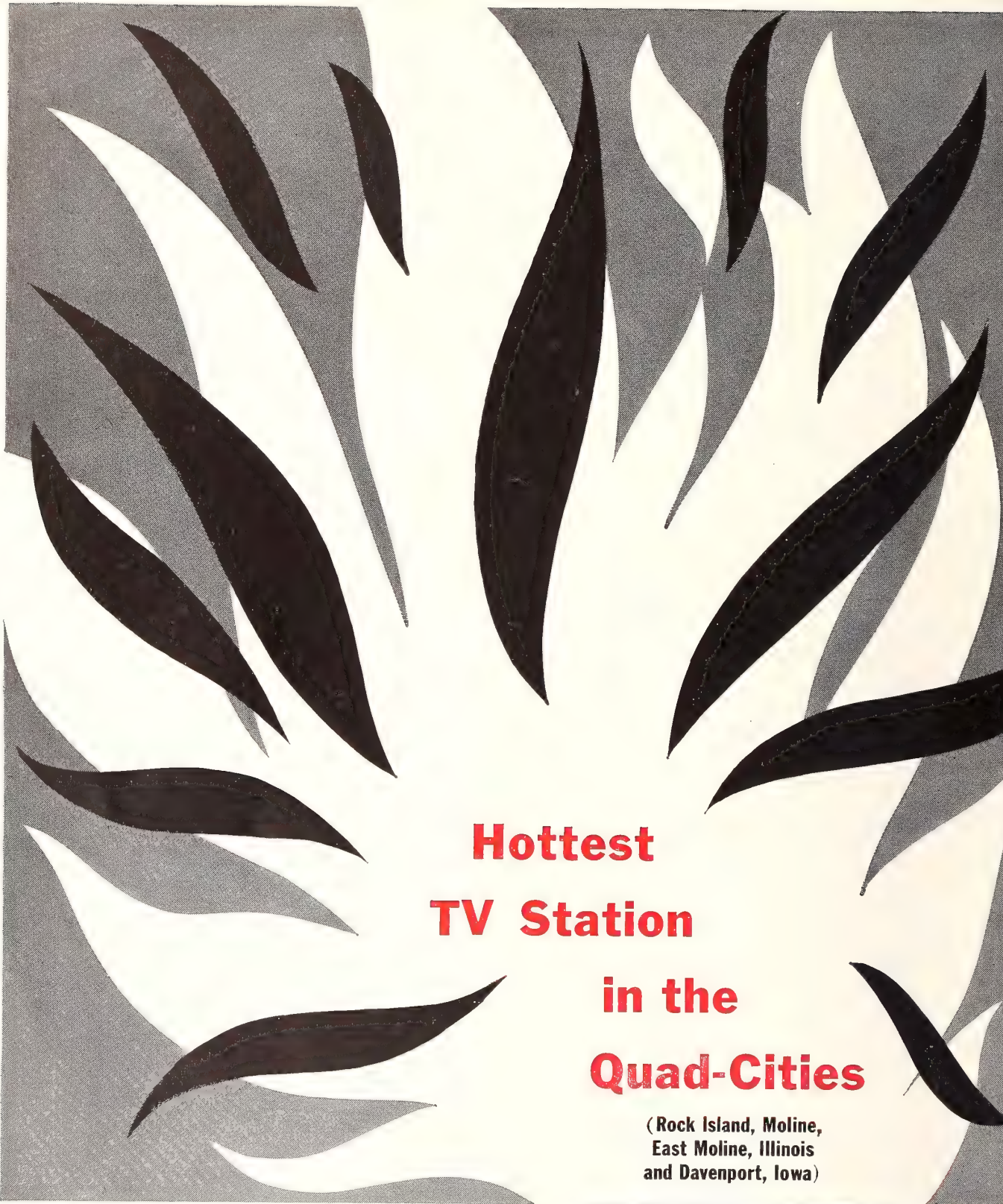
to start, warn him when any trouble develops, indicate the mode of operation. This fully transistorized recorder does away with problems of power, heat and space, reduces maintenance. It provides new standards of quality and reliability.

With its new excellence of design and brilliance of performance, the TR-22 attracts attention wherever it's in operation. Your customers will be convinced that you can produce the finest in tapes when they see the TR-22 in your studio. It has the look of leadership for the years ahead.

Ask your RCA Representative.
Or write to RCA Broadcast and Television
Equipment, Building 15-5, Camden, N. J.



The Most Trusted Name in Television

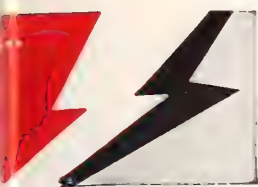
The background of the advertisement is a stylized, abstract illustration of flames. It features large, dark, teardrop-shaped flames pointing upwards, set against a lighter, wavy background that suggests the movement of fire. The overall effect is one of intense heat and energy.

Hottest TV Station in the Quad-Cities

(Rock Island, Moline,
East Moline, Illinois
and Davenport, Iowa)

We're burning all the old record books for business activity. Availabilities have been nearly SRO for first half of 1963. Reasons for our banner year: (1) audience knowledge that Channel 4 is WORTH WATCHING! (2) outstanding sales results for local and national advertisers (3) affiliation with CBS, a scorching good network. One more item: the Quad-Cities market. No cold potato, this one! Employment has just hit a new ten-year high, and business is terrific. Call Avery-Knodel, or Maurice Corken at WHBF-TV, Rock Island, Illinois.





BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SEPTEMBER 2, 1963

Loevinger, Bryant take different aims at same target—TV's big boys 27

Gillette using its old friend, TV, to push new stainless steel blade 30

West Europe broadcasters will select their color system by year's end 68

Civil rights march gives radio-TV another notch on public service gun 46

COMPLETE INDEX PAGE 7

San Francisco's
two*
greatest
crowd
pleasers!

COLUMBIA

PICTURES

Willie Mays
Pleasanton, California
the
COLUMBIA
pictures
GO-TV!

Produced exclusively by
GREEN GEMS, INC.

GREATER *

Wheeling-Steubenville
Ohio Valley Market

* GREATER

because WTRF-TV's
NEW TALLER TOWER
has replaced our
old smaller tower.
Note these
impressive *NEW*
WTRF-TV market
area figures . . .

**529,300
TV HOMES**

**\$5,369,000,000
TOTAL SALES**

It all adds up
to profitable
results for
advertisers.
For WTRF-TV
availabilities,
call VP Bob
Ferguson or SM
Cy Ackermann,
Area Code 304,
232-7777.
National Rep.,
George P.
Hollingbery Co.



Equipped for network color
WHEELING, WEST VIRGINIA





VITAL NEWS

across the board • KTRK-TV • HOUSTON



GET MORE ON FOUR

From 6:30 p.m. to 10:00 p.m. Sunday thru Saturday, KRLD-TV delivers 55.4% more homes per average quarter-hour than Station B, 102.7% more than Station C, and 333.2% more than Station D.*

Why not invest your advertising dollar in a schedule designed just for you on Channel 4? See your ADVERTISING TIME SALES representative.

*
Excerpt from Nielsen Station Index Report for the period ending July 28, 1963, which contains definitions of the data and reminders as to their use. Copyrighted 1963 by A. C. Nielsen Company and reprinted with permission.



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*



MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

Newspapers please copy

So convinced are some FCC members of government's authority to regulate "fairness" in broadcast news and editorializing that they think Congress, if so minded, could pass law requiring fairness in print media. And they think that kind of law would stand up in court. It's their view that government's authority to regulate interstate commerce is broad enough to give it jurisdiction, and also that government has regulatory justification in its power to grant or withhold second-class mailing privilege for newspapers and magazines. So far there's no evidence of congressional sentiment in that direction.

GOP tunes in

Activities of government in regulating broadcasting may become issue in next year's political campaign. Newly created Task Force on News Management of Republican congressional committee is evincing interest in administration crack-down and last week did fine-tooth comb job on maiden speech (since joining FCC last June) of Commissioner Lee Loevinger (see story page 27; editorial page 86).

States' rights and NAB

National Association of Broadcasters will add staff man whose sole duty will be to deal with state associations of broadcasters. (NAB was criticized at annual conference of state association presidents last winter for allegedly ignoring state activities [BROADCASTING, March 4]). Staff addition is not connected with current NAB jurisdictional dispute with Georgia Association of Broadcasters (see page 54). New man will probably report to NAB vice president for station services, Bill Carlisle, and job will pay approximately \$12,000 with considerable travel involved.

Since criticism of NAB at Washington conference last February, President LeRoy Collins has considerably stepped up his appearances at state association conventions. He has made 10 speeches to state groups this year and plans two more this month—in Arkansas this week and Nevada.

Free time to be 'fair'

Rude awakening may be in store for broadcasters who think they are meeting requirements of FCC fairness doctrine by offering to sell time for reply to partisan views broadcast in sponsored programs. Question of whether licensees must give free time, if asked, to answer paid broadcasts has never been met head-on by commission. But some commissioners and staff members express private view

CLOSED CIRCUIT®

that it may be necessary in many cases for broadcasters to do just that. One knowledgeable staffer with considerable experience in fairness-doctrine matters put it this way: "Fairness doctrine is based on the public's right to be informed. It can't depend on who has the buck." Broadcasters, he said, can attempt to sell time for reply. But, he added, inability to find buyer doesn't free broadcasters from responsibility to present both sides.

It's believed commission will consider question and issue formal ruling on it. Issue has come to fore in connection with requests from committee supporting nuclear test ban treaty for free time to reply to paid broadcasts opposing Senate ratification of pact (see story page 61).

Cox to sit on drop-ins

FCC Commissioner Kenneth A. Cox is virtually certain to be on hand Oct. 4 when commission holds oral argument on its decision to deny short-spaced VHF drop-ins for seven markets. Commission's Office of General Counsel is drafting opinion on pleading by Association of Maximum Service Telecasters that Commissioner Cox, who favors drop-ins, refrain from further participation in case (BROADCASTING, July 22). And betting around commission is that opinion, due shortly, will hold that, contrary to AMST view, Mr. Cox's prior connection with case as Broadcast Bureau chief presents no legal barrier to his consideration of matter now. Commissioner Cox isn't likely to disagree, and six other commissioners wouldn't be expected to reject counsel's views.

Church council

In planning stage is church-broadcasters conference as outgrowth of recent pronouncement of National Council of Churches calling for stricter government controls on television and radio. National Association of Broadcasters, through its public relations director, John Couric, it was learned last week, had contacted church council which reportedly was thinking along same lines. Discussion centers around agreement on date, participants and scope.

Reaction to right wing

There's deep concern in high administration circles over use of radio (and some TV) by right-wing groups such as H. L. Hunt's Life Line, John Birch Society and Rev. Dr. Carl McIntire, of Collingswood, N. J., who keys his programs from WGB Red

Lion, Pa., station owned by Rev. John M. Norris, for what FCC understands to be 450-station hook-up, aside from shortwave. Contention is that these groups are using media, albeit on paid-time basis, for political purposes. President Kennedy reportedly made mention of Life Line at his August 22 luncheon with 19 prominent broadcasters (BROADCASTING, Aug. 26).

Johnston's successor

Who will succeed late Eric Johnston in his \$150,000-a-year job as president of Motion Picture Association? Probably no one immediately. Best bet is that association, which has as big a stake in television as in motion picture theater exhibition, will carry on with present executive staff in New York and Washington, now headed by Executive Vice President Ralph Hetzel. MPA board, at recent meeting, decided against selection of immediate successor to Mr. Johnston.

On the list

LeRoy Collins, National Association of Broadcasters president, is one of score of persons under consideration for appointment as postmaster general to succeed J. Edward Day who resigned last month to return to practice of law. Authoritative word at week's end was that Collins appointment was possible but unlikely.

RAB-FCC tete-a-tetes

Schedule of FCC commissioners' attendance at Radio Advertising Bureau fall management conferences this month and next is beginning to shape up. One or two FCC members were invited to each meeting, to listen, learn about broadcasters' problems, ask questions—but not make speeches (unless they want to). Chairman E. William Henry and Commissioners Rosel Hyde and Fred Ford probably won't go, but others are tentatively set to attend as follows: Kenneth Cox (and Charles Sweeney of Federal Trade Commission staff), Hot Springs, Va., Sept. 9-10; Robert T. Bartley, Dallas, Sept. 16-17; Lee Loevinger, Palo Alto, Calif., Oct. 3-4, and Robert E. Lee, Detroit, Oct. 14-15.

RAB, which started accepting associate members few weeks ago, has quietly expanded that classification to include state broadcaster associations. First association accepted as associate is one that originated idea and sold it to RAB—Georgia Association of Broadcasters, which coincidentally has been feuding with National Association of Broadcasters lately (page 54).

TV2 HAS A WAY WITH WOMEN

WJBK-TV is just your dish to clean up with the 18 to 39 year olds in the Detroit market! And, with our sparkling new Fall line-up, we'll rate higher than ever with these big-buying gals. Two top favorites are back . . . the Morning Show, 9 to 10:30 a.m., and the Early Show, 4:30 to 5:55 p.m., plus great new syndicated shows and the best of CBS. Even a bright new on the air identification for our new TV2 season. Call your STS man for details.



MILWAUKEE
WITI-TV

CLEVELAND
WJW-TV

ATLANTA
WAGA-TV

DETROIT
WJBK-TV

TOLEDO
WSPD-TV

NEW YORK
WHN

MIAMI
WGBS

CLEVELAND
WJW

LOS ANGELES
KGBS

DETROIT
WJBK

TOLEDO
WSPD

PHILADELPHIA
WIBG

IMPORTANT STATION
IN IMPORTANT MARKET

STORER
BROADCASTING COMPANY

STORER TELEVISION
SALES, INC.
Representatives for all
Storer television stations.

WEEK IN BRIEF

Loevinger espouses freedom from program control for broadcasters but counters this with proposal for greater diversity of ownership. He thinks present multiple ownership rules too lax. See . . .

FORMULA FOR FCC ACTION . . . 27

Back to school for the FCC and it faces momentous issues, among them: that networks' influence over programming be pared, that commission reverse itself on drop-ins, that 500 more channels be added to UHF. See . . .

FCC SQUEEZE ON TV INTERESTS . . . 28

On 25th anniversary of its first broadcasting advertising, Gillette announces plan to plow bulk of \$4 million stainless steel blade campaign into radio-TV, with special World Series promotion. See . . .

RIDES TV IN BLADE RACE . . . 30

Petry Co. is sold to employees, but founder-chairman Petry and president Voynow remain as salaried employees. Group of 26 pays \$2 to \$4 million, with Nierman as chief of purchasing men. See . . .

EMPLOYEES BUY PETRY FIRM . . . 32

Norge, with \$1.6 million allocated for introducing its new washer in both print and broadcast, tells distributors to check ratings and engender competitive bidding for radio-TV spots. See . . .

HOW TO BUY TIME . . . 34

Angry GAB officials let NAB know they don't like tone of Bell's chastisement of their activities in the editorial field. Collins backs his vice president but urges moderation and cooperation. See . . .

GEORGIANS BLAST BACK . . . 54

Congress readying varied hearings on broadcasting, with FCC's fairness doctrine and editorializing policies due to be given a going over. Other items: commercial time limits, license fees. See . . .

OPEN SEASON ON FCC . . . 58

There's an FM station that is in heap big trouble with FCC. Broadcast Bureau claims station hasn't programed as it promised, has turned over 12 hours to storecasting firm, multiplex service aids bookies. See . . .

ONE MAN'S FAMILY . . . 64

Landrum proposes to strip adjudicatory functions from NLRB, give them to courts. Cites Chattanooga case involving secondary boycott as example of deliberate action to repeal Landrum-Griffin Act. See . . .

ACT WOULD SHIFT NLRB POWER . . . 62

Give the ladies something more substantial than cream puffs in daytime programming—like news and "how to" shows—and we'll buy time, says trio of distaff agency men at San Francisco forum. See . . .

PLAY UP TO WOMEN IN DAYTIME . . . 50

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... so we had this party ...

... to help us celebrate our 14th anniversary.
They came from Omaha and Lincoln and 114 other cities and towns in Nebraska, Iowa, Missouri and South Dakota to pack the Omaha Municipal Stadium. They met KMTV personalities and applauded a program of family entertainment which ranged from folksingers to fireworks.

The packed house shows how people respond to KMTV. If you need response in the Omaha market, see Petry about

KMTV—3—OMAHA!

Loevinger news idea smacks of curb: GOP

Chairman of Republican House Task Force on News Management yesterday (Sunday) blasted FCC Commissioner Lee Loevinger's proposal that broadcasters set up their own news service in competition with Associated Press and United Press International.

Representative Glenard P. Lipscomb (R-Calif.) said "next step is federal control of the broadcast wire service and eventual control of the news content of the service."

Speech by Loevinger last week contained "thinly-veiled threat" of FCC reprisal if suggestion was not put into effect, Representative Lipscomb charged. (See speech story, page 27.)

Proposal to set up competing service "to replace AP and UPI has neither need nor merit," congressmen said. "The Kennedy administration [which appointed Commissioner Loevinger] should keep out of the news-gathering and transmission business and permit the independent news media to gather and disseminate news without federal threat or dictation."

Last month a group of Republican congressmen attacked Department of Agriculture's new free leased wire service that would provide agriculture news in competition with a private service (see page 62).

FCC gives approval to Fine station buys

Sale of KFEQ-AM-TV St. Joseph and KLIK Jefferson City, both Missouri, by Jesse Fine and associates to Mid-State Broadcasting Corp. for \$1,750,000 was approved by FCC Commissioner Robert E. Lee, acting for commission, Friday (Aug. 30).

Mid-State group is headed by John P. McGoff, and owns FM stations

WBAX Detroit, WSWM East Lansing and WQDC Midland, all Michigan.

KFEQ is fulltime on 680 kc with 5 kw; KFEQ-TV is on channel 2 with CBS and ABC affiliations. KLIK is 5 kw daytime on 950 kc.

Also announced Friday was sale of KKHJ-AM-FM San Francisco by Frank Atlas to Buckley-Jaeger interests for \$750,000 subject to usual FCC approval.

Buckley-Jaeger group owns WHIM Providence, R. I.; WDRG Hartford, Conn., and KGIL San Fernando, Calif.

KKHJ operates fulltime on 1550 kc with 10 kw. KKHJ-FM is on 95.7 mc with 10.5 kw. Buyers intend to continue quality music format. Broker: Blackburn & Co.

Auto spot buying picking up speed

Detroit automotive accounts stepped up broadcast spot buying Friday (Aug. 30) and continue this week as Cadillac through MacManus, John & Adams selects radio schedule in about 150 markets. United Motors Service Division (Delco) this week starts heavy radio drive for 13 weeks through Campbell-Ewald and Harrison Radiator Division through D. P. Brother & Co. plans 10-week radio campaign in 91 markets starting Oct. 14.

Buick, which pioneers heavy TV spot drive in 31 markets for initial six-week flight Oct. 3 through McCann-Erickson (BROADCASTING, Aug. 5), plans second six-week TV flight later. Buick also is buying three one-week radio flights in 50-60 markets starting Oct. 3.

Dodge is using TV spot in 35 markets for three weeks starting Sept. 12 through BBDO while both Pontiac and Chevrolet are buying one-week radio drives. Pontiac, through MacManus, John & Adams, plans 150 markets Oct. 2-8. Chevrolet, via Campbell-Ewald, is to use about 400 stations Sept. 23-Oct. 1. Young & Rubicam still has not disclosed Chrysler spot plans but TV is expected.

Time is given parties to file WRCV briefs

FCC's Chief Hearing Examiner James D. Cunningham Friday (Aug. 30) granted requests by Broadcast Bureau and interested parties to extend time for filing briefs in WRCV-AM-TV Philadelphia renewal case (see story, page 61), but at same time foreclosed hope of further delays.

Examiner Cunningham said due to "exigencies" of case no more extensions

of time for submission of pleadings can be allowed. NBC is under Justice Department decree to get out of Philadelphia by June 30, 1964.

Bill to hobble FCC introduced by Rogers

Representative Walter Rogers (D-Tex.), chairman of House Communications and Power Subcommittee, introduced bill Friday (Aug. 30) to bar FCC from making rules limiting commercial time.

Representative Rogers said earlier last week that he hoped to be able to conduct hearing on legislation before year ends (see story, page 58).

Congressman said "imposition of these rules would have drastic consequences on the economic vitality of the broadcast industry. . . . It should not be the function of government to dictate a set of rules which in many cases could threaten many broadcasters with financial ruin."

His bill, HR 8316, would amend Communications Act Section 303 on general powers of FCC and would provide that commission "may not by rule prescribe standards with respect to the length or frequency of advertisements which may be broadcast by all or any classification in the broadcast service."

Examiner supports WTSP-TV CP grant

Grant of construction permit to WTSP-TV Inc. for television station on channel 10 Largo, Fla., should be affirmed, FCC hearing examiner said in initial decision issued Friday (Aug. 30).

Award, issued Jan. 19, 1962, was stayed and record reopened for examination of changes in programing of WLCY Tampa-St. Petersburg, owned by major stockholders of WTSP-TV.

Losing applicants for channel 10 had charged that WLCY added public affairs programs to improve WTSP-TV's chances in comparative hearing but, when hearing record was closed, dropped them.

In his decision, Examiner Millard F. French said there was no question programing was changed but, he said, revised format "more than fulfilled" station's promises to FCC in seeking renewal in 1960.

He also concluded reason for change was station's dissatisfaction with response to original programing and its determination "to increase its service area audience and its service to public service organizations throughout its entire regional area."

Consequently, examiner said, grant

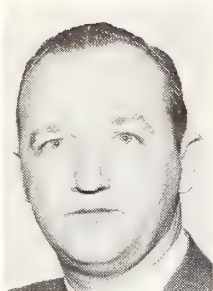
SOP in reverse

In unusual twist, WPIX(TV) New York, which acquired rights to feature film on Benito Mussolini (BROADCASTING, July 22), is releasing it to theaters in United States and abroad before showing it on air. WPIX(TV) edited more than 10 hours of raw film to create one-hour version for television and two-hour version for motion picture theaters.

WEEK'S HEADLINERS



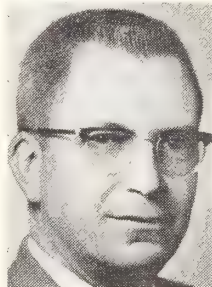
Mr. Landow



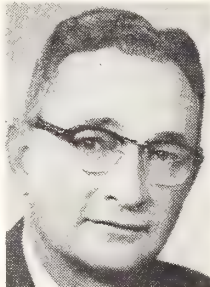
Mr. Madden

Stanley Landow named VP and comptroller of Metromedia Inc. and **Joseph J. Madden** elected VP and comptroller of Metropolitan Broadcasting, a division of Metromedia. Mr. Landow, who has been senior VP of Foster and Kleiser, Metromedia outdoor advertising subsidiary, is former comptroller for Trans Ocean Airlines of Oakland, Calif. Currently resident of San Francisco, he will assume his new duties at Metromedia's New York headquarters. Mr. Madden has been Metromedia comptroller. Previously, he served as comptroller, assistant comptroller, and accountant for broadcast division of Allen B. DuMont Laboratories which he joined in 1952.

Marcus Bartlett, general manager of WSB-TV Atlanta, appointed general manager in charge of all community antenna TV operations for Cox organization, and **Frank Gaither**, general manager of WSB-AM-FM, named general manager in charge of all Cox radio-TV stations (CLOSED CIRCUIT, Aug. 26). **Don Elliot Heald**, WSB-TV sales manager, and **Elmo Ellis**, WSB-AM-FM program manager, promoted to managerial posts at their respective stations. Mr. Bartlett joined



Mr. Bartlett

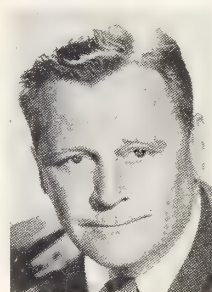


Mr. Gaither

WSB radio in 1930. He served in various capacities including radio production manager and radio-TV program manager until being named WSB-TV general manager in 1958. Mr. Gaither joined WSB radio in 1946 as sales manager. He

was appointed WSB station manager in 1951 and general manager in 1958. All appointments became effective Sept. 1.

Thomas A. McAvity, VP in radio-TV programming department of J. Walter Thompson Co., New York, rejoins NBC-TV as general programming executive, reporting directly to Mort Werner, program VP. His



Mr. McAvity

appointment will not affect other positions or responsibilities in program department. Mr. McAvity will be starting his third span at NBC, having served with network in 1929-32 and 1951-57 in major program and sales posts. In 1955 he served as VP in charge of NBC-TV network and in September 1956 was elected executive VP in charge of NBC-TV programs and sales. Mr. McAvity has also held executive positions with Lord and Thomas (now Foote, Cone & Belding), CBS, Famous Artists Corp. and McCann-Erickson.

For other personnel changes of the week see FATES & FORTUNES

should be affirmed and stay blocking construction permit should be lifted.

But examiner also recommended that station's programming should be "closely surveyed" at license-renewal time to determine whether program promises made in TV application have been kept.

Principal owners of WTSP-TV are Sam G., N. Joe and Farris E. Rahall.

Losing applicants for channel 10 were Florida Gulfcoast Broadcasters Inc., City of St. Petersburg (WSUN-TV), Suncoast Cities Broadcasting Corp., Tampa Telecasters Inc. and Bay Area Telecasting Corp.

Leaders in the stretch

Reportedly front runners for next Golden Mike Award presented by Broadcasting Foundation are Westinghouse's KDKA Pittsburgh and Storer's WHN New York. Winner is expected to be chosen at foundation's board meeting Sept. 12. Foundation is offshoot of Broadcast Pioneers, gives annual award at banquet from which proceeds go to foundation's fund for needy persons who are or have been in broadcasting.

HEW hands out first grants to 5 ETV's

First grants of federal funds for improvement or construction of educational TV stations were announced Friday (Aug. 30) by Anthony J. Celebrezze, secretary of Health, Education and Welfare.

Of 24 applications pending for federal funds under 1961 law, HEW granted five totaling \$858,152. Congress has authorized \$32 million for federal ETV grants but to date has appropriated only \$1.5 million for the program. Senate has approved additional \$7 million in fiscal 1964 HEW appropriation while House passed only \$5 million (BROADCASTING, Aug. 12). Final figure is awaiting conference committee agreement.

■ Chicago Educational TV Association, \$299,619 to build new station on channel 20, pending grant of construction permit by FCC.

■ Hampton Roads (Virginia) ETV Association, \$129,143 to improve facilities of WHRO-TV (ch. 15) there.

■ Utah State University, \$99,865 to build new station on channel 12 in Logan.

■ South Carolina ETV Commission, \$270,303 to establish new station on

channel 29 in Greenville.

■ South Carolina ETV Commission, \$59,222 to build new station on channel 7 in Charleston.

HEW spokesman said it would be several weeks before additional applications are granted.

Landis gets 30 days

James H. Landis, former dean of Harvard Law School and presidential adviser, was sentenced Friday (Aug. 30) to 30 days in prison for "unlawfully, wilfully and knowingly" failing to file and pay income taxes on time.

Mr. Landis pleaded guilty Aug. 2 to charge he failed to file on time tax returns for 1956-1960.

In a special report to President Kennedy in 1961 on operations of administrative agencies, Mr. Landis was particularly harsh on FCC.

WCFL fires Sorkin

WCFL Chicago late Friday (Aug. 30) said it has fired veteran disc jockey Dan Sorkin as result of policy dispute over type of material aired by Mr. Sorkin who protested "censorship." WCFL indicated Lennie Bruce albums and certain other material not in good taste. Chicago Federation of Labor station also has been having tax troubles.

Presenting

WARNER BROS. ONE

*The latest and greatest selection of feature
motion pictures for first-run television*

CASH McCALL, STARRING JAMES GARNER AND NATALIE WOOD □
THE CROWDED SKY, DANA ANDREWS AND RHONDA FLEMING □
THE DARK AT THE TOP OF THE STAIRS, ROBERT PRESTON AND
DOROTHY McGUIRE □ THE DESERT SONG, KATHRYN GRAYSON
AND GORDON MacRAE □ THE FBI STORY, JAMES STEWART AND
VERA MILES □ THE HANGING TREE, GARY COOPER AND MARIA
SCHELL □ ICE PALACE, RICHARD BURTON AND ROBERT RYAN □
LOOK BACK IN ANGER, RICHARD BURTON AND CLAIRE BLOOM □
MANHUNT IN THE JUNGLE, ROBIN HUGHES AND LUIS ALVAREZ
□ THE MIRACLE, CARROLL BAKER AND ROGER MOORE □ THE
NUN'S STORY, AUDREY HEPBURN AND PETER FINCH □ BLACK
PATCH, GEORGE MONTGOMERY AND DIANE BREWSTER □ PETE
KELLY'S BLUES, JACK WEBB AND JANET LEIGH □ RIO BRAVO, JOHN
WAYNE AND DEAN MARTIN □ THE RISE AND FALL OF "LEGS"
DIAMOND, RAY DANTON AND KAREN STEELE □ THE RISING OF
THE MOON, NOEL PURCELL AND DENIS O'DEA □ SERGEANT
RUTLEDGE, JEFFREY HUNTER AND CONSTANCE TOWERS □ SO BIG,
JANE WYMAN AND STERLING HAYDEN □ THE SUNDOWNERS,
DEBORAH KERR AND ROBERT MITCHUM □ TALL STORY, ANTHONY
PERKINS AND JANE FONDA □ —30—, JACK WEBB AND WILLIAM
CONRAD □ UP PERISCOPE, JAMES GARNER AND EDMOND O'BRIEN
□ WESTBOUND, RANDOLPH SCOTT AND VIRGINIA MAYO □ YEL-
LOWSTONE KELLY, CLINT WALKER AND EDWARD BYRNES □ THE
YOUNG PHILADELPHIANS, PAUL NEWMAN AND BARBARA RUSH.

Available for fall start in individual markets

Burton

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Newman

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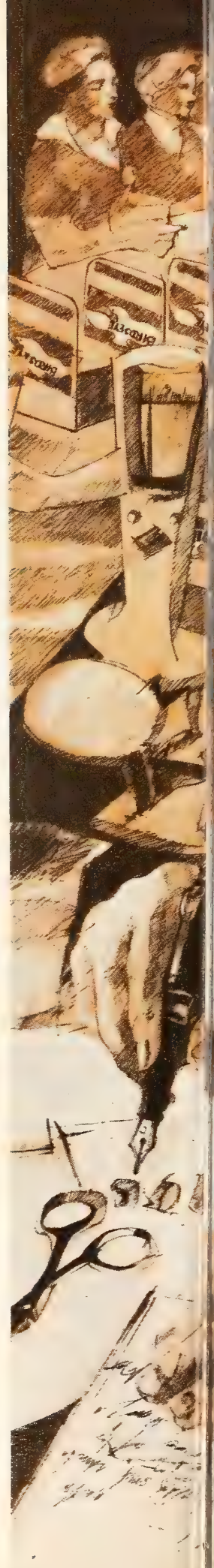
What makes a great salesman?

A hawk swooping down on an English queen was shot in the eye by a sharpshooting page before it could strike, according to medieval legend. As a reward, the boy and all his descendants were dubbed "Birdseye" and received the motto *Stay Right on Target*. None followed this royal decree more faithfully than Clarence Birdseye, who through dogged persistence perfected a new freezing system for fish, fruit, and vegetables that sold America on frozen foods.

The idea for quick freezing came to Birdseye in sub-zero Labrador, where he kept cabbages frozen by placing them outdoors in a barrel of water. During World War I he began a patient search for a practical method of chilling fish. By the mid-twenties Birdseye had developed a commercial belt freezer that instantaneously froze pre-packaged foods into hard, square bricks at a very low temperature. Today the frozen foods industry does \$2½ billion worth of business annually!

Birdseye's restless, probing mind and insatiable curiosity changed America's grocery-buying habits. The same kind of determination characterizes the Storer stations. For 36 years Storer has diligently studied its markets and their consumers to create programming keyed to community preferences... and develop more capable selling tools for Storer advertisers. In Philadelphia, Storer's great salesman is WIBG, an important station in an important market.

LOS ANGELES <i>KGBS</i>	PHILADELPHIA <i>WIBG</i>	CLEVELAND <i>WJW</i>	NEW YORK <i>W'HN</i>	TOLEDO <i>WSPD</i>	DETROIT <i>WJBK</i>
MIAMI <i>WGBS</i>	MILWAUKEE <i>WITI-TV</i>	CLEVELAND <i>WJW-TV</i>	ATLANTA <i>WAGA-TV</i>	TOLEDO <i>WSPD-TV</i>	DETROIT <i>WJBK-TV</i>





DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

SEPTEMBER

*Sept. 1-7—Seminar for Women Executives, co-sponsored by the Executive Development Center, College of Commerce and Business Administration, University of Illinois, and the Business and Professional Women's Foundation. University of Illinois at Champaign. Marion Stephenson, vice president for administration at NBC Radio network, will speak Sept. 3 on "The Art and Science of Management."

Sept. 5-8—Annual fall meeting of West Virginia Broadcasters Association, The Greenbrier, White Sulphur Springs.

Sept. 6—Screen Extras Guild, annual membership meeting, 8 p.m., Grand Ballroom, Beverly Hilton hotel, Beverly Hills, Calif.

Sept. 6-7—Fall meeting of Arkansas Broadcasters Association, Holiday Inn, North Little Rock. LeRoy Collins, NAB president, and Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, will be principal speakers.

Sept. 6-7—Arkansas AP Broadcasters Association. Principal speaker is AP Assistant General Manager Louis J. Kramp.

Sept. 7—American Women in Radio and Television's Educational Foundation board of trustees meeting, New York City.

Sept. 8-11—Western Association of Broadcasters annual meeting, Jasper Park Lodge, Jasper, Alberta, Canada.

Sept. 9—ABC Radio regional affiliate meetings start in San Francisco at Fairmont hotel. Business meeting at 10 a.m., followed by buffet luncheon and reception at 5 p.m.

Sept. 9—Effective date of new instructional television service using 31 channels in 2500-2690 mc band.

Sept. 9-12—New York Premium Show, New York Coliseum.

Sept. 10—Hollywood Press Club dinner meeting, 6:30 p.m., Hollywood Roosevelt. "The New Television Season" will be discussed by Lucille Ball, Desilu; Bill Dozier, Screen Gems; Norm Felton, MGM-TV; Roy Huggins, Revue; Tom McDermott, Four Star; and David Wolper, Wolper Productions.

Sept. 10—Premium advertising conference of the Premium Advertising Association of America, New York Coliseum.

Sept. 10-12—Fall meeting of Electronic Industries Association, Biltmore hotel, New York City.

Sept. 10-15—New York Hi Fidelity Music Show, New York Trade Show Building, 35th St. and Eighth Ave.

Sept. 11—ABC Radio regional affiliate meeting, Sheraton-Chicago hotel in Chicago. Business meeting at 10 a.m., buffet luncheon at 12:30 and reception at 5 p.m.

Sept. 11-14—Fifteenth annual fall convention of the Michigan Association of Broadcasters, Hidden Valley, Gaylord, Mich. Panelists on advertising restrictions and on the ratings controversy include Dwight Reed, H-R Representatives; John Phillips, Marathon Oil Co.; William Wyatt, A. C. Nielsen Co.; Dr. Seymour Banks, Leo Burnett Co.; Robert Dearth, Kenyon & Eckhardt. Speakers include Paul B. Comstock, VP for government relations of National Association of Broadcasters.

Sept. 11-14—Eighteenth international conference and workshop of Radio-Television News Directors Association, Radisson hotel, Minneapolis.

Sept. 12—Luncheon meeting, Federal Com-

munications Bar Association. FCC Commissioner Lee Loewinger, speaker. National Press Club, Washington.

Sept. 13—ABC Radio regional affiliate meeting, Fontainebleau motel in New Orleans. Business meeting at 10 a.m., buffet luncheon at 12:30 and reception at 5 p.m.

Sept. 13-14—New York State Broadcast Institute, for high school juniors and seniors, at Ithaca College, Ithaca, N. Y. The institute is designed to acquaint high school students with the opportunities in broadcasting and allied fields. Guest speakers include Donald H. McGannon, president of Westinghouse Broadcasting Co. (Group W); Robert Earl, moderator of General Electric College Bowl; Paul Adanti, general manager of WHEN-AM-TV Syracuse, N. Y.; William Thompson, general manager of WKRT-AM-FM Cortland, N. Y.; and Edward Kane, news director of WBNF-AM-TV Binghamton, N. Y.

Sept. 13-22—International Radio, Television & Electronics Exhibition (FIRATO) at the R.A.I. Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch television channels.

Sept. 14-15—Southwest regional conference, American Women in Radio and Television, Houston.

Sept. 15-16—New York State AP Broadcasters Association, Gran-View motel, Ogdensburg. Don Jamieson, president of the Canadian Association of Broadcasters, will be the speaker at the Sunday evening banquet. Sunday afternoon and Monday morning will be taken up with business sessions, followed by a tour of the St. Lawrence Seaway aboard a United States Coast Guard vessel.

Sept. 15-17—Louisiana Association of Broadcasters convention, Sheraton Charles hotel, New Orleans.

Sept. 16—New deadline for comments on FCC's proposal to control the development of AM and FM radio services.

Sept. 17—ABC Radio regional affiliate meeting, St. Regis hotel in New York. Business meeting at 10 a.m., buffet luncheon at 12:30 and reception at 5 p.m.

Sept. 17—Annual stockholders meeting, Rollins Broadcasting Co., Bank of Delaware building, Wilmington, Del.

Sept. 17-19—American Association of Advertising Agencies' western region meeting, Mark Hopkins hotel, San Francisco.

*Sept. 18-20—House Communications and Power Subcommittee to resume (tentatively) hearing on broadcast editorializing. Broadcasters to testify.

Sept. 19—Meeting of the Tennessee AP Radio-Television Association, Memphis.

Sept. 19—Meeting of the Connecticut AP Broadcasters Association, Waverly Inn, New Haven.

RAB MANAGEMENT CONFERENCES

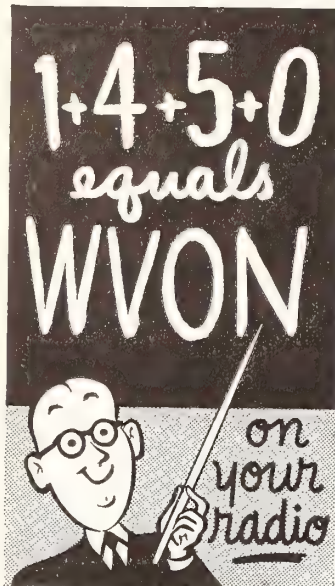
Sept. 9-10—The Homestead, Hot Springs, Va.; Sept. 12-13, The Hilton Inn, airport, Atlanta.

Sept. 16-17—The Holiday Inn-Central, Dallas.

Sept. 23-24—Gideon-Putnam, Saratoga Springs, N. Y.

Sept. 30-Oct. 1—O'Hare Inn, airport, Chicago; Oct. 3-4, Rickey's Hyatt House hotel, Palo Alto, Calif.; Oct. 7-8, Town House Motor hotel, Omaha.

Oct. 14-15—The Executive Inn, Detroit, Mich.



- ... All Negro air personalities
- ... Strong Hooper ratings
- ... Merchandising plan that creates sales

1.2 Million Negroes in Chicagoland

Represented by **Bob Dore Associates** or **Lloyd Webb**
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TRUST



The Fourth Dimension of WBRZ Channel 2

Beyond sight, sound and action there is a 4th dimension of television: trust. WBRZ-TV News Specials are one way the station builds trust through truth. During the past 12 months, WBRZ-TV News produced 16 Special News Reports in prime nighttime slots.

WBRZ Channel 2 **BATON ROUGE**

The
**CANADIAN BROADCASTING
CORPORATION**

announces the appointment of

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NEW YORK • CHICAGO • DETROIT • BOSTON • ST. LOUIS • ATLANTA • LOS ANGELES • SAN FRANCISCO • PORTLAND • SEATTLE

*as selective sales representatives in the
United States for their owned and operated
English language television stations...*

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CBUT
CBOT
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CBXT
CBHT
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MONTREAL, QUE.

VANCOUVER, B.C.

OTTAWA, ONT.

WINNIPEG, MAN.

EDMONTON, ALA.

HALIFAX, N.S.

CORNER BROOK, NFLD.



GLOBE-TROTTER

One picture is worth 10,000 miles.

We believe. That's why our news directors from Grand Rapids and San Diego flew to Baghdad for the first film report out of Iraq on how communism was handed one of its rare defeats. Their handiwork is called MISCHIEF IN THE LAND. It will be shown on all five Time-Life Broadcast stations. So will another exclusive: the fast-moving COMMON MARKET OF SPEED, produced by our man from Indianapolis, where they know something about auto racing. It stars Jimmy Clark as he wins two Grand Prix races in Europe and very nearly upsets the "500." Our audiences get this unique mix of far horizons and local impact because we planned it that way, and because we're lucky enough to have expert guidance from the Time-Life News service around the world. We may rack up many tens of thousands of miles for that picture.



PULSE-TAKER

Mrs. McGrath wants a program about parakeets.

She may not get it, but at least we know about Mrs. McGrath. She was one of many thousands who submitted to lengthy interviews by sleuths from the Magid Company. The Magid surveys are marked TOP SECRET-FOR MANAGEMENT USE ONLY, and guide our managers in assessing the community's needs and desires in television and radio service. Who knows—there might be a good show in parakeets.



WASHINGTON

If you can't join 'em, beat 'em.

Network news programs from Washington, fine as they are, can't cover all the stories that affect particular states. Our Washington Bureau can. Bill Roberts, Carl Coleman, Norris Brock file radio and TV reports daily to our states on matters of area importance. They're backed by more than 20 of Washington's top specialized reporters, the bureau men of TIME, LIFE and FORTUNE. Thus we join the world's most important city to our audiences. Or to put it another way, Washington becomes our local beat.

BUILDER

**INTERNATIONAL
FORUM**

**OWNER-
OPERATOR**

پاکستان tv the best station in town. No argument. The town was Karachi, Pakistan, and the station built by Time-Life Broadcast and Philips of Eindhoven was the only one in the country. It went up in 46 days for the Pakistan International Trade Fair, then stayed on the air months after the Fair closed, demonstrating the ability of commercial television to inform, instruct and entertain a new-to-TV country. Our International Division has substantial interests in Latin America, travels half a million miles a year servicing them and searching out new opportunities in what is surely the wave of the future: world television broadcasting.

We introduced Sir Zafrulla Khan to Mrs. Martin in Grand Rapids, and to our stations' neighbors in Indianapolis and Minneapolis as well. The UN General Assembly President was one of a number of distinguished statesmen we brought to the cities where our television and radio stations serve the community. These face-to-face confrontations, we believe, deepen our own and our audiences' understanding of the world's peoples and problems. Part of our definition of a broadcaster's responsibility.

Our managers manage. They make decisions on the spot, they editorialize vigorously, they serve the community in person as well as on the air. They're board members and committee chairmen and workers for virtually every civic organization in town, and so are their staffers. New York group headquarters support all this wholeheartedly and wholebudgetly. New York also initiates projects like our summer series of spots on civil rights featuring President Kennedy and a host of the nation's leaders. Mainly, our stations in five states try to be good citizens. Awards and citations indicate they are. Balance sheets indicate they're good managers.

CALIFORNIA—KOGO-TV-AM-FM SAN DIEGO
COLORADO—KLZ-TV-AM-FM DENVER
INDIANA—WFBM-TV-AM-FM INDIANAPOLIS
MICHIGAN—WOOD-TV-AM-FM GRAND RAPIDS
MINNESOTA—WTCN-TV-AM MINNEAPOLIS/ST. PAUL

**TIME
LIFE
BROADCAST**

DELTA

for those who want to Jet ahead



They're on their way up... making the most of their time, flying most times on Delta...because they have come to prefer the personal, thoughtful service that has become a Delta tradition.



General Offices:
Atlanta, Georgia

DELTA

the air line with the **BIG JETS**

OPEN MIKE ®

Romance, but no proposal

EDITOR: I call your attention to a front-page article [quoting Sears, Roebuck & Co.] expounding the merits of newspaper advertising and also a copy of a recent letter [from Sears] subtly offering an "opportunity" to promote their retailing operation free, if you will.

Over the years this approach would seem to make radio the whipping boy. This is true on the local scene as well as the national. In many instances local business heads run to radio when they want a free promotion, which would indicate their belief in the productivity of radio. However, when it comes to spending money for good hard-hitting radio results, they change their color faster than a chameleon. . . .

This attitude is also true in many so-called public service campaigns. The sponsoring organization pays the talent for their material, pays the recording company for pressing the transcription, pays the government for postage, but when it gets to radio—it's for free.

Roy E. Alexander, vice president and general manager, WLSI Pikesville, Ky.

[Enclosed was an Aug. 13 newspaper clipping reporting on Sears' plans to raise its newspaper ad budget from \$58 million to \$60 million and quoting a Sears spokesman on the value of that medium. Also forwarded was a mailing piece from Sears' production information division offering a free series of 13 three-minute shows by the firm's women's commentator.]

Agency man with writer's cap

EDITOR: How thoughtful and intriguing of you to have qualified me as an official BROADCASTING correspondent. I was flattered to do a MONDAY MEMO (Aug. 19). My thanks to you for all the help and kind treatment you have already extended to my new agency.—*Mel Helitzer, president, Helitzer, War- ing & Wayne, 261 Madison Avenue, New York 16.*

Case of the borrowed news

EDITOR: . . . On page 54 of BROADCASTING, July 15 . . . you refer to the Associated Press vs. the International News Service case, stating that it was in 1935. Actually the case was decided in 1918 in an opinion by Mr. Justice Pitney in which Justice Clarke took no part, and Mr. Justice Brandeis dissented, as did Mr. Justice Holmes; Mr. Justice McKenna concurring with Mr. Justice Holmes.

The other case, KVOS Bellingham [Wash.] vs. Associated Press was decided by the Supreme Court Dec. 14, 1936, Mr. Justice Roberts delivering the opinion to which there was no dissent; although Mr. Justice Stone took no part in the consideration or decision of the case.

You state that the "use of news

BROADCASTING PUBLICATIONS INC.

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VICE PRESIDENT MAURY LONG
VICE PRESIDENT EDWIN H. JAMES
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TREASURER B. T. TAISSHOFF
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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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*Reg. U. S. Patent Office

Copyright 1963: Broadcasting Publications Inc

BROADCASTING, September 2, 1963



munch
munch
yak yak slurp slurp
OH Yawn
ZZZZZZZZZZ
slump
slump

Nightmares of a sponsor

Humanly, a sponsor dreams his doubts at times.

In these worrisome dreams, some viewers yawn or z-z-z. Others yak, munch, slurp, slump or switch off the set—do anything but watch his expensive commercial.

These nightmares needn't come true.

They won't—when the agency remembers that you have to grip and move people before you can make a sale. The success of the whole venture depends largely upon what you say about the product.

This, we're sure, is the golden key to television sales and profits. And that's what we're here for.

N. W. AYER & SON, INC. The commercial is the payoff

WIBC

The Friendly Voice of Indiana

Aim—Serve a major industry!



LEADS IN PROGRESS

Agriculture in the WIBC area is an \$812 million industry with 71,000 farms and a farm population of 280,000. Hogs, beef cattle, dairying, soy beans and corn are vital in the Indiana farmers' year-long activities.

LEADS IN SERVICE

High point of the year in Indiana agriculture is the state fair. Farmers and urbanites alike converge on Indianapolis to see what's new for the farm and the home. WIBC takes this opportunity to meet its listeners by broadcasting more than 70 hours from the fair, including the noon-day farm show of Harry Andrews, the only full-time farm director in Indianapolis radio.

LEADS IN AUDIENCE

Agriculture is but one of the areas served by "the Friendly Voice of Indiana." News, weather, sports, public affairs and music with general appeal have joined agriculture to maintain for WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.*

* Pulse Metropolitan Area Survey, April, 1963.
Pulse 46-County Area Survey, October, 1962.
C. E. Hooper, Inc., July, 1962.

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000
WATTS

WIBC

1070
KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative



WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN

stories by competing media without authority is unfair competition." This in substance may have applied to the AP vs. INS case, but is just the opposite to what the Supreme Court held in the KVOS vs. AP case in 1936. The court reversed the Circuit Court of Appeals holding, which gave an injunction against the employees of KVOS reading excerpts from copies of the *Bellingham Herald*, *Seattle Post-Intelligencer* and the *Seattle Daily Times*.

This practice, which the Supreme Court refused to prevent, distinguished the 1918 case of AP vs. INS. The citations on these cases are:

Associated Press vs. International News Service, 248 U. S. 215; 63 L.Ed. 211; 39 S. Ct. 68; 2 ALR 293.

KVOS vs. Associated Press, 299 U. S. 269; 81 L.Ed. 183, 57 S. Ct. 197.

We have not analyzed the Pennsylvania or Ohio decisions, but we know of no decision overruling the KVOS vs. Associated Press 1936 decision. *Joseph T. Pemberton, attorney, Bellingham, Wash.*

[Mr. Pemberton is correct on his dates, not quite correct on the outcome of the KVOS case. Associated Press vs. International News Service was decided in 1918 (248 U. S. 215). AP vs. KVOS was decided in the U. S. Appeals Court in 1935 (80 Fed 2nd 575), but was reversed by the U. S. Supreme Court in 1936 on the ground the monetary damages were below the minimum required for federal jurisdiction (299 U. S. 269)].

A tool for FM pioneering

EDITOR: Please send 30 copies of the Special FM Report reprints (BROADCASTING, July 29).

We are in the process of applying for a Class C station to open a virgin FM territory in Arkansas and eastern Oklahoma. This comprehensive report will, in all probability, become one of our most valuable tools in pioneering.—*Joe F. Wheeler, manager, The Valley Corp., 1780 Tower Bldg., Little Rock, Ark.*

Called the shots squarely

EDITOR: This is just a note to express my appreciation for the completely fair and objective way you handled the Aug. 12 article in BROADCASTING concerning the settlement of the pending legal differences between myself and Representative Bob Wilson.—*Lionel Van Deerlin (R.-Calif.), House of Representatives, Washington.*

Overpriced

EDITOR: Reading the "Bible" [July 29], I noted that you were accusing us of being spendthrifts to the point of paying \$6.25 million for the KOGO stations. I hope you will adjust your records so that all future references will show the actual \$6.125 million.—*Andrew J. Murtha, Time Inc., Rockefeller Center, New York 20.*

BROADCASTING, September 2, 1963

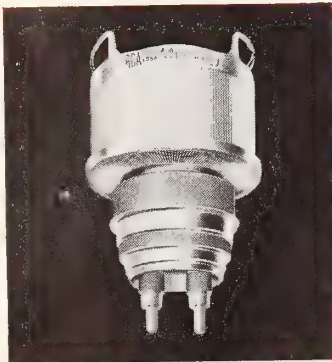


RCA-6166A/7007

New Design...New Performance

Improvements in RCA-6166A/7007 practically make it a new tube. This is the result of thorough evaluation of design, materials, and techniques—a continuing process at RCA. This relentless search to improve tubes has increased the life expectancy and provided new performance capability for this grooved ceramic tetrode—outstanding for medium and high power VHF-TV.

RCA-6166A/7007 includes significant improvements in exhaust vacuum firing, screen support structure, and filament processing. The tube is easier to drive. Moreover, with less load on the



driver, you can expect better-than-ever performance and longer tube life.

Designed by tube engineers working with transmitter designers, RCA-6166A/7007 operates on all channels, fits into the driver stage without modifications in the transmitter. Try it next time you have need of tubes for radio or TV.

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N. J.
SEE YOUR AUTHORIZED DISTRIBUTOR OF RCA BROADCAST TUBES.



The Most Trusted Name in Television

For name and address of your local distributor write or call your nearest RCA Distributor Products Sales Office.
New York, N. Y.: 36 W. 49th St., Murray Hill 9-7200; Needham Heights 94, Mass.: 80 "A" St., Hillcrest 4-8480; Washington 7, D. C.: 1725 "K" St., S.W., Federal 7-8500;
Atlanta, Ga.: 134 Peachtree St., N.W., Jackson 4-7703; Cleveland, Ohio: 1621 Euclid Ave., Cherry 1-3450; Chicago, Ill.: Merchandise Mart, 467-5900; Dallas 7, Texas: 7901
Carpenter Freeway, Melrose 1-3050; Kansas City 14, Mo.: 7711 State Line, Emerson 1-6462; Los Angeles 22, Cal.: 6801 E. Washington Blvd., Raymond 3-8361.

Who ever said television spot lacks flexibility?

Television spot has more flexibility than a lot of people realize. But it was this new-found degree of flexibility which enabled us to introduce one of our clients to this medium for the first time.

Within an hour after Jack Nicklaus dropped his final putt on the 18th green to win the PGA tournament in Dallas on Sunday afternoon, July 21, he appeared in a spot television campaign across the country announcing his victory. In the spot, a pre-recorded locker room interview, Mr. Nicklaus extolled the merits of MacGregor golf equipment and DX Tourney golf balls manufactured by the Brunswick Sports Division of the Brunswick Corp.

Just how do you prepare a commercial in advance to tie-in with a spot news event that hasn't happened yet? We think our technique will be used more on television as the result of co-operation between agency media departments and station representatives.

Why Not TV? ■ Credit for the idea for such a TV "win" commercial goes to a member of Brunswick's board of directors. Having previously seen a drop-in style newspaper ad run a year ago following a Nicklaus victory, he wondered if it could be done on TV.

While such an approach was new for this particular type of use, we felt that with the proper encouragement and co-operation from interested stations, it could be done. One big hazard was the danger of losing the spot schedule at the last minute. Another was in skeleton staffs at stations over the weekend. If our golf star lost they still might mistakenly run the spots that had been scheduled on an "only-if-Jack-wins" basis.

Although we felt the idea would work, there was no way of guaranteeing (1) that stations would cooperate until we were in a position to place a definite order or (2) that Mr. Nicklaus would win. But we decided to go ahead with the spot.

Early in May we filmed the spot with Mr. Nicklaus demonstrating his famous swing, preceded by a strip lead-in of sportscaster Jack Brickhouse announcing, "Jack Nicklaus has done it again!" A drop-in slide to be superimposed over the action shot named Jack Nicklaus "PGA champion for 1963!"

Reps' Reaction ■ In our initial approach to station representatives there was a general reaction of enthusiasm, a feeling of confidence that their stations would work out an arrangement. About 20% of the reps, however, didn't think

it would work but said they would let us know station reaction. A number of stations were not interested at all.

The stations used, selected two weeks in advance of the tourney, agreed to run spots on an "if" basis—if Jack Nicklaus won. As replies to the plan came in, it became apparent the stations were suggesting one of two approaches: (1) definite fixed spots to choose from (subject to prior sale right up to the last minute), or (2) completely run-of-schedule spots which we would buy based on some indication of what was available in advance.

Enough stations in each selected market offered the first approach (fixed spots) so that we were able to get definite availabilities and make comparisons as to the most efficient buy in advance. Contingent orders then were placed in each market subject to change. Some stations confirmed all spots without subsequent change as early as 10 days preceding the tournament; others made changes as late as 48 hours prior to the end of the tournament.

In a few cases some availabilities were withdrawn by the stations and there were not enough other spots open to accommodate us. It also was too late to secure an alternate station because we didn't have time to get the film there.

20's Plentiful ■ The stations not interested at all generally were network-owned although in some cases these stations offered excellent 20-second spots. Another station offered four good spots immediately and the station manager said he personally would watch the situation to be sure all went according to plan. Generally, more good 20-second spots were offered than minutes.

Another "bonus" we looked for in scheduling was news and sports program adjacencies. These were rather scarce on Saturday and Sunday since

there are not many news shows in all markets over the weekend. The spots that do exist usually are sold out. We found later, though, that many people first learned of the Nicklaus victory when they saw our commercials.

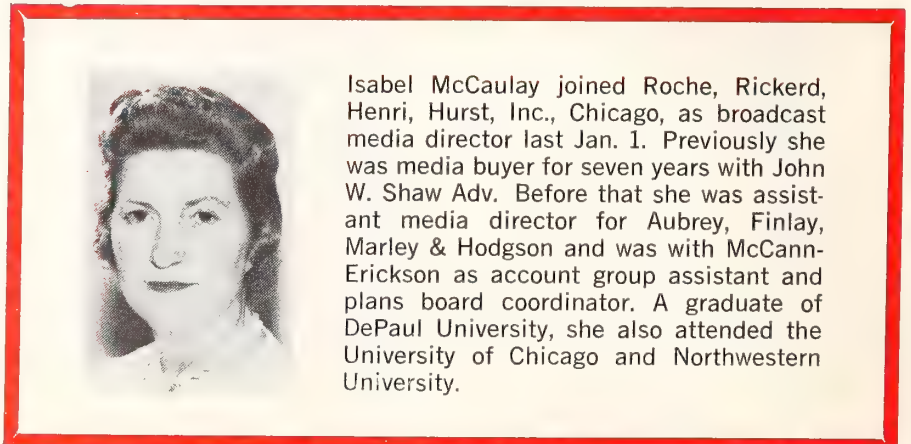
Film and slide were shipped to each station prior to the tournament weekend. The moment Jack Nicklaus became champion, we began telephoning all stations on the schedule as a double-check. They, in turn, began scheduling the minute and 20-second spots using a combination of prime and fringe time.

An average of five to ten spots appeared per market that same Sunday night and the following Monday night. In all, 20 top TV markets were used plus Columbus, Ohio, Mr. Nicklaus' home town.

TV's High Score ■ Our conclusions have been that the stations leaned over backward to accommodate our client. So did the representatives. They were especially careful in making arrangements on technical aspects of either scheduling or withdrawing the film from their projectors in time for the Sunday spots.

Our experience is an outstanding example of the flexibility of spot TV today as well as of the cooperation and service that stations and their representatives are able and willing to give an advertiser. For our client, Brunswick Sports, successful TV timing was important too.

Brunswick Sport's merchandising-advertising services director, Mark Cox, told us the company has heard from golf pros and consumers all over the country about the timely Jack Nicklaus spots. "This was our first time on television," he said, "and we found spot TV well worth while because it allows us to tailor-make our coverage to fit our budget and to carefully select a complete market."



Isabel McCaulay joined Roche, Rickerd, Henri, Hurst, Inc., Chicago, as broadcast media director last Jan. 1. Previously she was media buyer for seven years with John W. Shaw Adv. Before that she was assistant media director for Aubrey, Finlay, Marley & Hodgson and was with McCann-Erickson as account group assistant and plans board coordinator. A graduate of DePaul University, she also attended the University of Chicago and Northwestern University.



How many times has Clyde Barnstable's nose been counted?

Meet Clyde Barnstable of Pugg's Junction, North Carolina. He owns one of the most counted noses in North America.

You see, Clyde receives five television stations. Including two CBS affiliates and two NBC stations. And all four of these stations

include Clyde in their nosecount.

Which station does Clyde watch for CBS shows? Which station for NBC shows? We can't be sure. Neither can you.

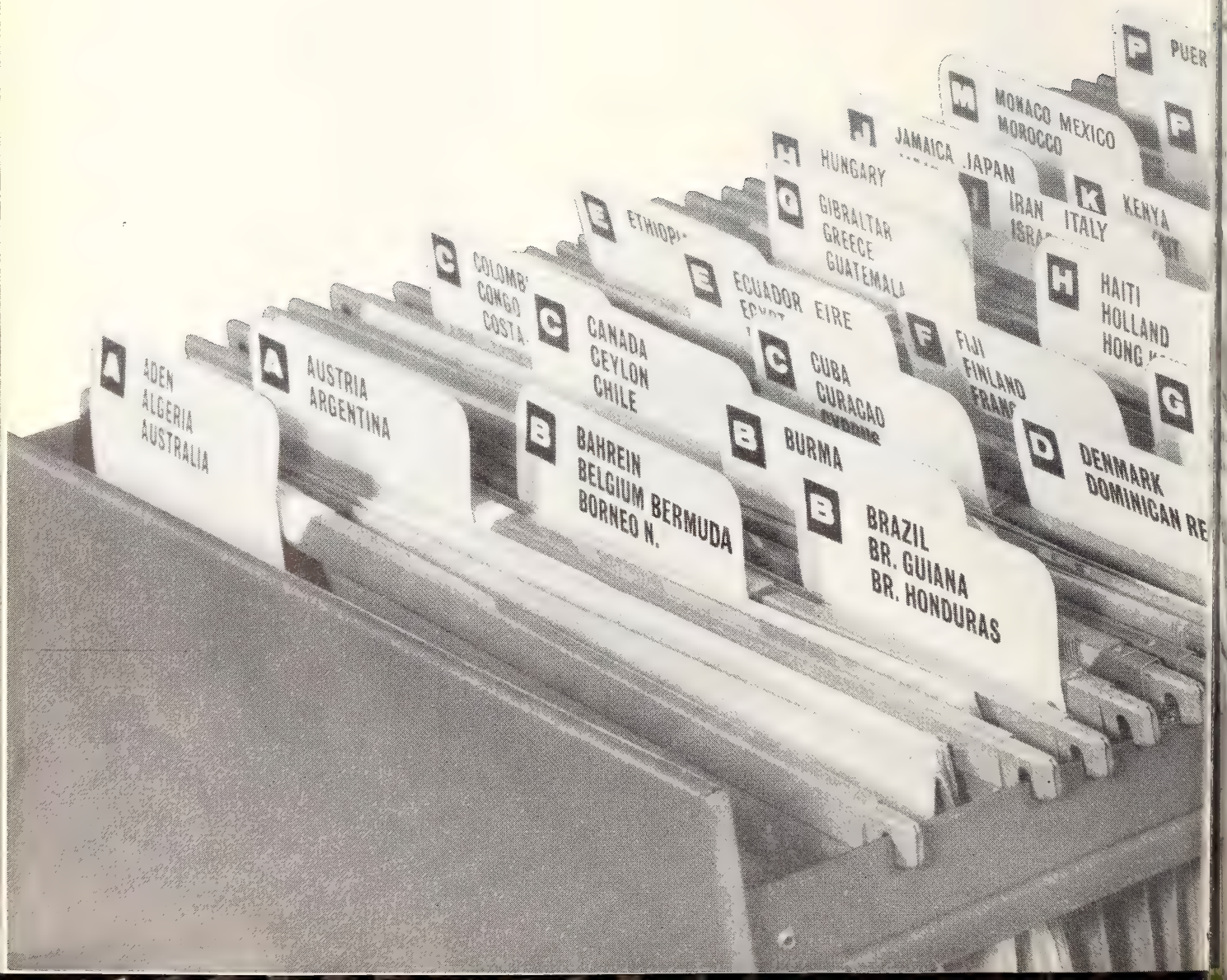
But there's no doubt about Clyde's source for ABC-TV programming. WRAL-TV, Raleigh. For

Clyde (and 442,000* television homes), we're the only ABC-TV station in sight.

Wanna sell your product in the 50th tv market? Ring up the boys at H-R. Ask 'em about the unduplicated coverage of WRAL-TV.

Just tell them Clyde sent you.

Estimated tv homes in survey area, ARB—Nov/Dec '62; market ranked 50th by *Television Magazine*. **WRAL-TV** Raleigh/Durham, North Carolina



BBCtv
enterprises

**CURRENT
WORLD
SALES**

(Television and
Non-Theatric)



PERSONALITY POWER

Floyd Ottoway
WSYR GANG

Carol Johnson
WOMEN

Ed Murphy
MUSIC

Fred Hillegas
NEWS

Joel
Mareiniss
NEWS

Elliot Gove
TIMEKEEPER

Richard Hoffmann
BUSINESS NEWS

Alan Milair
MUSIC

John Gray
MUSIC

Deacon Doubleday
FARM

Bill O'Donnell
SPORTS

It packs a friendly punch. Stroll down the street with Fred Hillegas or Carol Johnson or Deacon Doubleday. Watch the smiles light up peoples' faces; hear the known-you-all-my-life greetings from total strangers.

This friendly attitude is for **you**, too, when these personalities are selling for you. And, that's why WSYR Radio is the greatest sales medium in Central New York.

So you see what happens:

Personality Power = Sales Power for you in the 18-county Central New York area.

Instant friends for what you have to sell.

Represented Nationally by

THE HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

WSYR

5 KW

• SYRACUSE, N. Y. •

570 KC

NBC in Central New York

WSYR
Syracuse

FCC squeeze on big TV interests?

A movement was taking shape last week to break up concentrations of program control in television. The movement came from two directions within the FCC: from the commission's newest member who was formerly the government's chief antitrust prosecutor and from the head of the commission's network study staff which has originated many of the agency's harshest policies.

Commissioner Lee Loevinger proposed that the FCC encourage diversity of programming by diversifying sta-

tion ownership. He said the agency's present multiple ownership rules were too liberal and their enforcement too lax (see story below).

Ashbrook P. Bryant, chief of the network study staff, urged a different approach toward the same general objective. He proposed consideration of a rule that would prohibit television networks from controlling more than 50% of their prime-time programming and would take them entirely out of syndication (see story page 28).

The Loevinger formula for FCC action

SCRAP PROGRAM CONTROLS, DIVERSIFY OWNERSHIP, URGE EXPERIMENTS

The late summer calm of FCC commissioners and broadcasters alike was shattered last week by the commission's newest member, Lee Loevinger. In his first major speech as a commissioner, Mr. Loevinger took issue with established FCC policies and practices, and urged the agency to adopt new techniques to stimulate diversity in broadcast programming.

The commission, he said, in a statement placing him at odds with most of his colleagues, should not try to improve programming by adopting standards. Such an exercise, he said, is not only wrong but futile.

Instead, he said, casting a critical eye on the commission's multiple ownership rules and the manner in which they are administered, the FCC should promote diversity of ownership of stations. The different public tastes can best be served by a multitude of voices, he said. It follows from this, he added, that newspaper owners should, in general, be barred from broadcasting.

He also suggested other means by which he said the commission could try to improve broadcasters' public service:

Require an "adequate performance of the journalistic function by all broadcasters." Specifically, he would require broadcasters to devote as much air time to news as to commercials.

"Encourage enterprise, experimentation and innovation." One innovation he suggested was the creation by broadcasters of a broadcast news service that would compete with AP and UPI and, he said, tailor its material for radio and television.

Talk To Journalists ■ The commissioner's speech, delivered before the

Association for Education in Journalism at the University of Nebraska, in Lincoln, was widely regarded as one of



Commissioner Loevinger

the most provocative delivered by an FCC commissioner in some time. But with most commissioners away from their offices during the August hiatus, it was difficult to assess its impact.

Commissioner Loevinger's position on multiple ownership is not unique within the commission. Commissioner Robert T. Bartley has long opposed automatic

commission approval of station purchases by substantial multiple-owners. And at least two other members, Chairman E. William Henry and Kenneth A. Cox, are reported to favor a review of commission practices in this area (CLOSED CIRCUIT, Aug. 5).

FCC-requested legislation would give the commission greater flexibility in passing on applications for transfers or assignments of license and would be a handy tool in implementing Commissioner Loevinger's proposal. Senate and House bills (S 2052 and HR 7477) would remove the present statutory prohibition against the commission's considering whether someone other than the proposed purchaser could best serve the public interest.

But in his speech, Commissioner Loevinger, who until June headed the Justice Department's antitrust division, has provided the philosophical underpinning for a tougher policy. "The growing concentration of control of broadcasting stations and among all the mass media is cause for grave concern," he said.

Opposes Programing Control ■ At the same time, however, he tied his views on multiple ownership to his ideas on commission control over programming—ideas sure to be anathema to most of his colleagues who have long maintained that the commission has the authority and duty to examine a licensee's performance.

Since his appointment, Commissioner Loevinger has on several occasions indicated an aversion to government intrusion in programming (BROADCASTING, Aug. 26). But his speech afforded him his first opportunity to state his position in detail. He said the commission has the obligation to prevent the airing of

A way to weaken TV network power

UP FOR FCC ACTION: RULE TO CUT BACK THEIR PROGRAM CONTROL

The FCC will begin coming to grips later this month with a staff recommendation that the agency attempt to stimulate competition among television programming sources by curbing network control over programming.

The recommendation, advanced by the commission's office of network study, proposes a rule that would:

- Prohibit networks from engaging in program syndication in the U. S. or from participating financially in the syndication operations of others.

- Restrict networks' ownership or first-run rights of entertainment programs to 50% of those shown in prime time.

The rule would also require the networks to supply the commission with information it might request on the production, exhibition and distribution of programs offered as regular network shows.

This was one of a number of proposals contained in a report the staff submitted last winter (BROADCASTING, Dec. 3, 1962), following the commission's lengthy inquiry into network programming practices.

Scheduled Sept. 18 ■ It is now embodied in a 74-page document scheduled for commission consideration at its meeting Sept. 18. It is understood

that, besides explaining and backing the proposal, the document recommends that the commission institute a rulemaking proceeding.

In its report last winter, the network study staff, under the direction of Ashbrook P. Bryant, said that the market for television program producers is shrinking because of network practices.

The report cited the networks' policy of buying exhibition rights from producers and supplying part if not all of the financing of independently produced programming. As a result, the report added, the market for programs, "as a practical matter," has narrowed down to the managers of the three networks.

The report also noted that the networks syndicate programs after they have completed their network runs. And in their original negotiations for the programs, the report said, the networks usually acquire profit-sharing rights in syndication. Consequently, it said, there are "compelling" economic reasons for networks to choose for network exposure, "and thus to popularize" those programs in which they have syndication rights.

Although the commission has no direct authority over networks, the

report suggests that the agency can exercise the necessary control through its control over the chains as broadcast licensees.

Proposed Rule ■ It is understood that proposed rule now before the commission follows the language of the one contained in the report submitted in December. That one said "no television licensee or any person controlling, controlled by or under common control with any television licensee shall offer any program through interconnection . . . to other television licensees as part of a regular business of network broadcasting if such licensee or other person" syndicates programs in the U. S. or arranges to share in revenues from the domestic syndication activities of others.

The rule would also ban licensees engaged in networking from pursuing "policies or practices of a course of business in the procurement of programs for television broadcast which the commission . . . determines to have resulted in or to be likely to result in an undue concentration of control of network program production or substantially to lessen competition in the business of television program production contrary to the public interest."

The rule says the commission will

"positively objectionable matter," such as lotteries, frauds, obscenities and incitements to riot.

But, he added, "I do not deem it the proper role of government in a democracy to establish standards of taste or to dictate intellectual or cultural level of expression of the mass media."

He made it clear that, as a viewer, he doesn't care for television. "Much television programming is trash by my standards," he said. "But I would not ban all trash from the air if I could. That which I disdain is esteemed by others. One man's trash is another man's treasure; one man's vast wasteland," he said, alluding to former FCC Chairman Newton N. Minow's celebrated description of television programming, "is another man's verdant vineyard."

He said this view implies the public must be given a choice. And it is the government's responsibility, he added, to insure a "wide range of choice adequate to provide for all tastes."

FCC Technique ■ It is in this area, he said, that the FCC has failed. The

commission, he said, "ostensibly" seeks to secure variety in programming by reviewing a licensee's performance at renewal time to determine whether he has provided sufficiently balanced programming. But the commission, he said, lacks the necessary "operational criteria" to make this judgment.

He said the information supplied by applicants regarding categories of programming doesn't help because "there are no standards whatever as to the quantitative proportions that are desirable, or even permissible, among such categories of programming classification." In addition, he said, the classification technique gives no information about "the most important aspect of programming, which is quality."

He added that the commission's requirements that broadcasters seek out and meet community needs and tastes, and that they perform in accordance with their promises don't provide much of a basis for commission decisions. He said the agency has no way of knowing whether a licensee's effort to determine needs is effective. And the standard of

compliance with representations isn't helpful either, he said, "until we are prepared to say which deviations may be an improvement and which a degradation of the promised service."

Rather than concern itself with programming, Commissioner Loevinger said, the FCC should apply the brakes to the acquisition of new broadcast properties by multiple owners and newspapers.

Rule Too 'Lax' ■ The commission rule permitting an enterprise to own seven AM, seven FM, five VHF-TV and two UHF-TV stations, he said, is "too liberal" and its application by the agency "too lax." He didn't suggest any revision in the rule or recommend that present group owners be stripped of any properties. "There are practical and legal difficulties with divestiture," he said.

But he said that in considering competing applications for a new facility, the commission should favor the applicant with the fewest "other interests in the field"—including newspapers. He said it's just as undesirable for a person to own the local newspaper and television station as it is to control two TV



Mr. Bryant

consider a network to be in violation if it has "the license, option or other exclusive right for television network exhibition" in more than 50% of the shows, "exclusive of news and public affairs programs," it offers for broadcast between the hours of 7 p.m. and 11 p.m., New York time, during any calendar week, Sunday through Saturday.

Networks—in their role as licensees—would also be in violation if they failed to submit information requested by the commission "on the creation, production, selection, distribution and exhibition of programs which are offered as a part of regular television network operations. . ."

stations in one market—"and for the same reason."

He called the "journalistic function" one of broadcasting's most important. As a result, he said, "any reduction in the number of independent enterprises serving that function within the national community is an injury to the public interest." He said he would "oppose any significant increase in the concentration of control of the mass media . . ."

He noted that in the top 25 television markets, containing 40% of the nation's population, about one-third of all TV stations are affiliated with newspapers.

Diversity vs. Quality ■ Commissioner Loevinger indicated he was unimpressed with the frequently made argument in favor of multiple owners—that such companies provide the best programming. "If we must choose between program quality and diversity," he said, "I would choose diversity without hesitation."

Furthermore, he said, "the economic spur of competition" is more likely than "exhortation" or any other course to

induce broadcasters to produce programs that will please such minority groups as intellectuals, college graduates, drama and music lovers and others who seek literate entertainment."

But increased competition by itself, Commissioner Loevinger said, would not "insure adequate performance of the journalistic function" which he called the most significant public interest served by broadcasting and the end that "most clearly justifies the spectrum allocations made to it."

He said broadcasters, therefore, should be required to devote at least as much time to news as they do to commercials. He called this a "crude measure." But, he added, it is "clear and definite" and would, in effect, require "each broadcaster to pay for the time he takes from the public domain for his own commercial use by devoting an equal amount of time to public service."

Check On Over-commercialization ■ This proposal, he said, would have the "incidental" effect of providing "a check on over-commercialization." The commissioner made no reference to the commission's proposal to consider the NAB codes as a basis for devising limitations on commercials. But he said his suggestion "avoids a purely arbitrary limitation on commercials" and assures that "a reasonable amount of time" will be devoted to broadcasting's "most important social use."

He did not attempt to define what he meant by news. Asked later, during an appearance on KOLN-TV Lincoln, Neb., what his definition of news would cover, Commissioner Loevinger said "any experienced newsman knows what hard news is."

He capsuled his position with the quip: "Equal time for hard news and soft soap."

A check of Washington, D.C., stations indicated what the Loevinger proposal might mean for broadcasters. One AM station said it programs a maximum of 18 commercial minutes an hour. This is six minutes more than it normally devotes to news in one hour. But an official said that, with specials and bulletins, the station probably averages as much news as commercial time. An official of a TV station said the outlet in June broadcast 960 locally originated spots of 10, 20 and 60 seconds duration. However, no breakdown of the spots was available.

News Broadcasts Criticized ■ Commissioner Loevinger, who is a member of the professional journalistic society Sigma Delta Chi, was also critical of the manner in which broadcasters handle the news shows they produce. "So far," he said, "broadcasting has largely relied on newspaper resources and newspaper techniques for its operation in

this field . . . Broadcasting," he added, "must develop its own news sources and news presentation techniques."

It was in this connection that he recommended that broadcasters create their own news service, rather than rely on AP and UPI. He said there have been "widespread and vociferous" complaints among broadcasters about both news services.

"It is clear," he said, "that both organizations are, must and should be, devoted primarily to serving newspapers. They do not and should not secure and disseminate news in a form that is adapted primarily to broadcasting."

He said the broadcasting business could afford to set up an independent news gathering service "to become truly competitive with newspapers, and to utilize the magnificent modern techniques of electronic communications to expand the intellectual horizons and extend the intelligence sources of the public it is supposed to serve."

Collins lauds groups

LeRoy Collins, president of the National Association of Broadcasters, took "sharp issue" with two of the recommendations made last week by FCC Commissioner Lee Loevinger (see story page 27).

Governor Collins said multiple owners of broadcast stations have made "splendid contributions" to the service of the public and that the practice should be encouraged rather than condemned. It is an inherent right of our free enterprise system to become "big," the NAB president said, in urging that multiple groups be strengthened rather than weakened.

The commissioner's recommendation that stations be required to devote as much time to news programming as to commercials is not relevant to a licensee's service to the public, Governor Collins said. Such concrete rules should not be adopted, he said, because there already are times when stations and networks devote much more time in a given day to news than to commercials. Broadcasters are charged with knowing and meeting their responsibilities to their audiences, he pointed out.

The NAB president said he could agree with much of the rest of Commissioner Loevinger's Nebraska speech. "It was very thoughtful and thought-provoking" and undoubtedly will be discussed both pro and con for some time, Governor Collins said. He predicted the Loevinger recommendations will play a major role in the eight upcoming NAB fall conferences.

Gillette rides TV in blade race

IT ENTERS THE NEW STAINLESS MARKET WITH \$4 MILLION CAMPAIGN

Early last week one of broadcasting's oldest and best customers gave television a resounding vote of confidence.

Gillette Safety Razor Co. announced that it was entrusting the bulk of its \$4 million promotion for the introduction of its stainless steel razor blade to television (CLOSED CIRCUIT, Aug. 26) in a move that raises the company's special fall advertising spending well over \$8 million.

A previously announced \$4.25 million allocation is earmarked for the 25th anniversary of Gillette's *Cavalcade of Sports*, to be observed with a special razor-lather promotion in connection with the World Series in October. (Gillette's agency is Maxon).

Thus, Gillette, though far from putting all its eggs in one basket, nevertheless reaffirms a belief in the broadcast media that it expressed 25 years ago by spending \$100,000 for radio rights to carry the World Series of that year. Since that time, it is estimated that the company has spent some \$150 million on *Cavalcade of Sports*, approximately \$25 million of which has gone into World Series rights fees. A five-year contract signed in 1960 gave Gillette broadcast rights to the Series until 1966 for \$18,750,000, of which \$3.5 million went for 1963 World Series rights, and \$250,000 for the game rights to this

year's All-Star baseball game.

All of this represents a vast departure from the day in 1939 when the late Judge Kenesaw Mountain Landis, then commissioner of baseball, told Gillette Advertising Director A. Craig Smith that the World Series was Gillette's at \$100,000 per year for as long as he (Judge Landis) lived. The baseball commissioner died shortly thereafter.

The Right Weapons ■ But Gillette braced for the spiraling prices, and expanded its *Cavalcade* to the point that it has achieved a high degree of identity between itself and the program type it sponsors. That's one of the reasons that this week, when Gillette armed itself for what may be its toughest marketing battle yet, it called upon radio-TV and the *Cavalcade of Sports* to bear the brunt of the attack.

Gillette found itself in the unusual and uncomfortable position of following, rather than leading, its competitors, into battle, and as one rival blade company official expressed it, "We're meeting them on our battlefield this time, not theirs."

He was referring to the fact that other domestic blade brands, notably Schick, Personna and Pal, had gotten a several months jump on Gillette, and threatened to weaken Gillette's hold on 70% of the market. The move to stainless

steel, spurred by the popularity of the English Wilkinson Sword Edge blade, not only presented Gillette with the obvious production problems, but also caught the company at a time when it was constructing a \$10 million addition to its Boston plant. Production of the stainless steel blade had to await completion of the plant.

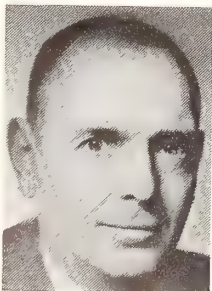
In addition, Gillette not only had to develop the blade itself, but also had to solve the problem of producing the blade with quality on a volume that would surpass that of any of its competitors. With such complicated factors involved it wasn't surprising that speculation was raised as far back as March concerning a target date for marketing of the blade. Last week the announcement came, and with it the disclosure that a heavy concentration in broadcast advertising was planned.

Wall Street Effect ■ Announcement in early August that the stainless steel blade would not be a part of Gillette's annual World Series promotion touched off belief that the blade wouldn't be marketed until after the October promotion and did nothing to firm up the prices of Gillette stock, which was already running below its 1962 levels. Anticipation of the stainless blade's introduction last week, however, caused the stock to rise, and when the an-

What sports have done for Gillette

SINCE ITS FIRST WORLD SERIES, A 1,500% RISE IN SALES

Given the luxury of 24 years' hindsight, Gillette's decision to embark upon the *Cavalcade of Sports* in 1939 can be called historically justified.



Mr. Smith

The advertising campaign has accompanied and doubtless contributed in no small measure to Gillette's acquisition of a commanding hold on 70% of the razor blade market. Between 1939 and 1962, the company's sales have risen some 1,500% from \$18 million to \$276.2 million, and net income has risen almost as sharply, from \$3.3 million

to \$42.3 million.

On the occasion of the beginning of Gillette's silver anniversary year of the *Cavalcade*, however, the man instrumental in its inception could remember when the climate for sports broadcast advertising was not so appealing.

In an interview with BROADCASTING, A. Craig Smith, Gillette's vice president and director of advertising, recalled that the company actually purchased radio rights to the Series in 1937 and 1938 and never used them. Ford Motor Co., he said, which had sponsored the series from 1934 to 1936, paid the \$100,000 purchase price for rights the following two years, but didn't even use the broadcasts for advertising messages.

This was the status of sports broadcasts when Mr. Smith sat down

with the late Kenesaw Mountain Landis, then commissioner of baseball, and negotiated for the first of Gillette's 24 consecutive years of sponsoring the World Series coverage.

How It Began ■ "At the time," Mr. Smith said, "Mr. Landis insisted that all networks carry the World Series, but we convinced him to carry it on one network only, and Mutual beamed the series that year."

"The price was \$100,000, and Mr. Landis promised me that would be the price for as long as he lived. Unfortunately he died soon afterward."

Ford re-entered the picture almost a decade later, Mr. Smith said, when it co-sponsored with Gillette the first televising of the World Series in 1947. But it withdrew again the following year, and since that time has



An old Gillette symbol, the talking parrot, will introduce the new Gillette stainless steel blade in television commercials that will begin appearing in a spot campaign that will break

nouncement was made last Monday (Aug. 26), Gillette stock rose to its 1963 high.

Specifically, the Gillette strategy for marketing the blade, necessitated by its market-by-market introduction, will involve spot television advertising, with cut-ins on such *Cavalcade of Sports* features as the World Series, *Fight of*

as distribution is opened market by market. The commercials for the new blade will also appear on Gillette's network programs, including World Series broadcasts.

the Week, American Football League games and *Wide World of Sports*. Distribution of the blade to all the company's 500,000 national outlets is expected to be completed by October. In addition, during this period, there will be a nationwide sampling program in progress.

The strategy combines the two tech-

not participated in World Series telecasts. Two of its rivals, General Motors and Chrysler, have.

The 1939 World Series was not Gillette's first entry into sports, however. The company sponsored, with what it admits was an ulterior motive, the 1935 heavyweight championship fight between Jimmy Braddock and Max Baer.

"We sponsored that fight because we were trying to get Max Baer to appear in a radio detective series for us, and we figured it might help our cause with him if we sponsored the fight," said Mr. Smith. "We got him for the detective series all right, and I must say, sponsoring that fight influenced our later decision to try the World Series."

Fast, Fast Results ■ Whatever disenchantment may have surrounded sports advertising in those days, Gillette found it to be a profitable venture immediately. Although the Series lasted only four games (the New York Yankees routed the Cincinnati Reds), thus affording Gillette

minimum exposure, sales rose two-and-a-half times over what they had been in the same period the year before. The Gillette *Cavalcade of Sports* was launched.

Since that modest beginning, Gillette has expanded the *Cavalcade* into virtually every major sporting event, and this spring even began sponsoring its *Fight of the Week* broadcasts in Japan, thus becoming the first American advertiser to present on Japanese television the same programs it sponsors in the U. S., according to Mr. Smith.

The World Series has become the vehicle by which Gillette has introduced to the public such new products as its adjustable razors, slim adjustable razor and other products. Today, Gillette stands as the oldest continuing sponsor on television, and its weekly fights are TV's oldest feature.

Through it all, Mr. Smith, the man behind the *Cavalcade of Sports*, maintains that he's "just an average sports fan."

niques used earlier by two rival companies in introducing their stainless steel blades. Schick Safety Razor Co., a division of Eversharp Inc., resorted heavily to direct mail and hand sampling for the introduction of its Krona stainless steel blade. Philip Morris Inc.'s, subsidiary, American Safety Razor Co., which began marketing its Personna double edge and Pal injector blades in the spring, used television primarily.

Battle Lines Drawn ■ Gillette plans to use both, and, as one competitor put it, "they can do it because they're powerful." Robert G. Urban, president of American Safety Razor Co., said he welcomed Gillette's entry into the field, which he hailed as a boon to the stainless steel blade business in general. Another company official optimistically welcomed Gillette's competition, saying, "For the first time, we have a good entry in the double-edged blade market."

The Gillette stainless steel push comes almost simultaneously with the beginning of its World Series promotion, scheduled to run from Aug. 31 to the conclusion of the Series, Oct. 12. The company estimates it will spend \$4,245,000 on promotion of a special discount package deal involving its slim adjustable razor and Foamy instant lather. In addition to the World Series itself on NBC-TV, the campaign will include *American Football League* games, *Wide World of Sports*, *The Fight of the Week*, and *Wagon Train* on ABC-TV and television spots in selected markets.

Business briefly . . .

Lumbermens Mutual Casualty Co. and affiliated or associated insurance companies of the Kemper Group will participate in sponsorship of *Sing Along with Mitch* (NBC-TV, Monday 10-11 p.m.) for 15 weeks—Sept. 23 through Dec. 30. Agency: Clinton E. Frank.

Pontiac Division of General Motors Corp. will sponsor *Today* show and *The Tonight Show Starring Johnny Carson*, Thursday, Oct. 3, on NBC-TV. Pontiac, through McManus, John & Adams, is first advertiser to buy total sponsorship of both programs for one day.

Hazel Bishop will begin a saturation campaign Sept. 3 in New York to introduce its new "Fantastick" lipstick line. The 60-second commercials have been scheduled on WCBS-TV, WNBC-TV, WNEW-TV and WOR-TV. At least one radio station will also be used, along with less intensive schedules in other markets.

Kellogg Co., Battle Creek, Mich., has bought sponsorships in six NBC-TV programs during September, consisting of *Ensign O'Toole*, *The Virginian*, *Wide Country*, *The Jack Paar Program*, *International Showtime*, and a repeat of a special, *The Circus*. Agency: Leo Burnett Inc., Chicago.

EMPLOYEES BUY PETRY FIRM

Petry and Voynow get \$2 million to \$4 million; will stay on payroll in current positions

Edward Petry & Co., the first, and still one of the leading station representation companies, has been sold to a group of its employees headed by Martin L. Nierman, executive vice president.

Edward Petry, the founder and principal stockholder, and Edward E. Voynow, the other stockholder, disposed of all of their stock interests in the firm but continue—in the role of salaried employees—as board chairman and president, respectively, and as directors.

No change in the management, policies or name of the 31-year-old company is contemplated, according to Mr. Nierman, who owns the largest but not a majority block of the stock under the new ownership.

A total of 26 employees own 100% of the stock issued. The deal, completed last Thursday (Aug. 29), includes provisions under which other employees may acquire shares. It also requires that a shareholder leaving the company must sell his shares back to the treasury.

In The Millions ■ The purchase price was not disclosed. Unofficial estimates placed it between \$2 million and about \$4 million.

The announcement said the company bought the 100% interest of Messrs. Petry and Voynow and their families for “a substantial down payment” and

an obligation to pay “a further sum” to Messrs. Petry and Voynow “over a number of years.”

Both of the owners were said to have been seeking for some time to find a way to accomplish substantially what they accomplished last week. Although they plan no curtailment in their management activities, Mr. Petry is 67 and Mr. Voynow is 60.

The way for the changeover in ownership was cleared as a sort of byproduct of the recent contract for the sale of Transcontinent Television Corp.'s properties at prices expected to total about \$38.5 million (BROADCASTING, April 15, et seq). The Petry company owns 12.6% of Transcontinent stock.

Messrs. Petry and Voynow said in announcing the disposition of their interests in the Petry firm:

“Both of us have a basic pride in the Petry company and have long sought a way to insure that its traditions of service to the stations it represents would be perpetuated. Certainly the best way to achieve this is by transferring the control of the company to people who are serving the stations and advertisers now.

“The Petry company's operating staff now has a double stake in its future, both as employees and as stockholders, and the combination of their enthusiasm and our own continuing efforts will

guarantee vigorous, loyal and devoted service to the stations on the Petry list.”

Company Spirit ■ Sale of the company to its employees appeared to be without precedent in the station representation field, but its spirit was not unprecedented within the Petry organization. The company has an enviable reputation in its employee relations. During World War II, for example, all Petry employees in military service received full pay from the company for the full terms of their military duty.

Mr. Petry, whose firm is generally acknowledged to be the first exclusive national representative in broadcasting, opened the company Feb. 1, 1932—at a time when national advertising time sales were generally a hit-or-miss affair handled by brokers operating on a non-exclusive basis.

The firm opened with 13 radio stations on its list—a list that soon became known, because of the prestige of the stations, as “the Tiffany list” among station representatives. The company set up its television division in 1947.

Today the Petry list consists of 26 radio and 31 television stations. The radio division is under Vice President Ben H. Holmes, while the television division is directed by Mr. Nierman. The company has offices in nine major cities.

At least three other exclusive national representatives have stock-participation or stock-option plans. John Blair & Co. has minority stock available to all employees. Harrington, Richter & Parsons and Adam Young Co. authorize stock options to key employees.



The new stockholders of Edward Petry & Co.: Seated (l to r): Joseph H. Sierer, radio sales manager, Atlanta office; Martin Percival, eastern radio sales manager; Bob Lewis, radio group sales manager, New York office; Mrs. Dorothy Ross, assistant to Edward E. Voynow, president; Ben H. Holmes, vice president of radio; Martin L. Nierman, executive vice president of the company; Edward C. Page, vice president and eastern sales manager for TV; Louis A. Smith, vice president and TV sales manager, Chicago office; Miss Bette Doyle, secretary-treasurer; Roger LaReau, vice president in charge of client relations, and Malcolm B. James, television group sales manager, New York office.

Standing (l to r): William B. Rohn, vice president, mar-

keting-sales development; Keith E. Lewis, TV salesman, Chicago office; David Milam, TV sales manager, Dallas office; L. D. Larimer, TV sales manager, Los Angeles office; Robert L. Hutton Jr., vice president, TV promotion; William F. Hegman, radio salesman, Chicago office; John P. McWeeny, TV salesman, Chicago office; Junius J. Zolp, TV sales manager, St. Louis office; Richard W. Hughes, TV sales manager, Atlanta office; William Bee, TV salesman, New York office; Bill Cartwright, radio sales manager, Detroit office; Lloyd McGovern, radio sales manager, San Francisco office; William P. Pipher, radio sales manager, Chicago office; Alfred M. Masini, television group sales manager, New York office, and William Steese, promotion manager of the radio division.

Who's generous to a fault?

(not us)

True, someone might *think* we were do-gooders the way we get so involved in public service. But we're not really. It's just that we're dynamically interested in the community...and so is our audience.

That's why we take extra pains. Like our full-time Public Service Director. He doesn't just attend civic luncheons. Or wait to receive announcements written in long-hand by nice little ladies. He creates. He plans. His goal: building community interest (resulting in an alert audience for your message). He does his job well. For instance, Heart Saturday – practically a full-day's programming devoted to an on-the-air panel of distinguished doctors answering listeners' questions about heart surgery, health, disease. So successful that even with additional lines, our switchboard was jammed for six solid hours. And then there was Hurricane Carla Relief resulting in a full plane-load of food and clothing for disaster victims. Or Sabin Oral

Sunday. Or Income Tax Day. Or a hundred other special events. Adding up to nearly \$250,000 free air time a year for more than 500 different organizations. Sounds like a lot. And it is.

But that's really only half the story . . . when you consider the public service concept behind Southwest Central's authoritative, accurate news . . . or the leadership in community activities by our personnel.

The result? Rapport with our audience. Take advantage of it. Call your Petryman.



WFAA-AM-FM-TV

Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

ANOTHER VALUABLE ADVERTISING OPPORTUNITY ON WNBC-TV NEW YORK

"PATHWAYS" ROTATION PLAN

**Delivers identifica-
tion with five differ-
ent prize-winning
programs—and the
chance of reaching
an influential audi-
ence at modest cost.**

HERE'S HOW THEY WORK

YOU BUY a share in WNBC-TV's unique "Pathways" concept, which provides rotating participation in these widely varied prestige programs: "Youth Forum," "Direct Line," "Dialogue," "Recital Hall"—for \$25,000 per year (less than \$500 a week).

YOU GET, each week, a minute institutional message in a different "Pathways" program and visual identification as a series subscriber at the beginning and end of all of them . . .

. . . invaluable association with an entire group of opinion-molding informational and cultural programs.

IT GIVES YOU MORE FOR YOUR TELEVISION DOLLAR

Ask your WNBC-TV or NBC Spot Sales Representative for complete details.

WNBC-TV 4 NEW YORK

Norge tells dealers how to buy radio-TV SHORT COURSE IS PART OF SATURATION CAMPAIGN

The degree of importance advertisers place upon broadcast ratings and how they endeavor to get the best possible rates by encouraging competitive bidding among stations at the local level may be seen in radio-TV buying instructions which Norge Sales Corp. is sending to its distributors.

A record \$1.6 million will be spent in print and broadcast media this fall to introduce the new Norge 14-pound capacity automatic washer, the Norge division of the Borg-Warner Corp. announced. Heavy magazine and newspaper schedules have been bought and distributors are to negotiate for saturation radio and TV spot schedules in about 120 markets which Norge's advertising department must approve.

Norge agency is Clinton E. Frank Inc., Chicago.

J. D. Dougherty, Norge Sales Corp.'s vice president for sales, wrote distributors Aug. 21 about the advertising plans. After outlining the strong newspaper and magazine schedules, he said that "to give event added emphasis at local level, we have developed a local radio and TV spot saturation campaign to run within the period covered by the newspaper campaign."

With underscored emphasis, Mr. Dougherty noted that "of course" these spots are to be run "at the lowest rate available to the distributor." He urged distributors to contact stations immediately so they could get the "strongest possible combination of announcements available."

Plan Outlined ■ Norge said it will pay for two-thirds of the total cost of the radio-TV spot campaign in each market. The remaining one-third will be charged to co-op or Norge's "in-

market" fund "and whatever dealer participation is received may be deducted from this one-third."

Buying instructions were attached to Mr. Dougherty's letter and disclosed that the broadcast campaign will consist of about 50 one-minute TV spots and 100 one-minute radio spots per market during the period Sept. 17-Oct. 31. The "prime objective" is to reach housewives between the ages of 18 and 45.

"Daytime radio and television and late evening TV reaches this audience most efficiently," the guide advised distributors. "Of course, if you are also able to purchase reasonably good positions during prime TV viewing hours of 7-10 p.m. your program can be strengthened considerably."

Quality First ■ Norge declared that usually "the NBC, CBS and ABC stations or affiliates of these networks have the best programming and therefore the best coverage" but pointed out that "quality of availabilities should be the determining factor in choosing between the leading stations."

The guide explained that "you may find availabilities poor on the leading station and much better on the second station and the ratings should then determine your selection. Your program may be stronger using two stations and the cumulative rating points should then be the determining factor."

Norge told its distributors to "get proposals from more than one station because the sale of radio and TV time is very competitive and often you can improve your program by pitting one station against another. Also, this is a good way of checking the validity of ratings given by each station, especially in radio."

The guide noted that it is sometimes hard for a man to evaluate radio or TV programs "liked by housewives, who are our target, so make the stations give you statistics measuring the audience of each program so you can buy the strongest campaign."

Report to Norge ■ When the distributors get the best proposals possible, they are to send a copy to their Norge regional manager and another to Paul Pavlinek, Norge advertising manager for laundry equipment. After the proposal is approved by Norge the distributor then may sign contracts with the stations.

The Norge guide advised distributors in further detail about buying radio and TV, including ratings. Respecting TV, the guide urged distributors to "buy on the basis of ratings—not personal preferences. Strive to attain 100 gross rating points per week, using one or

Wade gets a radio show

Wade Advertising, Chicago, which last year claimed to be the first major agency to sponsor a regular series of weekly TV programs on marketing carried on WGN-TV there, now turns to radio and business news. Next Monday (Sept. 9), Wade begins Monday-Friday 29-week series on WBBM Chicago.

Although Wade will identify itself as sponsor on the new show, *Business Day*, the agency said it will not use any commercials as such to "sell" itself. The program, scheduled in the 6:10-6:15 p.m. period, features Ed Cooper with business news and late market reports.



The spot for spot



For sparking sales in the Carolinas, Charlotte is your launch-off. *Wholesaling and distribution center of the Carolinas with \$2 billion yearly sales. 75-mile radius population biggest in the Southeast. The city and this close-knit area are WSOC-TV's bailiwick. Ask us or H-R to show you how we can give you more results for your money in this market. Realistic spot buyers will welcome the facts.* **Charlotte's WSOC-TV**

NBC and ABC. Represented by H-R. WSOC-TV is associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton; WIOD, Miami.



a very special corner...

we think so!...because our studios and offices are located here...from 3RD and CHURCH we originate local shows such as Profile, voted Virginia's best women's show by A.P. (two years in a row!)...plus our honor winning editorials...we sell our clients' products and service their accounts from here...and we inform and entertain 327,100 TV homes in Virginia's number one market...*

special corner?

call Katz...see how 3RD and CHURCH can be your special corner!

* Source - Television Magazine

WSLS-TV ^{NB} ROANOKE, VA.

THE KATZ AGENCY, INC.
National Representatives

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

two stations to achieve the cumulative rating points."

Ratings for radio "are not as reliable as for television," Norge cautioned, stating that "ratings for various programs should be analyzed and evaluated in terms of your knowledge of the station and program."

The Norge guide told distributors to buy class C time or better in television between noon and 4 p.m. weekdays and said morning shows and late evening shows generally are good adult-viewing periods. "But any spots after 11 p.m. are usually poor," it said.

In TV buy soap operas, homemaker shows, audience participation shows, newscasts and popular local personality shows which appeal to women, distributors were advised, but afternoon and late evening movies should be "carefully evaluated" as to the quality of the movies shown and the number of times they have been aired previously.

The washer distributors also were told to avoid buying TV or radio programs catering to teenagers or special interest groups since these are not important to their market.

In radio buys the distributors were warned to avoid stations whose coverage "extends considerably beyond your distributor area" unless such coverage is better than any other station.

"The waste coverage should be used as a factor in arriving at a reasonable cost," the Norge guide suggested.

TV-minded Folger becomes part of P&G

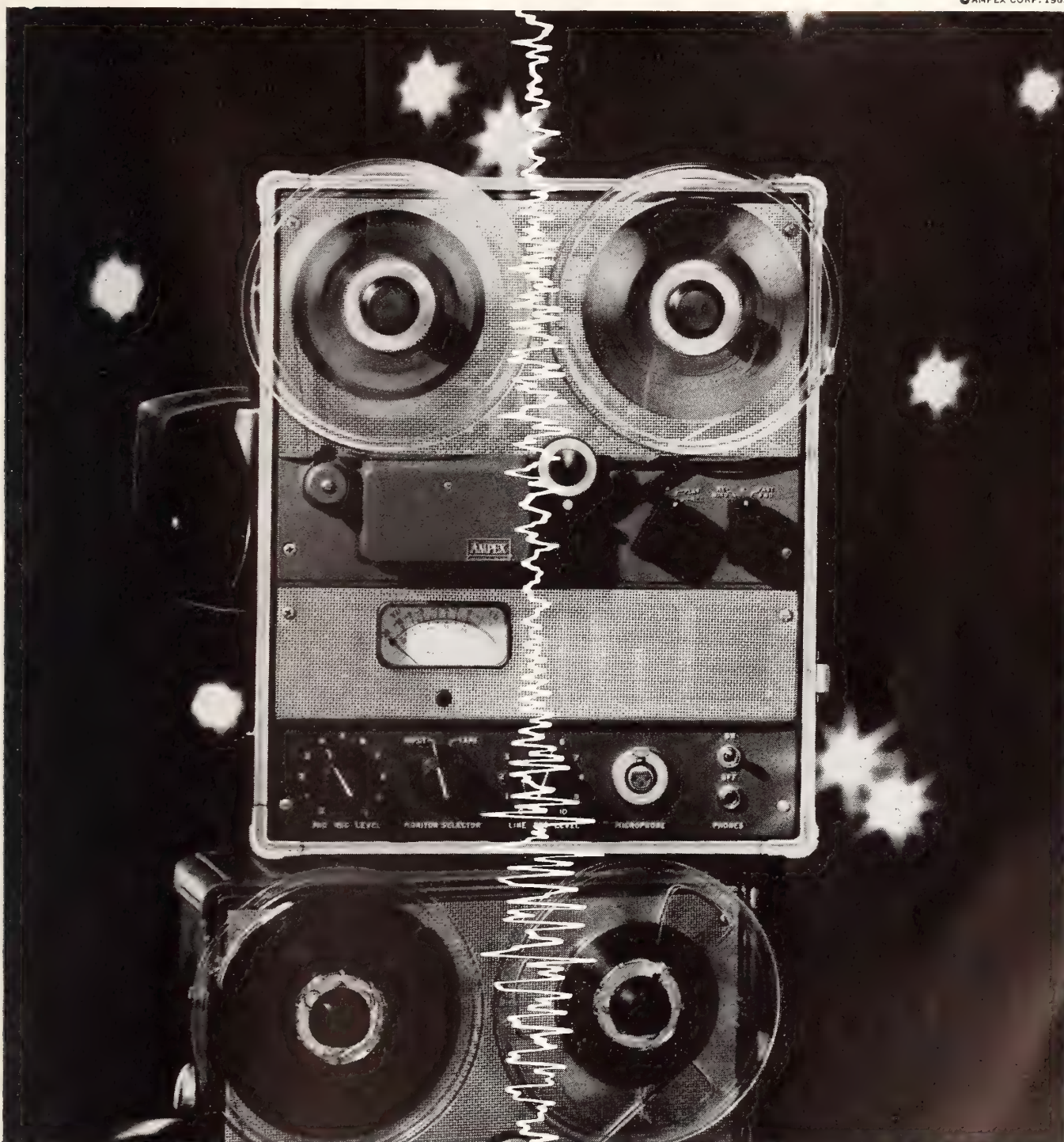
Agreement was reached last week for J. A. Folger & Co., second largest television advertiser among coffee companies, to become a subsidiary of Procter & Gamble Co., largest television advertiser of all.

The agreement, signed by officers of both companies but still subject to approval by the companies' boards of directors and Folger's shareholders, would transfer assets of the Folger Co. to P&G in exchange for common stock in the latter firm.

The Folger acquisition by P&G would seem to herald an imminent skirmish in the coffee field between two of television's giants—P&G and General Foods. Last year, Procter & Gamble ranked first among tv spenders with \$111.9 million billings, and General Foods was third with \$41.4 million.

General Foods spent more than one-quarter of its budget on three coffee products—Maxwell House, Sanka and Yuban—spending some \$13.3 million in total television advertising for those products.

Folger's \$4.7 million spent in television ranked it second behind General Foods in corporate TV spending for



What can possibly follow the 601?

AMPEX 602

It's quite a number, the 602. A lightweight, low-cost, true professional field recorder made, of course, by Ampex. It's built on the foundation of the Ampex 601 (the recorder that was the workhorse of the entire broadcast industry), and the new Ampex 602 promises even to outdo the 601. Here's why. The 602 features completely new electronics circuitry. It has new solid-state rectifiers to keep the chassis cool, helping to prolong the life of the other components. It has XL type connectors for all line inputs. A built-in low



impedance mike transformer. A higher power balanced or unbalanced 600 ohm output. And improved signal-to-noise ratio. These are just some of the advancements. The 602 is portable—ideal for field applications. Or it can be rack mounted. And it comes in a one-channel or two-channel model. Both backed by the Ampex "Four Star" One-Year Warranty. Both built to be extremely reliable—to follow and outdo the 601. For more information write Ampex Corp., Redwood City, Calif. Worldwide sales and service.

RAB plans stronger pitch to agencies

Radio Advertising Bureau is implementing a campaign to sell the values of radio to advertising agency executives at the account, media and creative levels.

Robert H. Alter, vice president and director of national sales for RAB, said the effort is aimed at the three agency areas which most directly affect radio billing. He added that the project stems from a policy of more direct agency contact and service instituted by Edmund C. Bunker when he assumed the RAB presidency last spring.

Account and media executives will receive presentations in which data learned in RAB's Radio Test Plan will be incorporated. RTP, a marketing and media research program for individual advertisers, has already induced more than 30 national and regional advertisers to test radio on a large scale, many for the first time, an RAB spokesman said.

Creative personnel at agencies will have the opportunity of listening to RAB's "Road Show," a collection of 50 outstanding radio commercials. The collection will remain at agencies over a period of time so that agency men may absorb and study the approaches and techniques.



Mr. Alter

Other features of the RAB project: account-level presentations tailored to specific marketing and media problems of the account involved; exposure by media personnel to the bureau's quintile study, which documents radio's strength among brand decision-makers in several product categories; constant consultation with agency media planners.

coffee companies, and also ranked the Folger brand second only to Maxwell House in TV expenditures per brand. Maxwell House TV advertising was placed at \$8 million for 1962.

P&G President Howard Morgens noted that Folger coffee would be "a sound addition to P&G's business in the food field," and would put the company into "still another highly competitive field."

P&G's present food products include vegetable shortening and oils, prepared baking mixes, and peanut butter.

The Folger Co., a 113-year-old firm which markets vacuum-packed and instant coffees under the Folger brand name in the Midwest, West and South, has headquarters in San Francisco and Kansas City. Under terms of the agreement with Procter & Gamble, the Folger management would be retained, and headquarters would remain at the current sites.

Lestoil expands

Lestoil Products Inc., Holyoke, Mass., announced last week it has acquired control of the Bon Ami Co., New York, through a cash purchase of the majority of stock for approximately \$4.2 million.

Lestoil obtained more than 60% of

the 538,000 shares of stock at \$11.50 per share, according to Daniel E. Hogan Jr., Lestoil president. A merger of the two companies, both detergent manufacturers, is being studied.

A heavy spot TV user in the late 1950's Lestoil is still a substantial TV advertiser, having spent more than \$3 million in the medium in 1962. Bon Ami invested in the neighborhood of \$100,000 in television last year.

'Nit-picking projects' draw fire from Hurleigh

Advertising researchers were criticized last week by Robert F. Hurleigh, Mutual president, for their insistence on what he called "tangible proof" of listener loyalty and audience empathy in addition to standard research data.

Mr. Hurleigh, in an editorial in the network's monthly newsletter, distributed widely among advertisers and agencies, claimed that an examination of the majority of products that use network or national spot radio would show "how extraneous and wasteful some of these nit-picking projects really are." With the exception of automobile and appliance advertising, he said, "probably 95% of all goods offered on

the air sell for less than \$2."

"In this light, what does 'audience composition' really mean?" Mr. Hurleigh asked. "Does a man who earns \$50,000 a year smoke ten times as many cigarettes as the fellow who earns \$5,000? What does 'empathy' mean? Will a woman pick up a cereal the youngsters do not want to eat? What does 'loyalty' mean? Will a buyer go without if he cannot find your product on the shelf or the price is out of line?"

What an advertiser has to know, Mr. Hurleigh concluded, is "simply when, where, how often and to what call letters most audiences listen and what it costs to reach them regionally or coast-to-coast."

TV ad criticism answered by Tower

Charges that television advertising contributed to racial unrest were denied last week by Charles H. Tower, executive vice president of Corinthian Broadcasting Corp.

The charges had been leveled by Dr. S. I. Hayakawa, noted semanticist and professor at San Francisco College. In a speech a few weeks ago at the 1963 International Conference on General Semantics Dr. Hayakawa said racial demonstrations in many cases were being conducted by young people who had grown up with TV, who had been led by TV advertising to believe that the products are for all Americans, but who had discovered that often this isn't the case.

Obviously referring to this accusation, Mr. Tower declared in a speech that "there is very little advertising on television which involves products or services which are distributed on a discriminatory basis." He spoke Wednesday before the Kiwanis Club, Brooklyn.

The bulk of TV advertising, Mr. Tower noted, falls into two categories—"high-turnover items such as food, cigarettes, gasoline, toiletries and the like" and "mass-distributed hard goods such as refrigerators, television sets and automobiles."

Both categories, he continued, are equally available to Negroes and whites.

Television, he said, should be praised rather than blamed for its performance in the civil-rights situation. Its news coverage, documentaries, discussions and interviews, he said, have contributed "in a major way" to better understanding of the problem.

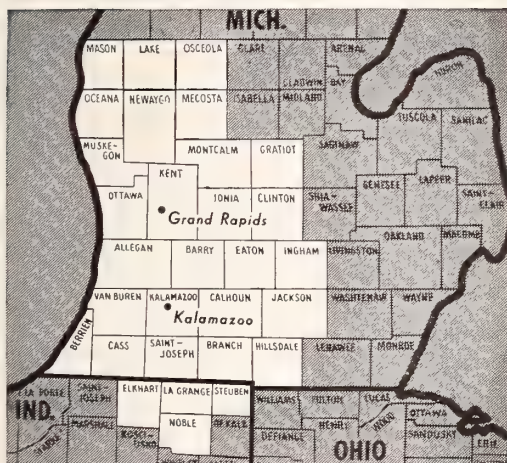
Strong ad campaign to launch new Lark

The Liggett & Myers Tobacco Co. has placed its new Lark cigarette into national distribution and is beginning a heavy advertising campaign this month on network TV, spot TV in major mar-



YOU MAY NEVER SEE THE LONGEST FIGHT*

**WKZO-TV MARKET
COVERAGE AREA • NCS '61**



*Andy Bowen and Jack Burke fought 7 hours and 19 minutes on April 6, 1893.

BUT... WKZO-TV Slugs The Hardest in Greater Western Michigan!

WKZO-TV has the most potent Sunday punch (weekdays, too) in Michigan outside Detroit.

(1) It packs a heavyweight wallop in prime time. NSI (March '63) credits WKZO-TV with an average of 39% more homes than Station "B," 7:30-11 p.m., Sunday through Saturday.

(2) And ARB (March '63) shows WKZO-TV's fancy footwork also dazzling the *daytime* opposition, averaging 75% more homes than Station "B," 9:00-noon weekdays.

See Avery-Knodel for the blow-by-blow account! *And if you want all the rest of upstate Michigan worth having, add WWTW/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.*



The Feltzer Stations

RADIO

WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WWTW-FM CADILLAC

TELEVISION

WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTW CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

**Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan**

Avery-Knodel, Inc., Exclusive National Representatives



A prodigal advertiser comes back

The John Oster Manufacturing Co., Milwaukee, will return to network television for the first time since 1959 with participating sponsorship on NBC-TV's *Today* show and *The Tonight Show Starring Johnny Carson*. Participation on *Tonight* is scheduled for Nov. 20 through Dec. 17. The *Today* sponsorship will run Nov. 25 through

Dec. 13. The new Osterizer electric blender and Oster's combination automatic can opener, knife and scissor sharpened will be featured.

Merits of the new blender are discussed by (l. to r.) G. W. Orr, Oster sales vice president; Ed McMahon, *Tonight* announcer, and Larry Kabins, Oster advertising and sales promotion manager.

kets, and in national magazines. J. Walter Thompson Co., New York, is the agency.

The Lark is said to be the first three-piece filter cigarette. It will be advertised on five network programs—NBC-TV's *The Virginians*, *The Mitch Miller Show*, and *Saturday Night at the Movies* and ABC-TV's *Arrest and Trial* and *The Farmer's Daughter*, and in a substantial but undisclosed number of spot TV markets. Lark has been tested and introduced via spot TV in more than 20 markets from coast to coast.

Agreement ties RAB with Canadian stations

Radio Advertising Bureau has entered into an agreement whereby "most" of the radio stations in Canada and nine leading representative companies there will become full members of RAB.

The agreement on behalf of 84 Canadian radio stations and the representatives was made with Charles C. Hoffman, president of Radio Sales Bureau, the Canadian equivalent of RAB. The RAB-RSB agreement, which will run for two years, provides for Canadian stations which are RSB members to receive the same materials as RAB members. RSB, in turn, will make available its promotional materials to the RAB.

Edmund C. Bunker, RAB president,

and Mr. Hoffman expressed the view that the agreement would help radio broadcasters in both countries to sell the medium more effectively.

Rep appointments . . .

- WATR-AM-FM-TV Waterbury, Conn., and WNAB Bridgeport, Conn.: Kettell-Carter Inc., Boston, as New England representative.
- WJAB Portland, Me., and WEXT Hartford, Conn.: Eckels & Co., Boston, as New England representative.
- WIGL Duluth, Minn.-Superior, Wis.: Bernard Howard & Associates, New York, as national representative.

Dr. Pepper's push for the calory-conscious

New 26-ounce family size dietetic Dr. Pepper is being introduced to Southern California with a "Hello, Weight Watchers" mass media campaign that started last week on radio and TV, in newspapers and at point of sale, through Grant Advertising, Los Angeles.

Robert L. Dellinger, executive vice president of Grant, said that the California campaign is the first for the new size bottle and its results will be carefully studied for possible extension to the rest of the country

'Things go better' in new Coke drive

The Coca-Cola Co. will implement a new advertising theme—"Things go better with Coke"—next month on radio and television and in print.

J. Paul Austin, president of Coca-Cola, revealed details of the new concept at a special Coca-Cola bottler meeting in Chicago Monday (Aug. 26).

Describing the campaign as "completely unified," he stated: "The company will launch a one-sight, one-sound, one-sell approach. The new theme was evolved after more than two years of intensive market and consumer research."

Coca-Cola, which spent more than \$40 million in advertising in 1962, allotted more than \$18 million to TV and is highly active in spot and network radio. A Coca-Cola spokesman said plans call for placing more radio and TV advertising—national and local—behind the new campaign than has ever before been used for a single product.

Advertising begins Sept. 12 with 60-second participations on CBS-TV's *Perry Mason* and on Sept. 13 on CBS-TV's *Rawhide*. The broadcast effort will be widespread in local areas where bottlers are heavy investors of cooperative funds in radio and television.

Agency is McCann-Erickson, New York.

Rep firms to work together

Two Pacific Northwest regional radio-TV representative firms, Day-Wellington Inc., Seattle, and Charles L. Burrow Co., Portland, Ore., last week announced the formation of a working agreement.

Day-Wellington is Seattle representative for 33 radio and 10 television stations, and is West Coast representative for the Midnight Sun Broadcasters Inc. of Alaska. The Burrow company represents 11 radio and three TV stations and added Portland representation of the Midnight Sun Network Sept. 1.

as distribution is nationalized. Broadcast schedule includes heavy use of one-minute and 20-second spots on three TV stations—KTTV, KNXT and KNBC-TV—in prime time, and radio spots on KFWB and KNX (all Los Angeles), using a humorous approach.

A typical announcement extolls the taste and low number of calories in the product and winds up with this exchange:

She And I can get it?
He At your favorite store.
She TIFFANY'S?
He No, grocery.



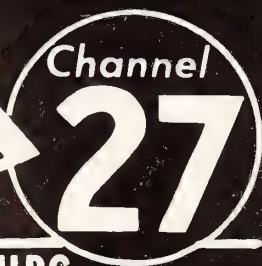
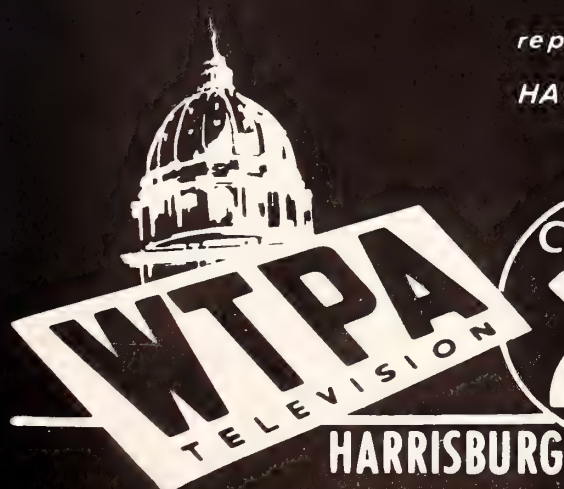
HARRISBURG'S NO. 1 STATION

BEATS EVERYBODY

(MONDAY THRU SUNDAY, 6:00 P.M. TO 10:00 P.M.)*

represented by

HARRINGTON, RIGHTER & PARSONS



*ARB FEBRUARY AND MARCH 1963



What you should know about the Independent Telephone Industry

by **ALBERT H. GORDON***
SENIOR PARTNER
KIDDER, PEABODY & CO.**

The United States has achieved under the competitive enterprise system the largest and best communications system in the world.

With only 6 per cent of the world's population, the U. S. has 52 per cent of all the world's telephones.

The U. S. telephone industry is made up of the Bell System and 2,800 other (non-Bell) telephone operating companies. These 2,800 companies are called Independents.

All telephone equipment is compatible, permitting instant interconnection of Independent and Bell lines on long distance calls. There are cross-licensing agreements between Bell and Independent industry manufacturers.

The American business and financial community can profitably learn more about the exceptional growth and stability of the Independent segment of the telephone industry and its vital role in national security. Independents are participating in the creation of the Communications Satellite Corporation.

Independents provide jet-age com-

munications systems for satellite and missile ground control stations, radar warning networks, military bases in this country and abroad, atomic production and research centers.

On December 31, 1962, Independents had assets of \$5 billion, annual gross revenues of \$1.2 billion, 100,000 employees, and 600,000 shareowners.

In 1962, 126 Independent companies had annual gross revenues ranging from more than \$1 million to \$579 million.

Thousands of Independent telephone companies serve the suburban and rural areas where the nation's greatest indus-

OPERATING REVENUES
(Index: 1956 = 100)

	Gross National Product	Bell System	Independent Tel. Industry
1962	132	157.9	187.2
1961	124	144.4	172.8
1960	120	136.0	158.7
1959	115	126.9	140.3
1958	106	116.3	123.3
1957	106	108.4	111.0
1956	100	100.0	100.0

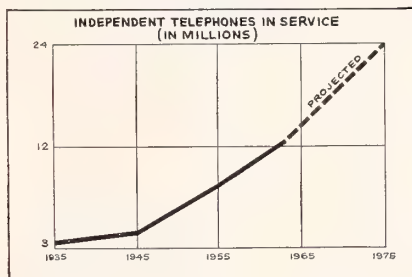
Source: U.S. Department of Commerce;
Bell System; USITA

the age of 14 in this country to operate the manual switchboards needed to handle today's volume of telephone calls.

Use of the telephone is stable, affected little by economic fluctuations.

Telephone growth has continued without interruption since 1933, despite the recessions of 1957 and 1960.

The chart below shows Independent growth in number of telephones.



New factors indicate even more accelerated growth in the years ahead. According to the U.S. Department of Commerce and leading business economists, these are some of the trends that spell more growth for Independent telephones:

Sophisticated new services such as communication by satellite, faster push-button telephones, closed-circuit television for schools and industry, and business data transmission put the telephone industry on the brink of its greatest era of expansion.

Business data has been transmitted to Europe via satellite at speeds equal to 1,500,000 words per minute.

"Talk" between machines in machine language code is expected to surpass the volume of voice communications in the not too distant future.

The baby boom after World War II will put a bulge of 50 per cent in the 18-to-24 age group by 1970. In this group occur most marriages, new households and business starts.

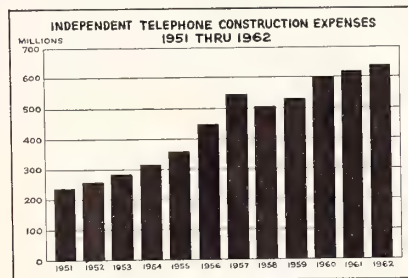
Rising levels of personal income will lead to increased use of telephones. Long distance toll traffic, for instance, is expected to more than double.

Steadily increasing growth by the Independent telephone industry requires increasingly large amounts of capital for expansion. In 1951, Independents spent \$230 million improving their exchanges,

network of wires, circuits, underground and undersea cables. In 1962, this sum increased to \$625 million. This year, Independents are investing \$635 million for improvement, modernization of equipment and new services.

Almost no other industry requires as much investment as the telephone industry. The average plant investment for all the U.S. manufacturing industries, for instance, is \$8,500 per employee. The average for Independents is \$49,800 per employee.

The competition for money—investment money—is the toughest kind of competition. Independents have been coming to market successfully for years in direct competition with some of the nation's biggest and best-known corporations.



Ability of Independents to raise \$350 million to \$400 million a year on the average during the past 10 years through the sale of bonds, debentures, common and preferred stocks is a noteworthy performance.

Because of exceptional growth prospects, Independents undoubtedly will be coming to market even more frequently than in the past.

It is my contention that the background, reputation, achievements and growth potential of the Independent telephone industry merit consideration of the national business and financial community as a medium for profitable investment.

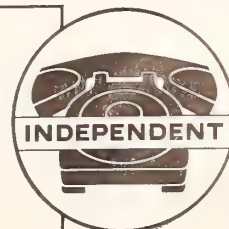
It is also my personal conviction that securities of some of the Independents are today's undiscovered little "Blue Chips" that will become the recognized investment-quality issues of tomorrow.

Albert H. Gordon

This message was prepared for the U.S. Independent Telephone Association by Mr. Gordon. It is part of a four-point USITA program to focus the attention of the business and the financial community, and the general public on:

- 1) the dynamic growth and stability of the Independent telephone industry
- 2) the importance of maintaining adequate earnings in order to attract new investment capital
- 3) employment opportunities for talented youth in the telephone industry
- 4) the contributions of the Independent telephone industry to the philosophy of free enterprise in a free economy.

For further information, please communicate with USITA, 438 Pennsylvania Building, Washington 4, D.C. Telephone: Area Code 202 628 6512.



trial and population growth is taking place.

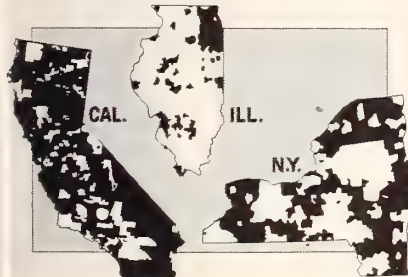
Independents are growing faster than the rest of our economy because they serve the growth sector of the nation.

The 2,800 Independents range in size from companies with less than 100 telephones to one with nearly five million. The leading Independent is the fifth largest in the number of shares traded on the New York Stock Exchange with more than 400,000 shareowners.

Independents operate 10,700 telephone exchanges, or 61 per cent of the country's total of 17,400 exchanges.

Independents provide service in every U. S. state, except Delaware.

INDEPENDENT SERVICE AREAS SHOWN IN WHITE



During the last 75 years, Independents have contributed much to major telephone inventions, including automatic dialing.

If automatic dialing had not been invented, subscriber rates would have to be high enough to hire all females over

*Albert H. Gordon was born in Scituate, Mass., in 1901. He is a graduate of Harvard College and holds a Master's degree from the Harvard Business School. He has been active in Wall Street investment banking since 1925, has been a partner of Kidder, Peabody for 32 years, and the senior partner since 1957. He is also chairman of the board of Kidder, Peabody & Co. Incorporated. He is a former governor of the New York Stock Exchange (1941-44), and has served three terms as vice president of the Investment Bankers Association of America. His directorships include Burlington Industries, Collins Radio Co., Commercial Credit Co., Container Corp. of America, FMC Corp., Harris Intertype Corp., Rath Packing Co., Raymond International Inc., and Textile Banking Co.

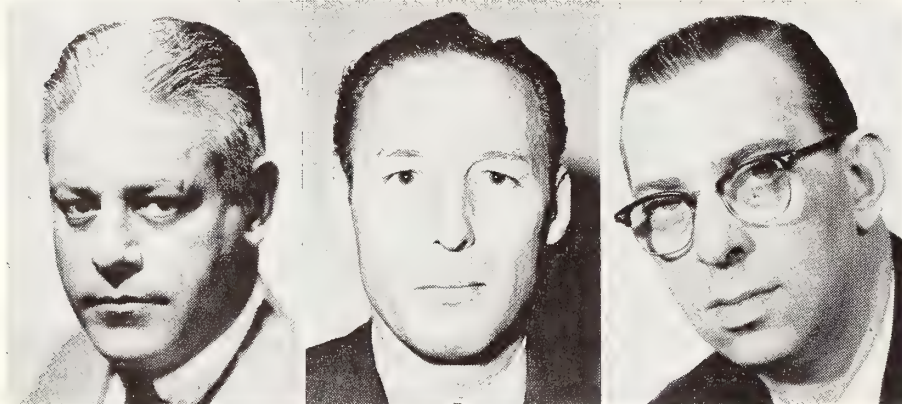
**Kidder, Peabody & Co., established 1865, and its affiliate, Kidder, Peabody & Co. Incorporated, have arranged the financing of many Independent telephone companies. During the past several years they have ranked among the leading investment banking organizations in the number of public offerings in which they were manager or co-manager and have been leaders in negotiating private placements.

UPI TAKING OVER NEWSREEL SERVICE

12-year tie with Movietone dissolves on Oct. 1

United Press International and Movietone News will end a 12-year association in the production and distribution of television newsfilm on Oct. 1, at which time UPI will inaugurate its

said that his company has decided to discontinue the servicing of newsreels for exhibition in the U. S. because of a change in the emphasis of its production program. He added that Movie-



Mr. Varian

Mr. Reinhardt

Mr. Coleman

own service to TV stations.

Mims Thomason, president and general manager of UPI, announced that the news agency has completed plans to produce as well as distribute newsfilm to TV clients throughout the world.

W. R. Higginbotham, vice president in charge of production for Movietone,

tone, owned by 20th Century-Fox Corp., will continue to produce documentaries and short subjects for theaters and TV in the U. S. and abroad and newsreels for TV and theaters abroad.

UPI has named Harry Varian, former assistant general manager of UPI

Newspictures, as general manager of the new UPI newsfilm service. Burt Reinhardt, managing editor of Movietone since 1951, has joined UPI newsfilm as managing editor. Bert L. Coleman, a TV producer and a former UPI member, is returning as executive producer for commercial and industrial films.

Headquarters of the new service will be at 448 West 56th Street, New York, with bureaus and processing facilities in major cities in the U. S. and overseas.

The new UPI newsfilm service will continue to serve present clients. These include TV stations and networks in 45 countries and more than 100 TV stations in the U. S.

Bingo show in 23 markets

The live syndicated show *TV Bingo* has now been sold in 24 markets, according to Idea Research and Development Corp., Santa Rosa, Calif., which handles the series. Latest to sign contracts are WPTA-TV Fort Wayne, Ind.; WTTV(TV) Indianapolis; KPRC-TV Houston; KPAR-TV Sweetwater, Tex.; KLBK-TV Lubbock, Tex.; KMID-TV Midland, Tex.; KGNC-TV Amarillo, Tex.; WKRC-TV Cincinnati; WTVM(TV) Columbus, Ga.; WTVN(TV) Columbus, Ohio; WAH(TV) Atlanta; KONO-TV San Antonio, Tex.; KOIN-TV Lincoln, Neb.; KLTZ-TV Denver, and KEZI-TV Eugene, Ore.

Will it be 'Bunsen Burner, Boy Scientist'?

" $E = MC^2$," murmurs the hero.

There's a possibility this may be the next big wave in TV programing, with the scenes laid at the Massachusetts Institute of Technology in Cambridge or the California Institute of Technology at Pasadena—or Stevens Institute located in Hoboken.

At least this is the earnest desire of E. G. Sherburne Jr., director of studies on the public understanding of science for the American Association for the Advancement of Science, who feels that the momentous Einstein equation can be just as dramatic as Dr. Ben Casey's "Suture, nurse."

Mr. Sherburne not only wishes for this, he recommends it in the Aug. 28 issue of *Journalism Quarterly*, published by the Association for Education in Journalism.

"There is drama in the Rad lab [MIT's radiation laboratory] as much as in the city hospital. For in the Rad lab, the youthful physicist or graduate student, gifted in music

or drawn to other fields, faces the same struggle, thinking, despair and challenge that Jim Kildare and his intern friends receive from Dr. Gillespie and their world. At the Rad lab there are tense moments where risk of life is great, and there is the joy of success and discovery," Mr. Sherburne, who before joining AAAS in 1961 worked in educational television, says in his article, "Science on Television: A Challenge to Creativity."

"A class of engineers and scientists in Cal Tech or in MIT," Mr. Sherburne concludes, "have their romance, struggle, glamour, just as at Annapolis and West Point."

Watch And Learn ■ Basically, Mr. Sherburne's article is a report on a study of science information garnered from one month's prime-time programing of San Francisco's five TV stations (including one ETV outlet).

In this time, Mr. Sherburne found, there were 47 programs in which

science in a broad sense was involved. This amounted to 35 hours of TV time.

An interesting aspect of this, Mr. Sherburne points out, was that 76% of all prime time "science" programs are devoted to either medicine or psychology.

Analyzing the programs by topic and format, he found that 22 programs (19 hours) were in drama form; 11 (eight and a half hours), interviews or discussion; 12 (six hours), demonstration or lecture; one (half hour), news report, and one (one hour) cartoon.

Twenty-six programs (20½ hours) were on medicine; five (six hours), psychological; five (two-and-a-half hours), science fiction; four (two hours), nature of science, and seven individual programs (all half-hour except one which ran 60 minutes) on human behavior, laws of motion, underwater research, Project Apollo, air defenses, a scientist's biography and electronics.

BMI

is extremely proud of its affiliated writers
and composers who have been honored
and recognized for

TOP ACHIEVEMENTS

of the 1962-63 Broadway season in the

CRITICS' POLLS



SATURDAY REVIEW and VARIETY

BEST COMPOSER

First Choice:

Jerry Bock—"She Loves Me"

Runners Up:

Lionel Bart—"Oliver"

Anthony Newley and Leslie Bricusse—
"Stop the World—I Want to Get Off"

BEST LYRICIST

First Choice:

Sheldon Harnick—"She Loves Me"

Runners Up:

Anthony Newley and Leslie Bricusse—
"Stop the World—I Want to Get Off"

Lionel Bart—"Oliver"

BMI salutes these talented award winners
and takes great pride in the fact that their
music is licensed for performance by BMI.



*

BROADCAST MUSIC, INC.

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NEW YORK 17, N. Y.

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NASHVILLE • TORONTO
MONTREAL



Senator Strom Thurmond (D-S.C.) has a one-word comment on the radio-TV coverage of the march: "Atrocious." One of the most outspoken critics of the networks' coverage of the racial situation (BROADCASTING, July 1), the senator said last week on the subject of NBC-TV's civil rights program tonight (Monday), "I would be amazed and

pleased, in view of the networks past performance on this issue, if this program showed objectivity and fairness in its presentation." From Senator Hubert Humphrey (D-Minn.) in praise of radio, TV "and the news media of America. I wish to thank them—yes, generously thank them—for what they did today . . . fine public service."



It was heard around the world. The audio multiples for the pool are in the foreground, with the live and tape equipment for MBS, Westinghouse, UPI, Radio Press International, RKO General and other groups.



Richard Bate, anchorman for ABC-TV at the Lincoln Memorial, checks in with the network's downtown headquarters. Assisting him is Howard K. Smith. For CBS-TV Roger Mudd and Marvin Kalb are on the scene.



Facing the 50-foot high Greek Ionic columns outside the Lincoln Memorial the NBC-TV camera crew prepares to cover an interview with the network's men on the scene, Ray Scherer and Merrill Mueller.

BIG MARCH, BIG COVERAGE

A massive demonstration for civil rights is also a massive exercise for radio-TV news operations

Whatever had been superlative in the past became comparative last week as radio and TV converged on Washington to describe the civil rights march.

More than 1,900 police passes were issued for the march, with about 800 for radio and television personnel. The 1,900 were in addition to the 1,200 passes accredited this year by the Metropolitan Police Department; more pass requests than the department had ever received for one event.

ABC, CBS, MBS and NBC had more than 460 people in Washington plus hundreds more in New York.

The march cost network news organizations about \$400,000, not counting program pre-emptions.

There were 49 television cameras in use by ABC-TV, CBS-TV and NBC-TV, including the 23 pool cameras. In

addition four cameras were used by the Canadian Broadcasting Corp.

AT&T said radio-TV coverage almost equalled an inauguration from its point of view. More than 50 technicians worked six days to provide 52 video pickups, 133 radio circuits, 54 private lines and more than 100 direct lines.

Two transmissions of the march were sent to Europe via Telstar and carried live by six countries—all members of the Eurovision network. Most of the Communist nations, members of the Intervision network, accepted and taped the program—but it was not shown live in Russia. BBC-TV carried an excerpt and had a team of sound-on-film photographers on the scene. TV film crews from Japan, France and the two West German networks also covered.

COVERAGE SIDELIGHTS page 48



CBS-TV, with eight pool cameras at the Lincoln Memorial, finds the 16th President a cooperative, uncomplaining, cool subject in his 58-foot by 74-foot marble chamber, while the sun beat down on crowd outside.

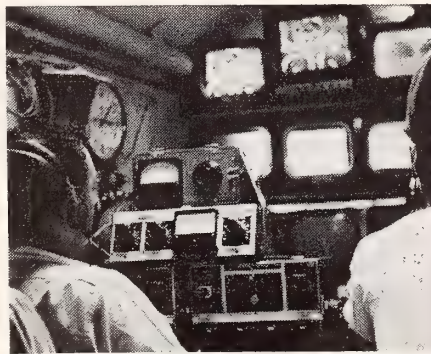


William Small, CBS News Washington bureau manager, at the briefing session on the eve of the march. Similar

briefings were held by Lawrence Beckerman, ABC News, and William Munroe, NBC News.



One of the marching delegations from Cleveland comes down Constitution Avenue echoing the call of the National Association for the Advancement of Colored People: integration on-camera and behind-the-scenes.



If it was a pool picture, it emanated from the long, narrow room in the catacombs of Capitol Hill, where pool producer Art Kane of CBS-TV made his selection from the 23 camera positions available to him.



From high above Constitution Avenue, NBC-TV utilizes a cherry picker to show the march route. Covering the scene: Roger Sharp and Ed Silverman, ABC-TV; Paul Niven and Dave Dugan, CBS-TV; Herb Kaplow, NBC-TV.



BIG MARCH, BIG COVERAGE continued

The civil rights march on Washington last week became an exercise in moving men and material to a site where a last-minute change in plans by the march committee, city police, park police, or Interior Department could take place. Only one 11th hour switch was called, however, and it entailed the moving of TV trucks from a location at the Washington Monument, where they were too close to the speakers stand.

The network producers were:

- ABC Radio—Tom O'Brien; ABC-TV—Lawrence Beckerman, under supervision of executive producer Robert J. Quinn.

- CBS Radio—John Merriman; CBS-TV—Bill Crawford, under supervision of William Small.

- MBS—Charles Warren, under supervision of Stephen McCormick.

- NBC Radio—Jim Holton; NBC-TV—Chet Hagen.

Other events of the day:

- MBS reported requests for use of its coverage by KTRG Honolulu. The station carried the network feed via AT&T overseas lines at \$2.50 a minute.

- Wwdc Washington, which used a staff of 30 to cover the activities, supplied gratis hourly reports to more than 100 stations from coast-to-coast. The 60-second to 90-second spots were put on cartridge tape and fed through a special phone line put in the station.

- The Voice of America, radio arm of the U. S. Information Agency, carried live segments of the program in English and three half-hour programs using actualities, all with a special emphasis on the background and preparations for the march especially tailored for its foreign audiences. The agency's television service was preparing a special program available on both film and tape for overseas use. The march was the lead story on VOA newscasts in all 36 languages in which it broadcasts. Radio Free Europe also gave full coverage to the march.

- The Educational Radio Network

began uninterrupted coverage of the march at 9 a.m., continuing until midnight. Six ERN stations in the Northeast and the Canadian Broadcasting Corp. took this feed which originated through WAMU-FM Washington.

- WMAL-TV Washington added film coverage from two helicopters to its ABC-TV pickup.

- A problem in logistics was handled successfully by CBS Films when within 17 hours, it managed to accomplish the following: convert to 625-line standards a one-hour tape of CBS News' *Special Report—The Great March*; place it on a BOAC flight from New York to London where it was picked up and flown to Copenhagen; from that city it was flown to Stockholm.

Meanwhile, in Washington, a Swedish translation of Walter Cronkite's commentary was prepared and broadcast via shortwave to Stockholm by journalist Bjorn Ahlander for use with the tape. The program was carried on Nordvision, a network of TV stations in Sweden, Denmark, Norway and Finland on Thursday (Aug. 29) at 6:30 p.m. (Sweden time), 17 hours after it was carried on CBS-TV.

- WLIB New York, which programs primarily for Negro audiences, got a new ID out of last week's civil rights march on Washington. The phrase "let freedom ring," from the peroration of the Rev. Dr. Martin Luther King's address, was picked up and added, in Dr. King's voice, to the station's standard identification to form a new one which station officials said would be used henceforth: "Let freedom ring—this is the voice of liberty, WLIB. . ."

- The McLendon stations, which have no outlet in Washington, took a full page in the *Washington Post* and *Evening Star* to present an editorial by Gordon McLendon, president of the stations, supporting passage of the President's civil rights bill.

- In New York, A. C. Nielsen Co. reported viewing during the day of the

march averaged about 15% heavier than normal, with an average quarter-hour rating of 24.0 compared to 19.2 on the preceding Wednesday. This average covered the full period from 9:30 a.m. to 7 p.m.

The high point in the day came at 12:15 p.m., when the rating reached 33.9, or 61% higher than the 21.0 recorded for the same time a week earlier.

Agencies, producers get SAG contract end notice

Screen Actors Guild has served on all producers and advertising agencies which signed its television commercials contract, an official contract termination notice effective midnight, Nov. 15, 1963. The notice is a legal requirement to enable SAG freedom to act as its members see fit, according to John L. Dales, national executive secretary.

The notice states "We desire to enter into negotiations with you for a new collective bargaining agreement, and we will notify you in the near future of a suggested time and place for the holding of such negotiations." Existing TV commercials contract has been in effect since Nov. 16, 1960.

M&K Program Sales syndicates 'Ski Scenes'

M&K Program Sales Inc., a new firm with offices in Beverly Hills, Calif., and Denver, is syndicating *Ski Scenes*, a series produced by Warren Miller, a ski photographer and lecturer. The color series, was filmed in various parts of the world and is available in both 15 and 30 minute segments.

In addition to the ski show, M&K also sells the Bishop Sheen show in the western states and distributes Telehue, which simulates color for black-and-white tape sets.

The Beverly Hills address of the firm is Suite 203, 233 South Beverly Drive, and the Denver office is in the American National Bank Building.

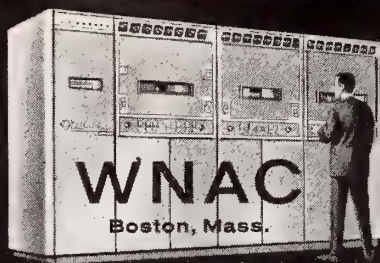
NBC-TV plans 'moon' special

NBC-TV will present an hour color study of the planning for a U. S. manned mission to the moon Tuesday, Oct. 1 (10-11 p.m. EDT), with 16 U. S. astronauts participating.

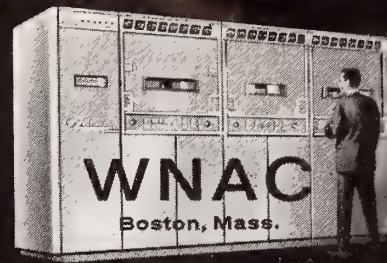
The program, titled *Apollo—The Lunar Mission*, will be produced and directed by James Kitchell of NBC News, and will feature newsmen Merrill Mueller and Roy Neal. The network describes the program as designed to define the reasons behind the project, identify the people and agencies involved and describe the project itself.



**RCA
TT-25DH**



WNAC
Boston, Mass.

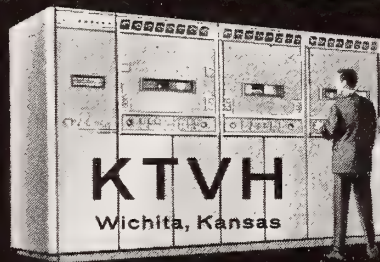


WNAC
Boston, Mass.

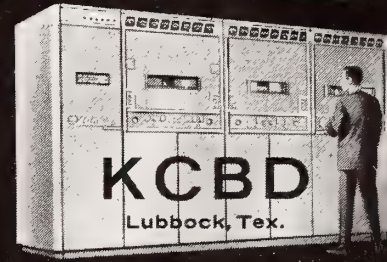
PREFERRED BY THE NATION'S



KCMT
Alexandria, Minn.

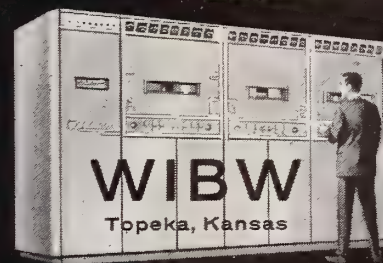


KTVH
Wichita, Kansas

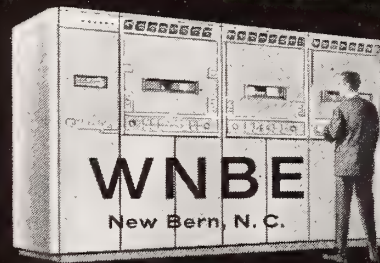


KCBD
Lubbock, Tex.

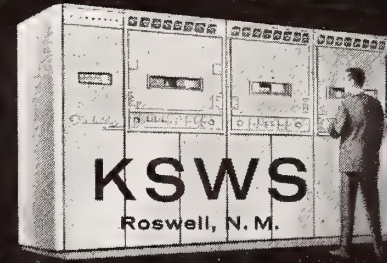
FINEST TELEVISION STATIONS



WIBW
Topeka, Kansas

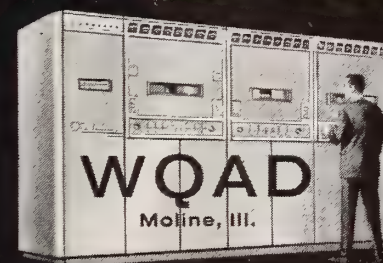


WNBE
New Bern, N. C.

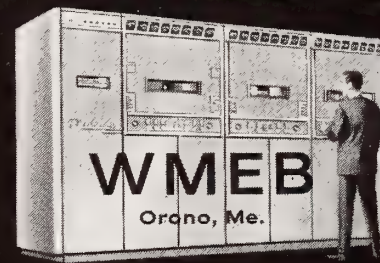


KSWS
Roswell, N. M.

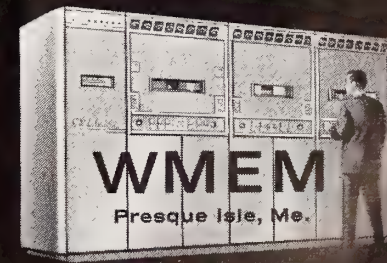
FOR HIGH-BAND OPERATION



WQAD
Moline, Ill.



WMEB
Orono, Me.



WMEM
Presque Isle, Me.

It's the new RCA 25-kw TV Transmitter (Ch. 7-13) offering new excellence of performance, reliability and low operating cost

The popularity of this modern 25-kw transmitter stems from its fine performance for high-band VHF service. That's why so many TT-25DH's have been ordered since first shown at the 1962 NAB Convention.

This transmitter is capable of full 316-kw ERP when coupled with a modern high-gain antenna such as the RCA "Traveling Wave."

WNAC will be using two of these operating in parallel to produce 50-kw for its new transmitter installation.

The TT-25DH transmitter is completely modern, using silicon rectifiers, and a minimum number of operating tubes. It is designed for remote control operation. Small space requirements, low power cost, and high reliability are among its many other modern features. It is an ideal transmitter for the high-quality, maximum-power VHF station. It will add prestige to yours.

For more facts about this new transmitter, see your RCA Broadcast Representative, or write RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J.



The Most Trusted Name in Television

Play up to women in the daytime

TAC PROGRAM DIRECTORS GET THE WORD FROM FEMALE TIMEBUYERS

Brighten up your daytime programs if you want to win the woman who now thinks daytime television is pretty much a waste of time.

That's what a trio of feminine San Francisco agency media directors told a dozen TV station program directors at the Tuesday luncheon session of a two-day conference held in that city by Television Affiliates Corp.

Specifically, the lady timebuyers recommended a daytime news program that would interpret and explain the news for women, "to give them something to say at the barbecue that night," and how-to programs that would help the housewife fix a leaky faucet, paint a kitchen wall or otherwise make things easier for her around the house. These are program areas largely ignored by the networks and offer an opportunity for local programming that would attract both viewers and advertisers. The success of KPIX(TV) San Francisco with its noontime news program, which has been sold out for four years, was cited as an example of what can be done.

Frances Lindh, media director of Garfield, Hoffman & Conner, noted that all women are not alike, and when buying a female audience she likes to know what kind of women it contains. For Saffola, she said, she wanted to reach the woman in the 35-50 age bracket. "Her kids are in high school or junior college and she has time to take a look at her husband. He's paunchy and balding and she digs out the insurance policy and finds it's worthwhile keeping him alive for another 10 years and that's where Saffola comes in. This gal is selective; she wants adult programming and in some markets where I can't find it on TV I'm using radio."

For Vano, Miss Lindh said she wants a different kind of woman viewer—the young suburban housewife who after a few years of college or office work is tied down with two or three kids and a not-too-big income. "She's still in love and sure her husband is going places and meanwhile she washes and irons his shirts, so Vano is just what she wants if I present it to her in the right way. Here, togetherness is the clue. She watches with her husband evenings, or with her kids in the afternoon, and I buy accordingly. I don't buy the same kind of programs for Vano that I do for Saffola; they both sell to women, but to different women."

Another Situation ■ With Folger's, the situation is different, Doris Williams, media director of Fletcher Richards, Calkins & Holden, stated. Women

of all ages and income groups buy coffee and women of all ages pay attention to what their husbands and sons like. Accordingly, a decision was made to try sports—a field traditionally monopolized by beer, cigarettes and gasoline—for Folger's coffee. "They thought we were crazy when we started with baseball about six years ago," Miss Williams said, but the experiment was so successful that today Folger's uses a heavy schedule of sports of all kinds on radio and television. "The man of the house watches and tells his wife to try Folger's and she does. It's as simple as that."

Betty Share, of BBDO, made a strong appeal for better women's programming on daytime television. The networks pretty much monopolize the evening hours, she noted, but in the daytime there's a potential audience waiting for programs that will stimulate them. Daytime news, she stated, does an incredible job of reaching women, yet very few TV stations do any daytime newscasting. "We buyers might forget to demand numbers if you gave us this kind of programming," she told the program executives.

Last Stronghold ■ The chief reason an agency would recommend sponsorship of a public affairs program to one of its clients would be that this kind of programming represents the last chance to obtain the identification that only full program sponsorship makes possible. Rod MacDonald, vice president and media director of Guild, Bascom & Bonfigli, San Francisco, said at the luncheon.

Once exclusive sponsorship was the norm in television, Mr. MacDonald noted, but rising costs and the growth of the magazine concept have made it a rarity for most network advertisers, who are now content with participations in TV's more popular programs as the most feasible way for them to reach a satisfactory number of viewers at a reasonable cost with their commercial messages. The locally-produced public affairs program, he said, offers the chance to buy, not numbers but intense local interest.

To make the public affairs show a good buy, the agency executive said, it has to be worth doing, have high production quality and good taste and it should also be scheduled in a logical time period, be well promoted, have a format that permits a logical introduction of commercials, be smartly sold and deliver its audience at a fair price. "There's no reason an advertiser should be asked to pay a hellish premium for

sponsoring a public affairs program," he stated.

Local Problems ■ Aside from the luncheon sessions, the two-day conference comprised a series of roundtable discussions among the dozen program directors of TAC West Coast member TV stations on the problems of their trade, chiefly that of producing locally, with a small staff and small budget, programs that will outpull the competing network or syndicated shows.

One workshop session, on children's programs, reached agreement that broadcasters are not educators and should try to present the entertainment their young viewers are after rather than program after-school classes. "The PTA members may protest when you run *The Three Stooges*," one programmer reported from personal experience, "but after you've replaced it with the educational show they're touting you'll find their children along with all the others watching *The Three Stooges* on another station."

"Education must be sneaked into a show that is primarily entertaining if it's going to get any attention," another program director commented.

For the teen-agers, the on-camera dances with groups invited from different high schools each week have faded from their popularity of a couple of years ago, the station men reported. Group discussions, allowed to run for a couple of hours and taped, then edited to half-hour shows, have proved popular with viewers and have been easy to sell to local advertisers in several markets. One station, noting the success of a charm school for teen-age girls held by a newspaper, is preparing a TV series on the same theme, with experts advising the girls on proper procedures for such things as make-up and clothes selection.

A Two-Way Street ■ The best road to profitable sports telecasting is a sports-minded advertiser, ready and able to pay to see his favorite sport on TV, the programmers agreed. And one of the worst detours is the sports promoter with an exaggerated idea of the value of his team's TV rights. One station, after three years of successful broadcasts of the local college football games, lost them this year when last year's price was more than doubled. The reverse is sometimes true: a golf tournament, which last year priced itself out of the market, did so poorly that this year it is asking stations to carry it without charge. "They need us worse than we need them, and if we can sit still long enough we'll come out all

Radio-TV again on top of the news

Radio and television turned in its usual around-the-clock spot reporting during the mine rescue operations near Hazelton, Pa. News teams from stations and networks converged on the scene after first word of the entombment of the miners Aug. 13. By last Friday (Aug. 30), several dozen stations had already reported their coverage to BROADCASTING.

From then on through the rescue of miners Dave Fellon and Henry Thorne last Tuesday morning (2:45 a.m.) newsmen kept a 24-hour vigil. Coverage continued during subsequent rescue attempts for Lou Bova, the third trapped miner.



WNEP-TV Scranton-Wilkes-Barre, Pa., as part of its 24-hour coverage, carried an interview by Program Director Bill Williams with John Bova, brother of one of the trapped miners.



This mobile unit of WFIL-TV Philadelphia played an integral part in WFIL-AM-TV's coverage. Video tapes of the take-out were quickly flown to Philadelphia and immediately put on the air.



WRCV-TV Philadelphia's video tape of the rescue operation showed cameraman Houston Hall (in foreground) at the press tent.

right," one veteran broadcaster counseled. Sports personalities can provide salable reports of five or 10 minutes once or twice a day, but they've got to be carefully developed, the broadcasters agreed.

Editorializing is valuable in creating interest in a station among influential citizens, but it can also create trouble if it is not carefully handled, in the opinion of those conference members with experience in this type of programming. Don't rush into it, they agreed, and research a subject thoroughly before views are put on the air.

George Whitney, vice president of KFMB-AM-FM-TV San Diego, who started the session with a historical view of broadcast editorializing and a report on the current Washington climate towards it, said he is always prepared for legal action and ready to substantiate in court what he has said on the air. The safest way to editorialize, he counseled, is to broadcast a half-hour discussion of a subject, with all points of view presented, and conclude it with their station's point of view (BROADCASTING, Aug. 26).

He and the others who are editorial-

izing agreed that copies of what will be said on the air should be sent well in advance to spokesmen for opposing viewpoints, with a letter stating when the editorial is to be aired so that they can read it and watch it and then ask for time to answer it if they wish. "Don't talk about equal time; that applies only to political candidates. Just offer a chance to reply," was the experts' advice. They also agreed that it is safer not to schedule editorials regularly, lest air time arrive with nothing worth editorializing, although noting that some stations have done quite well

with editorials on a regular basis.

There was no general agreement whether editorials should always be broadcast by the station manager or rotated among various spokesmen of the station, but there was agreement that by and large stations should confine their editorial endeavors to local topics and leave national and international matters to the networks.

Robert Weisberg, TAC vice president, moderated the program, assisted by Joseph Schackner of TAC.

Station program executives attending the sessions included: Robert Glassburn, KRON-TV San Francisco; Ray Hubbard and Paul Turner KPX(TV) San Francisco; Hal O'Donnell, KEYT (TV) Santa Barbara; Dean Borba, KXTV (TV) Sacramento; Bill Hopkins, KVIE-TV Sacramento; Bob Hosfeldt, KNTV (TV) San Jose; Pack Phillips, KFRE-TV Fresno (all California); Bob Ellis, KKT(TV) Colorado Springs; Bob Marich, KPRC-TV Houston; Jerry Kelly, KBES-TV Medford, Ore.; Tom Rogstad, KOMO-TV Seattle, and Doug Elleson, KCPX-TV Salt Lake City. Jim Joyella, a student at Fordham University who is spending the summer at KXTV on a scholarship from Corinthian Broadcasting Corp., was an interested observer.

News services point to special efforts

Commissioner Lee Loevinger's contention that the major wire services do not provide the kind of service broadcasters need (see lead story, page 27) was challenged last week by officials of United Press International and the Associated Press.

The officials also expressed the view that the commissioner's suggestion that broadcasters establish their own news-gathering service is impractical.

UPI's views were contained in a statement issued by Mims Thomason, president and general manager. The AP's position was given in an interview by an official of that organization.

Both stressed that, contrary to the commissioner's comments, the two services make special efforts to meet broadcasting's particular needs. They said that both UPI and AP have special circuits serving radio and television stations with material prepared by staffs working full time on radio-TV service.

Mr. Thomason also noted that UPI covers news of the world on film for television, and is enlarging this service beginning Oct. 1 (see page 44). He added that the agency's audio voice report service is also being expanded.

"I do not comprehend [Commissioner Loevinger's] reasoning that 'broadcasting should establish its own independent news resources,'" Mr. Thomason said. UPI and AP, he said, "have devoted millions of dollars and their

full talents, resources and world-wide facilities" in meeting broadcasters' needs "at reasonable costs."

He estimated an independent broadcast news service would cost more than \$40 million annually, the amount he said AP and UPI each spend. Such an independent service, he added, would "simply weaken the existing major news agencies and seriously damage all forms of communications."

The AP official did not put any dollar figure on what he thought a broad-

casting-only news service would cost. He said only such a service "would simply be out of reach."

He also said that Commissioner Loevinger overlooked the history of Trans-Radio Press, which was established to operate in the broadcasting field only. That service went out of business some 30 years ago after being subjected to competition from the then three national print wire services—AP, United Press and International News Service.

NAACP making headway at film studios TOLBERT GIVES INTEGRATION PROGRESS REPORT

Substantial progress in Negro employment has already been made in Hollywood, James Tolbert, president of the National Association for the Advancement of Colored People Beverly Hills-Hollywood branch, said last week.

"At Revue Studios," he said, "almost every office and technical department is now operating on an integrated basis. NBC-TV has just hired a Negro newscaster. KABC-TV (Los Angeles) has a Negro cameraman. The Association of Motion Pictures Producers has a Negro receptionist. Screen Gems has a Negro in the tabulating department. Two Negro women are extolling the merits of a washday detergent, another did a Linkletter show commercial, and Maury Wills is recommending razor blades—all on network programs. Negro actors and actresses report they, too, are being assigned more and better roles in both motion pictures and TV."

With his progress report, Mr. Tolbert attempted to clarify what he said were some misconceptions about some of the NAACP demands, such as the one that every studio crew be enlarged by one man—a qualified Negro technician. "Anyone familiar with the definition of the word 'negotiation' knows that the first idea advanced in such a framework is a necessary starting point for discussion and counter-proposals—which is precisely what we anticipated. We were encouraged when Mr. Flaherty endorsed the additional man concept and recommended the practice for adoption by IATSE unions," Mr. Tolbert explained. "Since they decided it was impractical, we do not feel IATSE integration is impossible, but that they should now proffer another method."

"Our singling out the *Hazel* series as an example of 'lily-white' technical crew hiring has been ballyhooed to the extent that the show's star, Shirley Booth, apparently felt compelled to take time out from her vacation to make a public statement that she is not racially prejudiced. We never mentioned Miss Booth, nor do we dislike *Hazel* or its sponsors. The dates just happened to

be right. The coming season's crew was not due to be hired until fall, and we arbitrarily—and reasonably, I believe—chose that date as the one by which we would ask all crews to integrate. This demand has been so distorted that the NAACP has even been accused of resenting Caucasian women taking domestic employment.

"Finally, there seems to be some confusion about the NAACP's not being after star parts and mainly concerned with character and bit roles. That is not true! The NAACP is mainly concerned with fair employment opportunities at every level of motion picture, television and radio production."

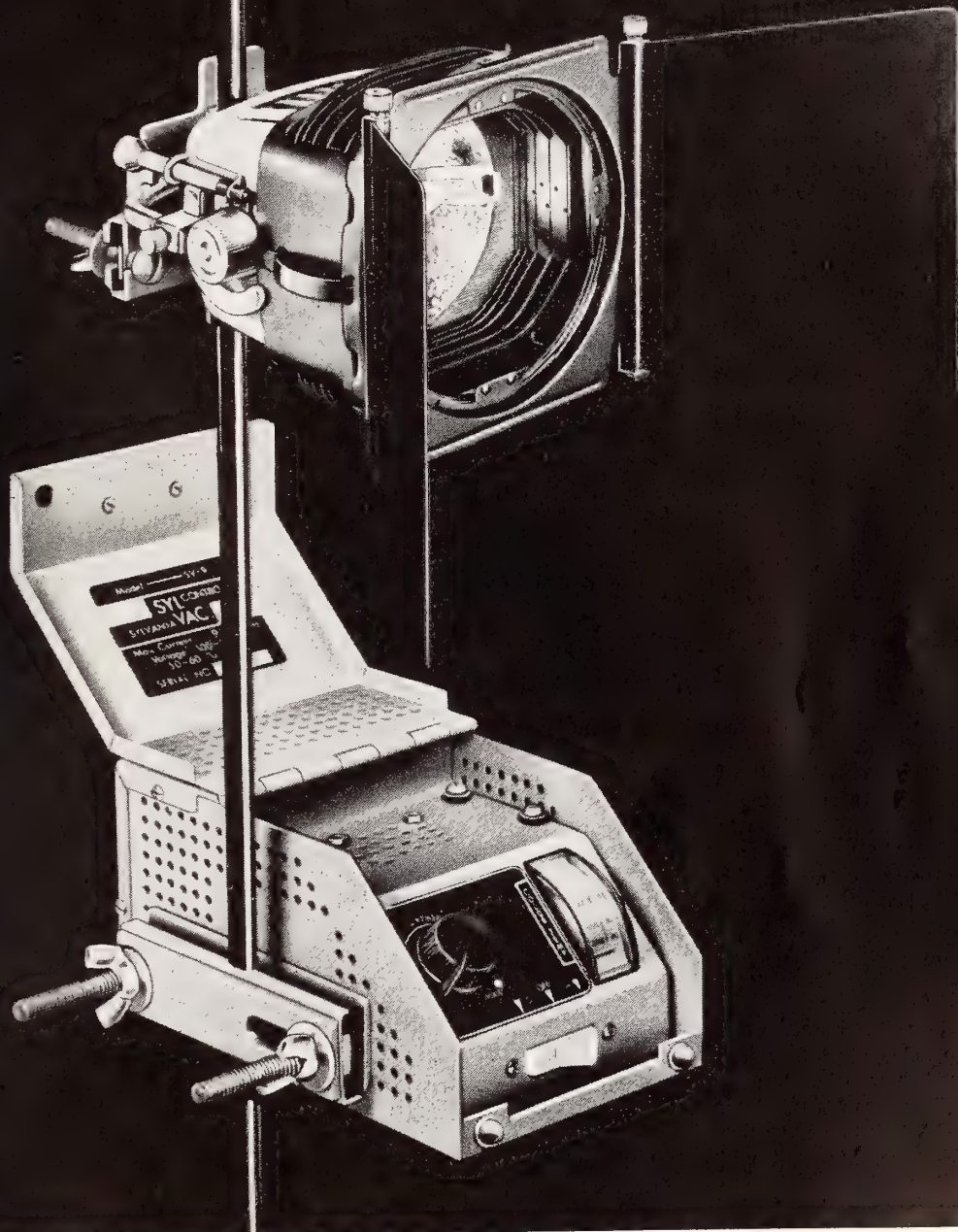
Morris T. Johnson, legal counsel of the NAACP branch, pointed out that there has also been widespread misunderstanding about demands for a "quota system" in motion picture, TV and radio employment. This idea, he commented, stemmed from a statement made by Herbert Hill, NAACP labor secretary, during a visit to Hollywood, to the effect that one of every nine Americans is a Negro and this percentage should be reflected in Hollywood employment. "Mr. Hill followed every such reference with a clear and immediate statement that the NAACP does not believe in quotas but in realistic representation," Mr. Johnson pointed out.

Program notes...

Distaff golfers on network ■ NBC-TV will present the first network coverage of a women's professional golf tournament Sunday, Oct. 13, when it televises the final holes of the Ladies Professional Golfers' Association championship from Las Vegas (4-5:30 p.m., EST).

Classroom syndicated ■ NBC Films is offering the *Continental Classroom* series "The Structure and Functions of American Government" for syndication on a market-by-market basis. The series was presented by NBC-TV in 1961, and repeated last year. The se-

Look What's Happened to the **SUN GUN®** Photo Light!



Now it's all head (no handle)—easier to mount with a new universal post clamp.

Now it comes complete with a new transistorized SYLVAC^(TM) Control that lets you dial the color temperature you need for each shot.

And it's a complete, portable, studio lighting system priced lower than you would ever imagine.

The new 3½-lb. **SUN GUN** Photo Light is equipped with dual leaf rotating and locking barn doors that turn a full 360°. And there's a full range of standard and optional accessories that lets you do virtually anything with the light from its powerful 1000-watt lamp.

The new SYLVAC Control tells you the exact voltage

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Details? Ask your dealer—or write Sylvania **SUN GUN** Products, Sylvania Electric Products Inc., 730 Third Ave., New York 17, N. Y.

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ries, which consists of 150 half hours, was presented in cooperation with the American Association of Colleges for Teacher Education, the American Political Science Association and the National Council for Social Studies.

Corporate culture ■ The Princeton Television Center, Princeton, N. J., is producing and distributing a one-hour film, "The Good Corporate Citizen," which dramatizes the way in which corporate officials advance the social and cultural life of the country. It uses as an example the activities of Bart Lytton, president of the Lytton Financial Corp., Los Angeles, who conducts the Lytton Center of the Visual Arts at which Marlon Brando, Lana Turner, Hugh O'Brien, Charlton Heston and other well-known personalities have appeared. The film is scheduled for TV and theater release in October.

Travelog ■ The three-year, 83-country,

expedition of two American youths who circled the globe in a special truck, is being made into a five-episode color TV show by Bill Burrud Productions for use on the syndicated *True Adventure* series. Joble Trenham, former Navy jet pilot who made the global trip, took the pictures—50,000 feet of film. Bill Lieb, producer, is now editing the film into five half-hour programs, which will be narrated by Mr. Trenham and Bill Burrud. Gene McCabe is executive producer.

Radio drama—on the move? ■ To test audience reaction to a revival of dramatic radio programs—*Gunsmoke*, *Suspense*, *Johnny Dollar*—KIRO Seattle presented two half-hour dramatic programs Aug. 17 and 24, written by KIRD early morning personality, Jim French. The two "test" programs, a western and a suspense-type drama, were aired to evaluate audience interest with the hope

that if listener response was great enough, the station would attempt to produce a pilot series for commercial sponsorship. The two initial dramas were produced under the auspices of the local community theater, the Bellevue Playbarn.

New Format ■ CBS-TV's three-year-old *Sunday Sports Spectacular*, previously a 90-minute broadcast, will be reduced to 30 minutes Oct. 13 (5-5:30 p.m. EDT). Between Jan. 12, 1964, and the start of the baseball season in April, it again becomes a 90-minute program from 2:30-4 p.m. EDT, then in April reverts to 30 minutes.

WLS Revamps ■ ABC-owned WLS Chicago today (Sept. 2) expands local news coverage by five minutes each hour and, in addition to popular music currently played, is adding album music and all-time favorites. Revised format emphasis also will be placed upon humor.

THE MEDIA

GEORGIANS BLAST BACK

Carow, Smith, Patton lecture NAB and Bell on attitude of the association toward GAB

"The antagonistic attitude" of the National Association of Broadcasters toward the Georgia Association of Broadcasters as expressed publicly "is very disturbing and scarcely designs to improve our relationship," GAB President Raymond Carow, WALB-TV Albany, told the NAB last week.

Mr. Carow was replying to criticism of the GAB by Howard Bell, NAB vice president, because of the Georgia association's sponsorship of the National Broadcast Editorial Conference last month in Albany, Ga., and tentative plans to hold a 1964 international meeting in Atlanta (BROADCASTING, Aug. 26). Naming the GAB and its executive secretary, Jack Williams, Mr. Bell said that state associations should stick to state activities and leave national programs to NAB.

Charles Smith, vice president-general manager of WDEC Americus, Ga., and George W. Patton, vice president-general manager of WBML Macon, Ga., also slapped back at NAB and Mr. Bell while NAB President LeRoy Collins said he agreed with Mr. Bell's statement. The NAB vice president himself was on vacation last week and did not reply to the storm of protest.

Governor Collins noted that it is "difficult to respond [to the GAB] without seeming petty. We in NAB like Georgia—we like the Georgia Association of Broadcasters. I agree with Mr. Bell's statement but goodness knows

there is plenty of room for all of us in meeting the needs of broadcasting," the NAB president continued.

"Our point here is that we should work cooperatively in our common objectives and separately in our separate ones but not have head-on collisions with each other coming around the same mountain from different directions."

Applies To Both ■ "Cooperation up requires cooperation down," Mr. Carow replied to Mr. Bell. "While I might have originally been inclined to feel that you had some right in your comments about the GAB, your action in making them public certainly tended to make me feel otherwise." As a matter of common courtesy, Mr. Bell should have consulted with GAB before attacking the association and its executive secretary in the public press, Mr. Carow said.

GAB is an "extremely vital organization," its president said. He agreed that GAB's enthusiasm may be excessive at times but "this enthusiasm is directed toward benefiting broadcasting." Mr. Carow said that he firmly believes in full cooperation between state associations and the NAB. However, he said, "may I request that in the future when the NAB has what it considers to be a complaint to register with the GAB that it do so through official channels."

Mr. Smith, immediate past president of the GAB, said that if the NAB is unhappy with the activities of Georgia

broadcasters, "I wonder when they'll stop dribbling and try to make a basket or two before someone ends the game."

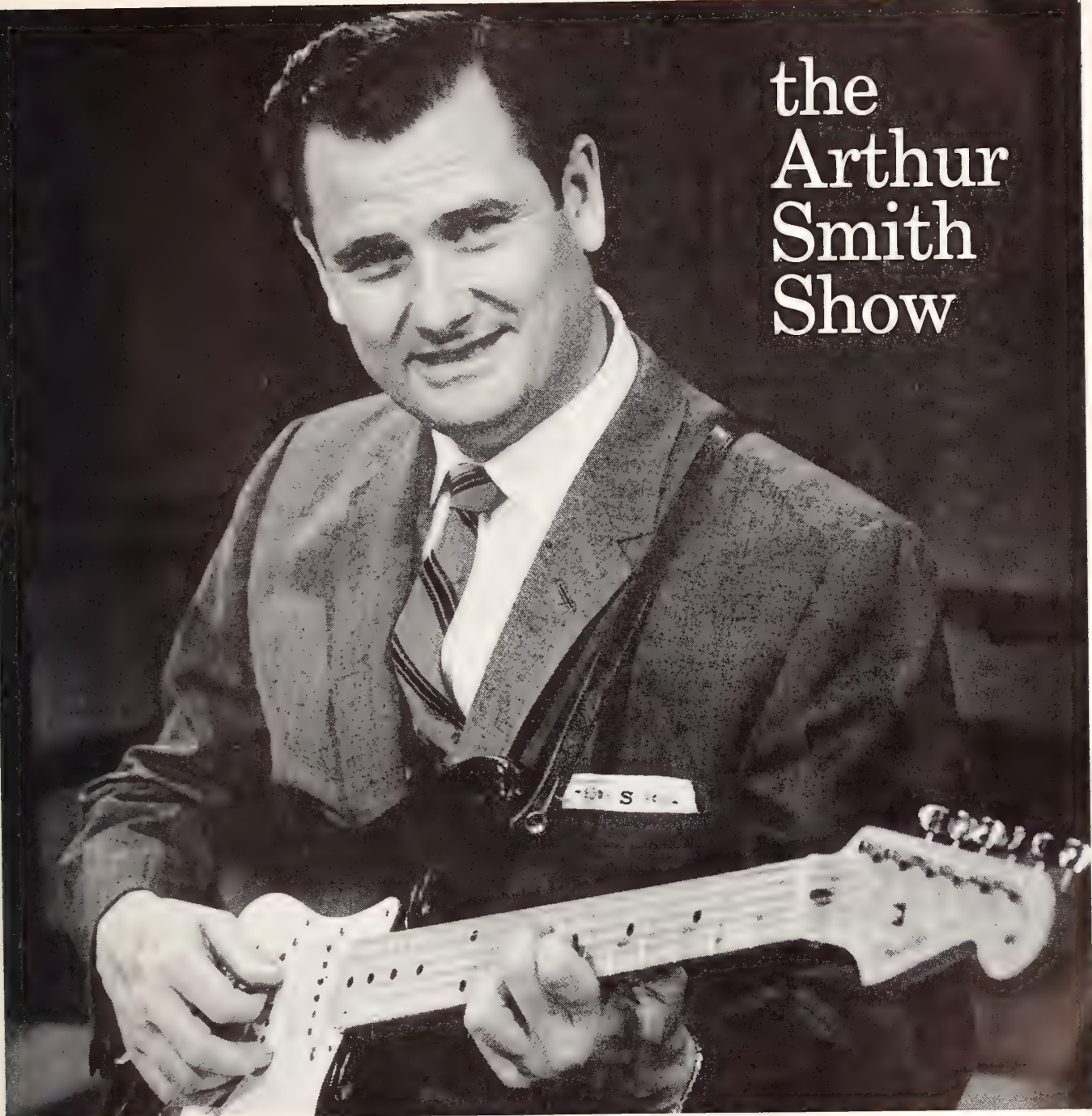
He said any "confusion beyond description" as Mr. Bell characterized the result of state associations moving outside their boundaries, must be NAB's "because neither the planners or those who attended our recent broadcast editorial conference reported any." An NAB member, Mr. Smith said the national association does not need to be concerned "with any fear of Jack Williams or GAB. . . . I do think they might concern themselves with how long NAB members will be satisfied with too little, too late."

Mr. Patton told Mr. Bell in a wire: "You as vice president of national trade association have belittled your position by publicly criticising executive secretary of GAB. . . . Suggest you either provide such meetings and services [as NBEC] or refrain from criticism of those who do. Suggest your time be devoted to fighting problems faced by broadcasters in FCC and Congress rather than fighting fellow trade organizations."

GAB Position ■ Mr. Williams also wrote to Mr. Bell last week to state the GAB's "position in regard to two recent GAB meetings that are being questioned by the NAB. He said the "title" of the NBEC may be subject to argument and that GAB planned the meeting for Georgia but "saw fit to invite broadcasters from other states." Mr. Williams pointed out the conference was highly praised by Representative Oren Harris (D-Ark.) and FCC Commissioner Kenneth A. Cox, who were there.

He said the proposed international

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symposium is a "typical Georgia idea—we want as many people as possible to visit Atlanta and Georgia and meet with our broadcasters." The Georgia governor, Atlanta mayor and many members of the state's congressional delegation have endorsed the idea, Mr. Williams pointed out.

"We are not aware of any conflict between NAB and GAB and our activity does not constitute a challenge to anyone," the executive secretary told Mr. Bell. "NAB certainly does not want to stifle state activity that benefits large numbers of broadcasters."

Mr. Williams again recommended that NAB create a new staff position for full-time liaison with state associations. He and others had made the same request six months ago at the annual NAB conference of state presidents in Washington (BROADCASTING, March 4).

GAB alienated the NAB staff, from the president on down, when it announced the July conference as the "first" national meeting on broadcast editorials. Not only did NAB think its jurisdiction was being invaded, the association was piqued because it had sponsored a public affairs-editorializing conference in Washington in 1962 in conjunction with the annual meeting of state association presidents.

Mr. Bell's criticism of the GAB was made 10 days ago at a Wash-

Bang! You're dead!

Transfer of control of a Carolina radio station took place twice within 24 hours, according to a report last week from WFAI Fayetteville, N. C. Jackson F. Lee, owner and general manager, said that during joint Army-Air Force maneuvers in the area, "Red Guerillas" seized his station and used it for psychological warfare purposes. However, the next day "Blue Forces" liberated Fayetteville and restored WFAI to the status of "Blue Forces Radio."

ington meeting of the planning committee for the 1964 NBEC. The conference planners have divorced themselves from GAB and elected Ralph Renick, WTVJ(TV) Miami, chairman of the 1964 session. Mr. Renick said the support of the NAB and other groups would be sought.

ETV rents mobile unit

WVEC-TV Norfolk-Hampton, Va., last week agreed to rent its mobile unit to WHRO-TV, the area's educational TV outlet, for \$2,000 a month for a minimum of three months. Charge is equiv-

alent to the rental for two days in a normal commercial situation, according to WVEC-TV. The channel 15 ETV has completed a \$135,000 studio but has not yet installed equipment. For the past two years WHRO-TV has had to use the facilities of commercial TV stations in the area and the facilities of the College of William and Mary in Williamsburg, Va.

Gadsden mayor may file suit against ABC

The city attorney of Gadsden, Ala., was reported last week to have been instructed to prepare a \$1 million libel suit against ABC, on charges that an ABC newscast quoted Gadsden's mayor as saying something he didn't say.

The mayor, Les Gilliland, claimed the newscast attributed to him a statement to the effect that civil rights is a grass-roots democratic movement and that Negroes are "the heroes of this country." Mayor Gilliland said the statement was made by Marlon Brando, one of four actors who visited Gadsden in what they said was an effort to mediate racial difficulties.

ABC spokesmen in New York said they had received no notification regarding a suit and, accordingly, would have no comment on the report.

Changing hands

ANNOUNCED ■ The following sale of station interests was reported last week subject to FCC approval (for other commission activities see FOR THE RECORD, page 74).

■ WOVE Welch, W. Va.: Sold by South C. Bevins to Kenneth J. Crosthwait (68.33%), Harry T. Burn (16.66%), Tommie Brown and George G. Fulcher (each 7.5%), for \$18,500. Mr. Crosthwait owns WHBT Harriman, Tenn.; others are local businessmen. WOVE operates fulltime on 1340 kc with 1 kw daytime and 250 w nighttime. Broker was Chapman Co.

Radio surveys need auto figures for accuracy

Any radio rating that measures only in-home listening is seriously short-changing radio, Maurice Myers, director of Survey & Marketing Services, said last week in issuing a report on the daytime radio audience in the San Francisco-Oakland area during July. The TRACE survey (Traffic Radio Audit-Coincidental Enumeration), combining reports of listening in more than 12,000 automobiles and over 11,000 homes, shows nearly three times as many radio sets-in-use in autos than in homes between 7 a.m. and 6 p.m.

TRACE collects its information on auto tune-in by college students stationed on safety islands at intersections

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along the city streets (BROADCASTING, Aug. 27, 1962) and gets its in-home data from coincidental telephone calls. To avoid distortion, TRACE reports the number of refusals to supply information: less than 1/2 of 1% for motorists and about 1.5% for householders. For in-home use two figures are given for sets-in-use: a percentage of homes called and a percentage of homes answering the phone.

The TRACE service originated in Hawaii as an auto-listening rating service and later added in-home listening reports. The organization is now conducting regular surveys in the San Francisco-Oakland area, with rating reports issued monthly and audience analysis data quarterly. Mr. Myers is discussing with Los Angeles broadcasters the possibility of extending his service to that city.

Pay TV firm wants to buy HECA

Subscription TV Inc., pay TV company which plans to begin operations next spring in Los Angeles and San Francisco with the baseball games of the Dodgers and Giants as core of its programing (BROADCASTING, Aug. 26), has offered approximately \$1 million to Home Entertainment Corp. of America for the assets of this company and its West Coast subsidiary, Home Entertainment Corp. of Los Angeles to be merged with STV. HECA board of directors has voted favorably on the proposal and will recommend acceptance of the offer by the HECA stockholders. A special HECA stockholders meeting has been called for tomorrow (Sept. 3) in New York to consider and act on the matter. Home Entertainment Corp. of Los Angeles has a franchise for the installation and operation of a closed circuit pay-TV service in Santa Monica, Calif., suburb of Los Angeles, in which the headquarters of Lear Seigler Inc., one of the principal stockholders of Subscription TV, is located.

NBC adds research unit

NBC last week announced formation of a research department to serve its owned stations and spot sales division. Named director of the new department was William Rubens, formerly manager of audience measurement at NBC.

In announcing the new service, Raymond Welpott, executive vice president in charge of NBC-Owned Stations and Spot Sales Division, said the step was made in recognition of "the increased significance of radio and television research" and said its purpose was to serve "the diversified need and interest of the viewing and listening public, advertising agencies and clients."

CONLAN SURVEY CALLED A 'FRAUD'

Beaver county report results in \$1,050,000 suit

A Pennsylvania daytime station has filed a \$1,050,000 suit for damages against Robert S. Conlan & Associates, claiming defamation, fraud and conspiracy.

This is the second court suit against an audience survey company stemming from disclosures made before the House Commerce Committee. A third suit is being threatened.

The suit was filed Aug. 27 by WMBA Ambridge, Pa., in the Jackson county circuit court at Independence, Mo., and also names Robert E. West and Hallie Jones, officers and stockholders of the Conlan firm. The suit is based on a 1962 radio listening survey of Beaver county, Pa., made by Conlan and ordered by WBVP Beaver Falls.

WMBA is asking for \$50,000 in actual damages and \$300,000 punitive damages on each of three separate counts alleging defamation, fraud and conspiracy.

In the conspiracy count, WMBA charges that Mr. West and Mrs. Jones conspired with others in "assembling, publishing and distributing purported surveys and reports of audience participation in Beaver county, Pa. . . . with

the wilful and fraudulent intent to induce customers and advertisers then using the facilities of radio station WMBA to cancel existing contracts, refrain from renewing the same, and inducing the prospective customers from entering into advertising contracts with said radio station."

In the survey at issue, it's understood, WBVP is shown to have almost 50% share of audience, and WMBA less than 5%. Several Pittsburgh stations are shown with significant percentages of audience share.

First Suit ■ The first litigation involving rating services was filed several months ago by WAME Miami. It is suing The Pulse Inc. and A. C. Nielsen Co. for \$250,000 damages each resulting, it is alleged, from surveys made of the Miami audience by both companies in 1959 and 1963.

Earlier in August, the WAME suit against Pulse was dismissed from the Circuit Court of Dade county, but the station said it intends to refile the claim in U. S. District Court. It has a similar suit pending in federal court against Nielsen (BROADCASTING, Aug. 12).

The threat of a third suit was voiced

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Olympic appeals

Fund-raising appeal messages for the U. S. Olympic committee are being prepared as a public service by Dancer - Fitzgerald-Sample and will be aired by ABC-TV in conjunction with its 15-week pre-Olympic series of programs beginning Oct. 5.

The messages will be delivered by prominent national, sports, and entertainment figures and will be aired during the closing minutes of each pre-Olympic program. The committee's goal is \$2.1 million. ABC-TV will also present exclusive U. S. coverage of the Winter Olympics beginning Jan. 29, 1964.

by the Tucson Broadcasters Association against The Pulse Inc. TBA, representing nine of the 10 radio stations in that city, had asked Pulse for the questionnaires used by the research firm in putting together a March survey. Pulse

told the group the questionnaires were available under certain conditions, for inspection in its New York headquarters. TBA's counsel, in an Aug. 15 letter to Dr. Sydney Roslow, president of Pulse, stated it desires to examine the questionnaires in Tucson, and added that if this is not possible "then you leave us no alternative but to recommend the institution of legal proceedings to obtain the information we need."

At issue in Tucson is the "radical difference" in the results of the March Pulse survey and the other in October 1962 (BROADCASTING, July 1).

Triangle FM outlets complete autonomy move

The five FM stations of Triangle Publications' Radio-TV Division are now operating exclusive of, and in competition with the division's AM outlets. Each station now has its own manager and is separate from AM in programing, administration and function.

WFIL-FM Philadelphia has been in-

dependent for several years. Six months ago, WFBG-FM Altoona, Pa. joined the autonomy movement, followed three months ago by WBNF-FM Binghamton, N. Y. The remaining two stations, WNHC-FM New Haven, Conn., and KFRE-FM Fresno, Calif., became independent last week.

The stations are members of the FM Broadcasters Association.

New KCOH facilities officially opened

The new office-studio building of KCOH Houston was dedicated last Tuesday (Aug. 27). Located at 5011 Alameda, the \$150,000 building includes a ballroom for community events and public functions, a merchandising area for executive offices and reception area.

The ceremonies marked the opening of the station's "looking glass studio" giving a complete view of the studio to traffic coming from four directions.

Civic leaders, city and county officials attended the day-long, public dedication, according to Robert C. Meeker, president of KCOH.

GOVERNMENT

Capitol Hill declares open season on FCC

HEAVY HEARING SCHEDULE PROMISES TO KEEP COMMISSION BUSY

Plans were being made on Capitol Hill last week that could make this fall a tough season for the FCC.

The communications subcommittees of both houses of Congress were preparing hearings on a calendar of broadcasting problems that might open the FCC to a full-scale attack on mounting congressional charges that the agency is attempting a power grab under the leadership of its New Frontier chairman, E. William Henry.

The battle lines were broadly drawn—all the way from the fairness doctrine to commercial time limits.

In summary, this is what the Congress has in store for the commission in the foreseeable future:

The Senate Communications Subcommittee will start innocently enough with a grab-bag hearing scheduled for today and tomorrow on four more or less noncontroversial measures. But when Chairman Henry shows up to testify Wednesday afternoon Senator Strom Thurmond (D-S.C.), a subcommittee member with some strong thoughts on the FCC's fairness doctrine, will be waiting for him. The senator says the broadcasting networks have been slanting race news for years and the FCC has been letting them get away with it. Last Wednesday's coverage of the march on Washington, which

the senator labeled "atrocious" (see page 46), will be uppermost in his mind at the hearing, an aide confided last week.

Editorializing Next ■ Two weeks later the House Communications and Power



Representative Rogers
Congress is still FCC's boss

Subcommittee will resume its hearing on editorializing. Broadcasters, many of whom have aired their displeasure with the first round of hearings in their own editorials (BROADCASTING, Aug. 5), are being asked to go to Wash-

ington to give the subcommittee the benefit of their views.

The FCC's highly controversial July 26 statement on editorializing is expected to get a thorough going over. The National Association of Broadcasters said in a letter to the FCC last week that the standard of fairness is "difficult and impractical" and leaves broadcasters in a state of "bewilderment."

Representative Walter Rogers (D-Tex.), chairman of the House unit, has further plans for the FCC this fall. He disclosed Thursday (Aug. 29), that he was about to introduce a bill to prohibit the FCC from making rules to limit the amount of time broadcasters may devote to commercials. After dropping hints about its plans all spring, the FCC announced a proposed rule-making in May that would incorporate the commercial guidelines set down in the voluntary codes of the National Association of Broadcasters (BROADCASTING, May 20).

The NAB has stiffly opposed such a rulemaking or any legislation in this area. Last week it sent its members copies of a statement outlining its position. The association suggested licensees send the statements to newspaper editors "with whom they have rapport and at the same time have a personal discussion of the issues."

In his covering letter to the NAB

members, LeRoy Collins, NAB president, said the package was being sent, "on a highly selective basis, from Washington, to various editors." Governor Collins noted that the NAB had abandoned a plan discussed at its board meeting earlier this summer that would have sent a blanket mailing to all editors (BROADCASTING, July 1).

Meet Congressmen ■ A group from the Oklahoma Association of Broadcasters was scheduled to meet with its congressional delegation in Washington this week in another of several efforts by state broadcaster organizations to muster opinion against the FCC's proposed rulemaking.

Representative Rogers said the FCC's proposal was "unfair" and "rigid." He hopes his subcommittee will be able to conduct a hearing on the commercial time measure and on another bill he introduced that also is intended to block an FCC move. This bill, HR 6697, would bar the FCC from implementing its announced plan to institute a schedule of license fees for broadcasters effective Jan. 1, 1964 (BROADCASTING, June 10, 3).

If the Congress remains in session until Thanksgiving, Representative Rogers said, then there may be a good chance of bringing both measures to hearing this year. The Jan. 1 deadline on the license fee schedule would seem to give priority to that problem, the congressman added.

Proxmire Measure ■ This week's Senate hearing opens with Tuesday consideration of S 920, to give foreign radio amateurs privileges to broadcast in the U. S. on a reciprocal basis. On Wednesday the committee will take up three other measures. Senator William Proxmire (D-Wis.), sponsor of S 708, a measure to prohibit the FCC from considering as a favorable factor an applicant's status as a member of Congress, will testify Wednesday.

Senator John O. Pastore (D-R.I.), subcommittee chairman, said last week that Chairman Henry was expected to testify on the Proxmire measure and on two procedural bills also under consideration this week. Both were requested by the FCC: S 1005, which would authorize the FCC to grant special temporary authorizations for up to 60 days for certain nonbroadcast operations, and S 1193, which would require that petitions for intervention in certain FCC proceedings designated for hearing must be filed not more than 30 days after publication of the hearing issues in the *Federal Register*.

It is at the Wednesday hearing that Senator Thurmond is expected to confront Chairman Henry with some questions about the fairness doctrine. In a recent hearing on Section 315 the senator was sharply critical of network

coverage. He took Dr. Frank Stanton, CBS president, to task for following "the NAACP line" (BROADCASTING, July 1).

The House editorializing hearing will resume Sept. 18 and run for three days.

In July the subcommittee conducted a week's hearing and recessed for the First Annual National Broadcast Editorial Conference (BROADCASTING, July 29, 22). In the interim the FCC released its statement on the fairness doctrine, a pronouncement that restated the commission's position that broadcasters have an "affirmative obligation" to present all sides of all issues—especially when they editorialize.

Asked whether Chairman Henry would be recalled (he testified at the first round of the hearing), Representative Rogers said that the subcommittee contemplated further deliberation on editorializing after it heard from broadcasters later this month. Representative John Bell Williams (D-Miss.), second ranking Democrat on the parent Commerce Committee, has been assured by Representative Rogers that the editorializing hearing will consider what he calls the FCC's one-sided interpretation of its fairness statement as it applies to controversial programming (BROADCASTING, Aug. 26).

Commercial Limits ■ Discussing his bill to prohibit an FCC limit on commercials, Representative Rogers said "it is definitely an area in which broadcasters ought to be very realistic on what the people want and need, and in so doing they could render a great service. . . . But it is quite unfair [for the FCC] to lay down a rigid rule on this . . . where you have different needs in varying kinds of stations in different parts of the country.

"It is my feeling that advertising is a field in which bona fide discretion of the station owner is of great importance and it should be given ample opportunity to work," he explained.

"There probably could be some adjustments in the number and length of commercials on television," Representative Rogers added. But this is an area where the NAB should assume responsibility, he said.

Turning to the license fee situation, Representative Rogers said, "The main point is that the FCC is undertaking to assume a power not directly given to it by a law passed by the Congress. . . . My position is that if Congress wants the FCC to have that power, the . . . Congress should make that determination."

Asked if he would favor a bill to give

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the FCC this authority, Representative Rogers commented "only one that did not create an inhibition on the licensee . . . and was intended to help defray costs of running the agency."

(Senator Warren G. Magnuson [D-Wash.], chairman of the Senate appropriations subcommittee which holds the FCC's purse strings, has challenged the agency's request for \$75,000 to help collect an estimated \$3.9 million it would take in on license fee collections [BROADCASTING, June 24]. The agency faces a return appearance before that senate unit when the House finishes its appropriation chores.)

WCFL in 1951-59 took in \$10 million

The Chicago Federation of Labor's WCFL Chicago had total income of \$10,011,940 during the years 1951-59, according to papers on file with the U. S. Tax Court in Washington. The data is part of the station's petition to escape an income tax assessment of \$365,048 for that period by the Internal Revenue Service.

The labor-owned station claims exemption from the tax in view of the traditional relief granted to labor unions by the government in a letter of opinion in 1941. WCFL's exemption, however, has been in dispute for two decades and the fact that the government finally had assessed it for taxes came to light a fortnight ago during intra-union differences within the Chicago federation.

The assessment was made early last year and in May 1962 WCFL petitioned the tax court to contest it. The case is expected to go to trial about April or May 1964.

In the court papers showing WCFL's nine-year \$10 million-plus income, the station said cost of operation for 1951-59 totaled \$4,826,426. This did not include sales and publicity expenses for the period of \$2,184,209.12 and general expenses of \$1,806,578.95.

In one year, 1958, WCFL said it had an operating loss of \$40,486.88. In that year WCFL had income of \$1,040,718.96 with cost of operating taking \$594,575 and sales, publicity and general administrative expenses taking \$429,352.14.

A list termed "bonus or government bond expense" shows expenditure in 1953 of \$42,000, 1954 \$42,000, \$43,000 1955, \$44,500 1956, \$22,500 1957 and \$15,000 1958. An "executive bonus" of \$15,000 was paid in 1959. The recipient is not named on this or other cases.

The government claims that of WCFL's over-\$10 million income a net portion of \$790,755 is subject to taxation as "unrelated business income" of the normally tax-exempt labor organization. WCFL was founded in 1926.

CRITICISM APLENTY ON RACE RULES

Some stations support Justice Department suggestions

More criticism, this time in the form of reply comments, has been heaped on the FCC's proposal to limit the broadcast of horse races and racing information (BROADCASTING, April 15), but the comments also included a generous measure of support for Justice Department suggestions to modify the controversial proposal (BROADCASTING, July 15).

The Justice Department itself held to its original views and filed reply comments answering, point by point, charges leveled at the restrictions.

WTOW Inc., licensee of WAQE Towson, Md., said "This brief comment might well be entitled, 'Discrimination Against Broadcasters,' with the subtitle, 'If a Person Wants to Bet, His Best Bet is with the Newspapers.'" The comment cited figures which it claimed proved that newspapers gave far more race information than radio-TV, whose time devoted to such programs is "infinitesimal" in comparison.

The Thoroughbred Racing Association of the U. S. Inc. said the Justice Department's discussion of the FCC's proposal proved that the restrictions aren't needed. It also claimed that the evidence cited by the department did not lend sufficient credence to its contention that illegal gamblers get requisite information from radio, but the group strongly supported Justice's suggestion that the FCC should set up geographic provisions to govern the horse racing broadcasts. The Justice Department had recommended that stations be forbidden to broadcast races taking place more than 100 miles from the station. The racing associations group, however, scored this proposal as too limited citing a 500-mile limit as more realistic.

The FCC's proposed rules were flatly opposed by the National Association of State Racing Commissioners, which accused the FCC of arbitrarily picking on racing instead of other sports. The racing commissioners group claimed the FCC mustered no evidence to back its allegations that broadcasting could serve as a special tool of bookmakers.

Little Used ■ The Justice Department's concise rebuttal of criticisms said that if the ban on the broadcast of racing information only drives bookies to illegal wire services, at least then the gamblers can be prosecuted as law-breakers.

The argument that newspapers carry racing news holds no water, Justice claimed, because the papers can't carry last-minute changes as can radio-TV. Those who say that all that is needed is an FCC policy statement are right,

the department said, and that is exactly what the new rules will be: a definition of what racing news stations can and cannot carry. The clause in the proposed rulemaking which would exempt all races with purses of \$25,000 or more from the rules was also defended by Justice. The object of the rules is not to censor the news, the department said, just to cripple the power of the bookies. This is the reason, Justice said, why it would allow stations to carry one race a day from any track in the country, explaining that bookies usually need a whole slate to carry out their illicit activities.

Among stations generally supporting the Justice Department's proposals were KIEV Glendale, Calif.; WFTL Fort Lauderdale, Fla.; WEHT(TV) Evansville, Ind.; WKYT(TV) Lexington, Ky., and KPAM and KPFM(FM), both Portland, Ore. In all, well over 100 stations signed reply comments in the proceeding.

NAB asks revision of fairness policy

The National Association of Broadcasters last week asked the FCC to rescind its July 26 policy statement delineating broadcasters' responsibilities on controversial issues under the fairness doctrine (BROADCASTING, July 29).

Douglas Anello, NAB general counsel, said in a letter to the commission that the statement has caused "widespread bewilderment" among licensees and that, unless the FCC renounces its notice, stimulation of discussion will be inhibited. Mr. Anello charged that the FCC's implication that "responsible broadcasters seek to suppress contrasting viewpoints . . . is unwarranted."

Broadcasters have been placed in a "legal strait jacket" by the policy statement where previously they had been permitted to exercise "sound discretion and judgment as responsible journalists," the NAB general counsel said. Additionally, he said, the NAB pointed out the "difficulty and impracticability of attempting to delineate specifically a standard as vague as fairness."

No Sure Method ■ There is no one method for achieving fairness, Mr. Anello said, with different issues requiring different techniques of presentation. He said the three cases cited by the FCC in its statement (Mapoles, Billings and Times-Mirror, all involving FCC rulings on controversial broadcasts) involved peculiar and unusual facts and cannot be applied to all situations.

"It is our view that ad hoc decisions

in specific situations should not be used as the basis for the promulgation of standards to be applied indiscriminately, without regard to varied sets of circumstances," Mr. Anello told the commission. Disputing the FCC's contention that the statement contains nothing new, he said it actually is an extension of previously announced commission policy. This is particularly true under the language which requires a station to inform all persons attacked during a paid political broadcast, he said.

The NAB request did not mention a current controversial issue facing the FCC—whether a station, under the fairness doctrine, is required to give free time to answer controversial matters discussed on a commercially sponsored program (BROADCASTING, Aug. 26).

Shift in Philadelphia filing schedule asked

All interested parties in the renewal application of WRCV-AM-TV Philadelphia have asked the FCC to shift the schedule for the filing of comments.

First the commission's Broadcast Bureau asked Chief Hearing Examiner James D. Cunningham to extend the bureau's deadline for a statement from Aug. 26 (last Monday) to Sept. 23. The bureau said the postponement was necessitated by the busy schedule of its counsel and declared that the initial decision wouldn't be delayed by the wait.

Then the other parties to the proceeding—RCA, Westinghouse Broadcasting Co., RKO General and Philco—last Thursday (Aug. 29) asked for a further shuffle. Sept. 4, the original deadline for filing by the parties, would be designated the date to file the replies to proposed findings with the examiner, as before, but not with other parties. The Broadcast Bureau would file its statement Sept. 23, and on Oct. 20 the other parties would file replies to the bureau and rival comments with each other. They also claimed that the proposed schedule would not delay the initial decision.

Cape Girardeau grant now in appellate court

The economic injury issue has been laid before the U. S. Court of Appeals again—this time, by a station which claims the FCC is not being consistent in its approach to the problem.

KGMO Cape Girardeau, Mo., asked the appeals court to reverse the FCC's refusal to grant it a hearing against the grant without hearing of a third station in Cape Girardeau (BROADCASTING, Aug. 5).

The commission said, in denying the KGMO petition against the grant to Missouri-Illinois Broadcasting Co. (KZIM), that KGMO did not present specific facts

on its argument that Cape Girardeau cannot support another radio station.

Both Chairman E. William Henry and Commissioner Kenneth A. Cox dissented.

In its appeal, KGMO claimed that the FCC "arbitrarily treated KGMO differently than it has treated petitioners in similar situations. . ." The Cape Girardeau station said that it would have presented factual evidence in support of its claims if the commission had asked for it, but that the "sudden imposition of this new and changed requirement [by the commission] was arbitrary and capricious."

KGMO also asked the court to stay the KZIM grant until the case is heard.

The Cape Girardeau action sparked an internal legal controversy between Commissioners Cox and Lee Loevinger on the question of precedent. In his dissent, Commissioner Cox claimed that the FCC in similar cases granted requests for hearing without requiring the specificity called for by the commission majority in the KGMO case. Commissioner Loevinger, in a concurring majority opinion, criticized this view, and amplified his concept of the principle of *stare decises* (controlling precedent).

The other Cape Girardeau station is KFVS.

Equal time requests follow Manion show

Fresh broadcast attacks on the nuclear test ban treaty have resulted in new requests for free time for reply by the citizens committee organized to support the pact, it was learned last week.

A spokesman for the Citizens Committee for a Nuclear Test Ban Treaty said the requests were sent Aug. 23 to over 300 stations that carried two programs opposing the treaty. The programs were provided by the conservatively oriented Manion Forum.

As of Thursday (Aug. 29) he said, replies had been received from about half the stations. And although Manion Forum programs are normally sponsored, most of those responding offered free time for the airing of a 15-minute tape prepared by the committee, the spokesman said.

This was virtually a rerun of the situation a week earlier, when the committee requested time on 325 stations to reply to Life Line Inc. broadcasts. The spokesman said replies to that request were still being received, with "a high proportion" of the stations offering free time.

Meanwhile, broadcasters who were

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uncertain as to whether they were obliged, under the FCC's fairness doctrine, to make free time available for replies to sponsored programs were not getting any help from the commission.

A commission official said inquiries were being received, but not answered. He said the staff couldn't answer the question since the commission had never settled the issue.

This was the same position taken by other staff members when asked about the committee's request for free time to answer the *Life Line* programs (BROADCASTING, Aug. 26).

It appeared, however, that the question would be an early item of business for the commissioners, who return this week from their August vacation.

Music rights battle reaches Capitol Hill

Complaints by a growing number of broadcasters who operate small radio stations in Southern states prompted action by two Southern senators last week that could lead to both legislative and investigative measures directed against SESAC, a centralized licensing authority for the performance of musical works.

The company owns a catalogue of some American and mostly European compositions and, like the two major organizations in this field, the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music Inc. (BMI), charges stations that play its licensed recordings.

Senator Allen J. Ellender (D-La.) said last week he had requested Senator James O. Eastland (D-Miss.), chairman of the Senate Judiciary Committee, to authorize a public hearing on S 405. This is a bill introduced by Senator Ellender to require music licensing organizations to identify their copyright on phonograph recordings and to provide sufficient information about their lists of compositions so broadcasters could learn what pieces are copyrighted. Both ASCAP and BMI follow these practices. Clarence Jones, owner of WQIZ St. George, S. C., who has filed complaints with federal agencies against SESAC, contends that the company told him it is unable to provide an accurate listing of its compositions (BROADCASTING, July 22).

A spokesman for Senator Olin D. Johnston (D-S. C.), second-ranking Democratic member of the Judiciary Committee's Patents, Trademarks and Copyrights Subcommittee, said last week that he would request the Post Office Department to send an investigator to discuss the SESAC matter with Mr. Jones.

Senator Johnston also is chairman of the Senate Post Office and the Civil

Free news service hit by GOP congressmen

Four Republican congressmen criticized the FCC and the Department of Agriculture on the recent establishment of a news wire service that provides free government information on agriculture to news media "in bold, flagrant competition" with a private firm, the P. A. M. News Corp.

Two of the congressmen introduced legislation to bar the department from operating its Market News Service.

Representatives Craig Hosmer (R-Calif.) and Paul Findley (R. Ill.) proposed that the government be prohibited from operating any such information service which would result in reimbursement to private persons. AT&T leases the Agriculture Department wire.

Representative Findley introduced another more specific measure intended to bar only the Department of Agriculture from this practice.

Asked whether enactment of the broader bill might end the Weather Bureau's wire service to many radio and television stations, Representa-

tive Findley replied last week that he was pushing for action on the specific bill since it had been referred to the House Agriculture Committee of which he is a member. He thought, however, that the other measure as it is written might have the effect of stopping the Weather Bureau service. But this was not his intention, he said.

Other congressmen who opposed the wire service and charged it was a government venture in "news managing" were Representatives Bruce Alger (R-Tex.) and William H. Harsha (R-Ohio).

Both the Associated Press and United Press International complained to the department that the wire service set up a government censor and violated a long-standing policy that the government, to avoid implications of editorial interference, would not lend financial assistance to news media.

The congressmen took special offense at the department's reservation of the right to cancel the service "at any time."

Service Committee.

Senator Ellender said last week that he introduced his bill early this year at the request of Irving Ward-Steinman, general manager of KDBS Alexandria, La., who acted in behalf of the Louisiana Association of Broadcasters.

Mr. Jones, who persuaded the South Carolina Association of Broadcasters to endorse the legislation in July, reports that he now has complaints filed with 12 agencies, including the FCC, which

reported it has the situation under study.

In a letter to the FCC, Mr. Jones told the agency that SESAC was guilty of "tampering with a federally licensed radio station" and "has brought financial hardship" upon his operation.

He said SESAC monitored his station and charged WQIZ had played 17 SESAC songs within a month. Threatened with a \$4,200 suit, Mr. Jones said, he agreed to a five-year, \$20-per-month contract with the firm.

Bill would shift NLRB power to courts

LANDRUM CITES SECONDARY BOYCOTTS TO PROVE NEED

A co-author of the Landrum-Griffin Act introduced legislation in the House of Representatives Tuesday (Aug. 27) that would first strip the National Labor Relations Board of its power to decide what is an unfair labor practice and, secondly, give that authority to the federal courts.

Broadcasters have opposed the board in several of its labor practices findings where they involve secondary boycotts; that is, in cases where labor unions have put pressure on sponsors of stations with which they have disputes.

In introducing his bill Representative Philip M. Landrum (D-Ga.), a senior member of the House Education and Labor Committee, cited such secondary boycott decisions. Representative Landrum said he believes they are part of

"the board's studied and deliberate effort to achieve administrative repeal of the . . . act—repeal by a series of decisions which not only torture the language of the statute but which also ignore the clearly expressed will of the Congress. . . ."

"In an . . . absurd holding, the board permitted a boycott by deciding that a radio station [WOGA Chattanooga] literally produces the automobiles which are advertised in its commercials. . . ."

Unfair ■ Representative Landrum said that he believes unfair labor practices are a matter of "private rights that appropriately belong in the courts." Critics of the bill said throwing all labor practices litigation into the courts would jam them. Representative Landrum said he thought this was an exag-

generation, but he added that the courts should be expanded to handle larger case loads if necessary.

The congressman said he expects the labor committee to conduct a public hearing on his bill, possibly this year.

He considers his approach "realistic" and does not go along with some elements of the business community that advocate abolition of the NLRB. "I don't know that we could do without the board," he commented. Some agency is needed to decide union jurisdiction, he said.

The National Association of Broadcasters estimated last week that about 70% of the nation's TV stations and 12% of all radio stations are involved with labor unions. The estimate did not include network personnel, many of whom are union members.

Representatives Landrum and Robert P. Griffin (R-Mich.), another senior member of the labor committee, have gone to the floor of the House several times in the past year and a half to broadly criticize the NLRB for making decisions that they say are frustrating Congress's intention in passing their 1959 amendments to the Taft-Hartley Act (BROADCASTING, April 16, 1962). A study of the board's decisions shows that it considers itself a "policy-making body," Representative Landrum said last week.

Two relatively recent NLRB cases involved secondary boycotts against broadcasters. The board upheld the action of the International Brotherhood of Electrical Workers when it threw a picket line around WOGA. The board said WAGA's advertising could be considered a product and that under the terms of the law the station was therefore a producer of the advertiser's automobiles.

Won Reversal ■ WOGA did not appeal



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the decision, but KXTV(TV) Sacramento, Calif., did go to court when the board handed down a similar ruling—and KXTV won a reversal (BROADCASTING, Nov. 19, 1962).

The U. S. Court of Appeals in San Francisco said the board's definition of "producers . . . leads to the remarkable conclusion that a TV station can be a producer of automobiles, gasoline and beer." KXTV is a Corinthian station licensed to the Great Western Broadcasting Corp.

The National Association of Broadcasters filed amicus curiae briefs supporting both WOGA and KXTV. The KXTV finding by the appeals court was "a significant and important step in establishing the right of broadcast stations to be protected against illegal union secondary boycott as was intended by Congress," James H. Hulbert, NAB broadcast management director, said after KXTV won its reversal.

The KXTV case was remanded to the NLRB for further determination on questions of fact but the board has made no subsequent public statements on it.

Meanwhile, it has brought another contested secondary boycott decision (nonbroadcast) to the U. S. Supreme Court in an effort to get away from the precedent that was set in the KNXT case and subsequently referred to by the appeals court in later cases. The Supreme Court is expected to hear this NLRB appeal this fall.

Co-op ads coming up for Senate hearing

The House Small Business Committee reported Monday (Aug. 26) that it had concluded that advertisers who pool their funds to advertise cooperatively may mention prices jointly without fear of violating antitrust laws.

A committee hearing was held in May to clear up questions raised by a controversial Federal Trade Commission advisory ruling on sample newspaper ads submitted for a group of druggists (BROADCASTING, May 6).

"This ruling of the commission came as a shock and surprise to small business retailers throughout the country who had been placing such ads for many years," said Representative Joe L. Evins (D-Tenn.), chairman of the committee. "The committee's hearing, however, has cleared the air and has gone far to dispel any fear that these small business joint ads should be enjoined," Representative Evins said.

Just two days before the House report was released, the Senate Small Business Committee announced it would start a hearing on the very same issue beginning Sept. 11. The Senate hear-

ing will go further than the House's one-day session, however.

According to Senator John Sparkman (D-Ala.), chairman, the hearing will have two objectives:

"To examine the competitive and antitrust aspects of joint advertising programs by retailers and to investigate the nature and purpose of advertising allowances given to retailers by manufacturers and wholesalers."

Court backs FCC's short-spacing edict

A federal court in Washington last week upheld the FCC's right to authorize TV stations that are less than the minimum mileage from co-channel stations.

In a unanimous three-judge decision, the U. S. Court of Appeals for the District of Columbia denied an appeal by WJTV(TV) Jackson, Miss., to force the FCC to give it a hearing in its opposition to the commission grant of a transmitter site change to WVUE(TV) New Orleans. Both stations are on channel 12.

WVUE was granted a construction permit in 1961 with the transmitter located 35 miles south of New Orleans in order to meet the 190-mile minimum separation with the Jackson outlet. In

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One man's family v. the Broadcast Bureau

Reason after reason was mustered by the Broadcast Bureau last week to prove that the licenses for WCLM (FM) Chicago and its multiplex and storecasting facilities should be revoked, and the station stubbornly attempted to refute every one. The FCC started revocation proceedings over a year ago (BROADCASTING, July 30, 1962), and last week's argument was in the form of conflicting proposed findings submitted by the bureau and the station.

Carol Music Inc., licensee of the FM outlet, is owned by the wife, daughter and mother of William G. Drenthe, manager of the station at the time it first tangled with the FCC. Amplifier Service Co., which provided WCLM with its subcarrier equipment, is under the majority ownership of Mr. Drenthe's son-in-law. Newsplex Inc., which put on the programs carried by the subcarrier, was controlled by Mr. Drenthe himself.

This data was marshaled by the Broadcast Bureau in an attempt to prove that the three organizations "operated together as a unit. Mr. Drenthe was Newsplex Inc. and was the only management of Carol."

Shortly after the station's license renewal in 1961, the bureau said, Mr. Drenthe restructured its programming, in spite of renewal forms which pledged substantially the same proportion of music, news and religious programs and an emphasis

on local live productions.

Who's In Charge Here? ■ In February 1962, the bureau charged, Mr. Drenthe signed a contract with Merchants Broadcasting System, effective the next month, which signed the station's programming over to the company for piping music into stores and supermarkets. Merchants henceforth "did everything necessary to broadcast" the programs and controlled all commercial announcements broadcast over the station. "The only control Carol retained over WCLM," the bureau said, "was for those periods outside of the 9 a.m.-9 p.m. segments which Merchants, based on its agreements with supermarkets, neither needed nor desired."

"The principal ingredient of a licensee's responsibility is programming in the public interest and if a licensee surrenders this responsibility to another in return for a fixed consideration it fails in a most important aspect of its responsibility," the bureau said. It claimed the contract was "a complete surrender of control" and that Carol willfully concealed the contract from the FCC.

Guys And Molls ■ The mishandling of the subcarrier authorization was even more monumental than the FM fumbling, according to the Broadcast Bureau. The 67 kc carrier, it charged, was used every day but Sunday to carry an all-talk show put on by Newsplex. In a manner the bureau called "totally different"

from the use to which the subcarrier was pledged in Carol's application for it, it was used to beam, among other news, horse race results and parimutuels as reported by United Press International. This, the bureau said, was of substantial aid to Chicago bookmakers.

The bookies were apprised of race results with such speed that, due to the approximately 30 minute break between races, they were able to transact their business in a much more orderly fashion than if they were unaware of the results, according to the bureau. Furthermore, the bureau charged, Newsplex receivers were found in several raids on bookie joints, and Newsplex, although fully aware of the situation, was quick to replace them. "It must . . . be concluded," the bureau said, "that the dominant use of Newsplex receivers was in connection with illegal gambling activities."

The bureau continued: "It is obvious that Drenthe, the general manager of Carol acting as Newsplex, placed other receivers in the gambling establishments which had been raided, and thereby consciously and knowingly continued to aid in the furtherance of illegal gambling activities." That Carol allowed these Newsplex broadcasts "constituted irresponsible licensee actions . . .," the bureau charged.

Also involved in the revocation proceedings were allegations of tech-

April 1962 WVUE asked for a waiver of the minimum mileage requirements to put its transmitter about nine miles east of New Orleans and only 160 miles from WJTV. It also proposed to suppress radiation toward WJTV to the level it would have received from WVUE's original site. WJTV objected and asked for a hearing claiming its license was being amended. The FCC ruled WJTV was not entitled to a hearing and granted WVUE's request for a move of its transmitter.

Circuit Judge George T. Washington, for himself and Judges John A. Danaher and Walter M. Bastian, ruled that no evidentiary hearing was required since WJTV would be receiving no more interference than it would if WVUE operated from its original site meeting spacing requirements.

Basically the questions involved are engineering matters and, Judge Washington said, this lies "within the commission's special competence."

The party's over and now it's back to work FCC FACES THORNY ISSUES IN MONTHS AHEAD

The seven FCC commissioners return to their offices after their August recess this week, facing in the months ahead a number of issues of critical importance to broadcasters.

The commission's agenda this week is said to be bare of any significant matters. But two weeks hence—on Sept. 18—it will begin consideration of a staff proposal to limit network control of programming (see story, page 28).

And, on Oct. 4, it will hold an oral argument on its decision to reject its own proposal to drop VHF channels at short spacings in seven two VHF-station markets.

In the next few weeks the commission is expected to ask industry comments on a proposal to add some 500 channels to the UHF allocations table.

Rulemaking proposals that are ripe

for commission action include those to permit presunrise operation by daytime-only stations, to tighten up the overlap rules and to require licensees to keep on public file copies of their FCC applications and reports. A rulemaking to require stations to make public their network affiliation contracts is reportedly still being processed by the staff.

'Hot' Items ■ Comments are due Sept. 16 on two of the commission's more controversial proposals. One would limit the amount of time broadcasters could devote to commercials, the other would impose stiff birth control measures on AM broadcasting and seek to boost FM as a more independent service. Adoption of the rule would permit the lifting of the year-old freeze on AM applications.

The commission, meanwhile, is still

nical violations by Carol.

The Turned Worm ■ Carol denied the substance of the Broadcast Bureau's charges, though it acknowledged that because of insurmountable difficulties the FCC had not been fully informed. Carol claimed, however, that capital punishment was uncalled for, as the death penalty for the station would "have a most severe, adverse and lasting effect upon the three stockholders of the respondent."

Many of the difficulties of the proceeding stemmed from the fact that Mr. Drenthe suffered a heart attack during the hearing and was unable to testify. Also, Carol claimed, the ownership of the three companies was not as closely united as the bureau would have it. "Mr. Drenthe refused to make the information available in spite of repeated requests and pleas by his wife and daughter . . .," Carol said, referring to ownership reports and other information futilely requested by the FCC.

Also, according to Carol, "members of the family have disagreements and are 'rugged individuals.' . . ."

Carol claimed that the engineering deficiencies laid to the station were remedied as promptly as possible. In reference to the contract with Merchants Broadcasting System, WCLM claimed to have retained control at all times. "The contract between the respondent and Merchants did not provide for the sale of broadcast time but merely provided for the broadcast of an undetermined and variable number of commercial spot

announcements," Carol claimed. "Unlike time brokerage contracts, the licensee continued to maintain complete control over all programs, had the right to solicit and accept business from others, and was reimbursed in direct proportion to the number of commercial spot announcements placed by Merchants and actually broadcast," the station said in alleging that the contract was normal business and did not need to be filed with the FCC.

The programming of the station was changed only because its local live shows proved unsuccessful, the station said. Carol further changed that the Broadcast Bureau had failed to prove that the overall programming was not directed to the general public but to the chain grocery stores.

Sport Of Kings ■ WCLM said the broadcast of racing news on the sub-carrier frequency was a news service, and of no substantial aid to bookies. Carol rebutted bureau charges that Newsplex receivers were used by illegal gamblers, noting that "none of the 92 persons arrested for illegal gambling was convicted." And, the station said, police officials testified that the Newsplex receivers were not a determining factor in calling the raids. The short time lapse between the races and the broadcast of their results was not as important as claimed by the bureau, WCLM said, charging that the bureau had not mustered sufficient evidence to prove that the Newsplex services were of aid to bookies.

faced with the task of revising its program reporting form. It may also issue a primer on its fairness doctrine.

In addition, the commission may plunge directly into the civil rights issue. Chairman E. William Henry says he thinks the commission should make clear to broadcasters its view that discrimination in broadcasting—both in employment practices and programming—is not in the public interest (BROADCASTING, July 1).

One document expected soon is Chairman Henry's report on the local television programming inquiry he conducted in Omaha last February.

VOA offers apology for 'unfortunate error'

A Voice of America news broadcast to South Vietnam that reported on Aug. 25 the U. S. would withdraw its aid from that Communist-threatened country unless the Diem government ceased attacks on Buddhists was labled "an un-

fortunate error" last week by a VOA spokesman.

He pointed out that subsequent VOA newscasts carried reports of a State Department explanation that the first broadcast was in error, but he said the follow-up broadcasts also reported that the State Department said no decision on aid had been made and that such matters are "constantly under review."

The spokesman reported that the Voice newscast was based in part on wire service information and that such errors may happen in all news organizations.

The portion of the newscast in question: "American officials indicated the United States may sharply reduce its aid to Vietnam unless President Diem gets rid of secret police officials responsible for the attacks."

The script was broadcast in English at 7 p.m. EDT Aug. 25 and again at 12:30 a.m. Aug. 26 in South Vietnamese, the VOA spokesman said.

States, stations aim at code proposal

The FCC has been charged with misunderstanding the role of advertising, underrating the public it serves and even, in effect, attempting to undermine the American way of life. And all because it wants to adopt as its own the National Association of Broadcasters' radio and television code commercial time standards (BROADCASTING, May 20).

Comments on the proposed rulemaking filed by the Kansas Association of Radio Broadcasters, The Washington State Association of Broadcasters and the Susquehanna Broadcasting Co. detailed the charges. Similar objections were voiced by the Tennessee Association of Broadcasters three weeks ago (BROADCASTING, Aug. 19).

"Advertising revenue is fundamental to the American system of broadcasting," KARB said, and "profits are fundamental to the American way of life. . . . We do not believe the public interest would be served by a commission rule which precisely limits the amount of commercial time, when in fact radio commercials are vital stimulants of the economy and a fundamental ingredient in the overall pattern of economic growth in the U. S."

Subscribe Already ■ Kansas broadcasters generally subscribe to the codes already, the group said, and the proposed rules would serve "no useful purpose," in fact "the incentive for self-regulation would be destroyed."

"A flat restriction placed upon the amount of time used for sales talks without regard to the location, power and activities of stations would, in all probability, work inequitable results." This is the word from the Federal Radio Commission in 1932, and the Washington broadcasters cited it in attacking the FCC's proposed rules.

WSAB said the commission proposed rules incorporated "flagrant inconsistencies" in failing to cite legitimate evidence in support of its contentions, charged that the attempt to adopt the codes is an FCC "power-grab" and assailed the proposed rules as unconstitutional. If the commission adopts the rules it will do so in violation of the First Amendment, WSAB said.

The four stations who commented under the banner of Susquehanna—WSBA York, Pa., WHLO Akron, Ohio, and WICE Providence, R. I.—said the FCC has revealed a "lack of understanding of the function of advertising and the broadcast commercial in the American economy." Susquehanna also said the proposed rules are "inconsistent with the majority view of the public we . . . seek to serve," betray a lack of understanding of broadcasting's

relationship to society and, if adopted, would "create an impossibly huge and complex administrative problem which . . . would deny broadcasters fair, equitable and consistent treatment. . . ."

Susquehanna noted that "failure by the public to subscribe to a service or medium which offends is the surest, fairest and most direct method of chastening that service or medium."

Mack reaffirms stand for broadcasting control

Reaction to a policy statement of the National Council of Churches urging tighter government control of broadcasting, including programing, has strengthened its conviction that reform is needed, according to S. Franklin Mack, executive director of the council's broadcasting and film commission.

The council's "pronouncement," adopted 10 weeks ago, recommended that the FCC conduct periodic reviews at regional hearings of performance by stations; control the networks; limit the amount of commercial time, among other proposed restrictive measures (BROADCASTING, June 17).

Mr. Mack said that "nothing could be farther from the truth" than a BROADCASTING editorial Aug. 5 which maintained the council "recognizes that it went afield in adopting an ill-con-

Caplin: legitimate promotion is deductible

The tax man says he really isn't out to kill the fun of doing business after all.

The broadcasting industry's gay program premiere promotions and similar publicity parties—long traditional for radio and TV as in the older entertainment media—will continue to be tax deductible as always just so long as they are held within a "clear business setting."

But publicity junkets to far-away exotic places which have no connection whatsoever with the purpose of the business, such as those companies use to promote a new product introduction, will have doubtful status under the revised regulations of the U. S. Internal Revenue Service, Commissioner Mortimer M. Caplin said last week. He explained to Chicago newsmen Tuesday during a telephone conference that incentive trips, however, such as those

used as salesmen's or promotion prizes, would still be allowable.

Mr. Caplin said a concise question-answer summary of typical situations and expense deduction problems is contained in IRS-Treasury Document 5495 issued July 30 (BROADCASTING, Aug. 5). Convention hospitality suites and other usual convention promotion activities are not curbed by the new expense accounting procedures either, it was indicated. Thus a West Coast convention to lure East Coast businessmen who wouldn't attend meetings at home also would pass muster.

Mr. Caplin hoped that the news media would endeavor to help clarify much of the public confusion about the new expense account rules. He said they are intended only to stop cheating, not to curtail legitimate business entertainment or promotion.

ceived, dangerous and wholly unwarranted resolution calling for stricter government controls on television and radio." Copies of the statement, he said, were sent to all stations in recognition of their right to be fully informed and to correct earlier releases.

In a letter to W. N. McKinney, general manager of KELD El Dorado, Ark., Mr. Mack said the broadcaster's protest to the NCC (BROADCASTING, July 22) had overlooked the fact that "broadcasting operates on a public franchise."

EQUIPMENT & ENGINEERING

Balloon communications system near NASA WILL PUT ECHO II INTO ORBIT NEXT JANUARY

A space communications system employing low orbiting balloons is virtually available now to establish a full commercial service over the north Atlantic Ocean.

This is the feeling of scientists of the National Aeronautics and Space Administration, particularly those involved in communications activities.

There's only one bad feature: TV service will have to be run on half-speed so that only 3 mc of bandwidth is used. Real time, 6 mc bandwidth TV would require larger balloons and more ground power not available now.

The next step in NASA's passive reflector experimentation, the orbiting of Echo II, is now scheduled for January. In this launch, a 135-foot "rigidized, aluminum-coated balloon" will be lofted into 1,000 mile high polar orbit for voice, telegraph and facsimile transmissions.

But the forecast for an ultimate operating passive system of communications is predicated on advances already proven out in NASA laboratories or in

theoretical calculations.

This is a system of lenticular reflectors in 1,000-mile orbits which like Ivory soap will be 99.9% pure.

Bottom Used ■ The balloon idea has been refined to use only that portion of the arc that actually reflects radio transmissions. This is the 78° bottom of the balloon.

Only 30 of these satellites, like an inverted open umbrella, would be needed to provide virtually 100% service through a technique of "station keeping." This is a method of maintaining the satellites on station by counteracting solar radiation pressures.

Previous estimates have called for as many as 300 such satellites to provide a regular, continual service communications service.

And, finally, the power required by ground stations need be no more than already available 250 kw, using ground antenna dishes that need be no larger than 60 feet in diameter.

No Trouble Aloft ■ The beauty of this, say NASA communications ex-

perts, is that with a reflector, there are no electronic circuits or components to go bad up in the sky. All the gear is safely tucked away on the ground—and available for maintenance.

Although NASA's preoccupation with passive satellites for communications seems odd to many observers who feel the success of active relays like Telstar, Relay and now Syncom has eliminated the need for reflectors, the two virtues of passive reflectors are clear.

As spelled out by Leonard Jaffe, director of NASA's communications systems, a passive reflector "is a simple solution to the multiple-access problem. Any number of ground stations can use the reflector simultaneously."

And, Mr. Jaffe added, the reliability of the passive reflector system is inherently good. "There are no electronic circuits to fail in space."

And TV Too ■ In the economics of trans-oceanic communications, voice and telegraph circuits are the bread and butter traffic; TV the icing on the cake. NASA people raise the question (it has been raised by others) whether there is need for direct, live TV communications links between Europe and the United States. Aside from the time

differentials (when it's 8 p.m. in the eastern U.S., it's 1 a.m. in western Europe; when it's 3 p.m. in the eastern U.S., it's 8 p.m. in western Europe), and language barriers, they point to jets bringing films or tapes of events across the ocean in four hours.

The power requirement for a real-time TV link via reflectors between the United States and Europe is 450 kw with a 150-foot balloon, or 250 kw with a 200-foot balloon.

But tubes to generate 450 kw are not available off the shelf at present. And, additionally, there is a question about a 200-foot sphere; one of that size has not yet been fabricated.

But if a slow-scan TV circuit can be used (where the TV pictures are recorded to be used later), only 3 mc bandwidth is needed and only 250 kw power is required with a 150-foot balloon. Echo II will be 135 feet in diameter.

Other proposals, all considered in the realm of feasibility and discussed by William J. O'Sullivan Jr. of NASA's Langley Research Center last month at the conference on artificial satellites at Virginia Polytechnic Institute in Blacksburg, Va., call for the orbiting of a reflector arc made of wire mesh, instead of a balloon. The holes of the mesh would have to be properly proportioned to the transmitting wavelengths so little loss of reflectivity occurs. The mesh might be painted with a reflecting coating to increase its efficiency.

Because there may be significant savings by putting up only lenticular reflectors, the arcs could very well be much larger than the complete balloon. The larger the arc, the more powerful the signal that would be returned to the earth.

How do they open up in space? There are ingenious ideas: Spin the container so that when the arcs pop out, centrifugal force will cause them to erect. Use thin struts to snap the arc into shape when it is released at orbital height. Coat the mesh with plastic impressed with the proper shape; when the arc is flung into space, the sun's heat will activate the "memory" of the plastic so it will assume the shape it had on earth before its ride to space.

Even assuming that the passive satellites will continue to be balloons, there are a number of improvements in the works. When Echo II goes up, it will be rigidized to hold its shape better than Echo I, the "soft" version.

But beyond this is a step considered the ultimate in rigidizing: Use a material that is soft and pliable on earth (like the Mylar used for the Echo I and II balloons) but which in space turns into a solid. Thus the orbiting balloon or arc will be able to better withstand the bat-

tering of micrometeorites which has turned the original taut skin of Echo I into a wrinkled, prunelike bag in the three years it has been in orbit.

One of the main problems with orbiting balloons is the pressure exerted on the object by solar radiation and solar winds. In Echo I this has caused the sphere to lose its circular orbit, so that at the end of six months its orbit becomes elliptical (600 miles to 1,600 miles). It returns to its original 1,000 mile circular pattern at the end of the next six months.

A method to overcome this is to paint half the balloon black. By commands from earth, the balloon will be positioned so that when it is approaching the sun the black side will be facing the sun, thus absorbing the solar pressure. When the satellite is receding from the sun, the reflectorized surface will be turned sunward, gaining the opposite effect.

And finally, to conserve costs, it is planned to launch several of the passive satellites in a single rocket. At orbit height they will be ejected to be placed in random orbit.

Jerrold to build CATV system in Austin, Tex.

Jerrold Electronics Corp., Philadelphia, has announced the signing of a

\$750,000 contract with Capital Cable Corp., Austin, Tex., to install what is called the largest community antenna television system in the U. S.

The system will run from 1,000-foot-high Mt. Larson down a 17-mile-high reliability cable to signal processing "hubs" in Austin, where TV signals are reconverted to frequencies for home distribution.

Using eight channels—one is for local weather reports and there will be several for FM stereo broadcasts—the system is being planned to serve 60,000 homes.

Capital Cable Corp. is a subsidiary of Mid-West Video Corp., Little Rock, Ark., a major group CATV owner. The LBJ Corp. (KTBC-TV Austin), also the holder of a franchise for cable TV in Austin, is understood to hold an option to purchase a half interest in Capital Cable.

The Austin contract was one of 10 CATV contracts signed by Jerrold's Community Systems Division in the past 60 days. Including the Austin contract, agreements have been signed for over \$3 million worth of work. Other CATV installations to be built by Jerrold: Clifton Forge and Covington, both Virginia; Logansport, Vincennes and Washington, all Indiana; Oscoda, Mich.; Alice, Tex.; Devil's Lake, N. D., and Wheatland, Wyo.

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WNAR . . . Norristown-Philadelphia Area

WWNR . . . Beckley, W. Virginia

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Decision soon on West Europe color

THREE SYSTEMS, ALL COMPATIBLE, UNDER CONSIDERATION

Sometime before the end of the year European broadcasters are expected to decide what system of color television should be adopted for general use throughout western Europe.

The choice—now narrowed to the United States' National Television Systems Committee standards, France's sequential avec memoire (Secam) system and West Germany's phase alternation line (PAL) method—should be made in December at the regular meeting of the European Broadcasting Union (EBU), and adopted officially early in 1964 by the International Radio Consultative Committee (CCIR).

As soon as European standards for color TV are adopted Britain, West Germany and The Netherlands are expected to begin polychrome telecasting.

A thorough demonstration of all three systems was presented by Britain's BBC last July to delegates from all 17 EBU countries. A series of demonstrations took place for one whole week beginning July 8, and it ended with a two-day condensed version open to the public on July 15 and 16.

American observers at the open demonstrations were J. M. Wentworth, RCA; Blair Benson and Joseph Flaherty, of CBS.

All Compatible ■ All three systems use a similar type camera which analyzes the colors to be broadcast into three primary components—red, blue and green. The three systems differ in the way in which the color signals are combined before transmission. All three are compatible, i.e., color programs can be received in black and white on ordinary monochrome TV sets provided they can tune into the present 625-line broadcasts. In Britain at present most receivers can only pick up the

405-line programs. In all three systems the complete color signal can utilize the same transmitters and networking equipment used for the 625-line broadcasts.

The NTSC standards were developed in the U.S. and adopted by the FCC in 1953. They standardize a three-color luminance signal and two color signals. The luminance signal can be picked up by regular black and white sets for monochrome presentation—or the three signals can be separated for color reception on a shadow mask cathode ray tube at the receiver. Color sets are also capable of receiving straight black and white transmissions.

The Secam system was developed some years ago in France by Compagnie Francaise de Television. In this system, red, blue and green components are generated in the same way as in the NTSC system; the luminance signal and the two color signals are also derived in the same way. The two color signals, however, are not transmitted simultaneously but consecutively during alternate line periods.

This enables the Secam system to give satisfactory color rendering in the presence of large inequalities in the transmission of the color signals. Secam definition, on the other hand, may be less good, theoretically, than NTSC's. The French system also may be more susceptible to interference caused by excessive noise.

The Secam system requires a delay line in the TV set to store the color signal transmitted during one line period so that it becomes available during the next line period simultaneously with the color signal transmitted during that line period.

Secam also differs from the NTSC

standards in that the subcarrier is frequency modulated by the color signal, instead of amplitude modulated.

Reception is similar to that in the U.S., using a shadow mask cathode ray receiving tube.

Revision Of NTSC ■ The PAL system was recently developed by the Telefunken company in West Germany. It is a variant of the NTSC system and, like Secam, is intended to reduce the susceptibility of the color presentation to inequalities in the transmission of the two color signals. As in NTSC these two signals are transmitted simultaneously by amplitude modulation of a subcarrier, but one of them is reversed between alternate lines, hence PAL (phase alternation line).

By this means errors are averaged out between one line and the next. This process may be aided by using a delay line in the set, as in Secam. Apart from this, and the switching arrangements for reversing one of the color signals, the PAL receiver is similar to the NTSC set.

Most important is the cost, complexity, ease of tuning and adjustment, and maintenance of the receivers. Both Secam and PAL require an electronic switch in the set to make the necessary changes in the connections at the end of each line period. The Secam system also requires a delay line and it may be necessary to use a delay line to obtain good results from PAL. There is no difference in engineering and operating costs among the three systems.

Sales, program liaison offered by new firm

The formation of Overseas Broadcast Services Ltd., New York, to function in multiple areas of international radio and television was announced last week by Stephen A. Mann, president.

OBS plans to serve in various capacities. It will serve as American sales agent for overseas radio and TV stations, production facilities and program producers. The company has signed as representative for several U. S. stations in securing advertising and programing from abroad.

One of its major projects is an agreement with Television International Enterprises Ltd., London, England, which has resulted in a new station representative firm, T.I.E. Sales Ltd., New York, which will represent overseas stations in the U. S. The station list of the new international representation firm include

TV committees being added in Australia, Japan

The Motion Picture Export Association of America is in the process of establishing TV committees in Australia and Japan, consisting of representatives of its member companies which sell U. S. programming to broadcasters in those areas.

Irving Maas, MPEAA vice president for Australasia will set up the two committees upon his return to Tokyo from the U. S. next week. The association has established similar committees in Latin America and Europe, and has decided to organize

the Far Eastern groups because of the growth of TV in Australia and Japan, according to Mr. Maas.

In another development, the MPEAA reported that Japanese motion picture releasing companies have agreed to make available to TV some of their "older" features (films five years or older). MPEAA companies have not as yet released their feature films to Japanese TV but in view of this new development are expected to reconsider their policy, an official said.

radio and/or TV stations in Jamaica, Trinidad Barbados, Curacao, Aruba, Haiti, Dominican Republic, Gibraltar, Aden, Sierra Leone, Ivory Coast, Nigeria, Kenya, Uganda and Tanganyika. The London company, Television International Enterprises Ltd., will represent U. S. and foreign stations in England and Europe.

Mr. Mann has had 18 years experience in the international advertising and station representative field. He served most recently as president of Intercontinental Services Inc., a radio-TV station representative company, and earlier had been sales manager of ABC International Television and vice president of Young International Ltd.

Other officers of Overseas Broadcast Services and T.I.E. Sales are Boris Frank, vice president in charge of sales; Donald G. Softness, vice president in charge of promotion and a director, and James F. O'Grady, a director. Mr. Softness will continue as president of his own organization, The Softness Group, a promotion and publicity firm, and Mr. O'Grady as executive vice president of the Adam Young Cos.

Both OBS and T.I.E. Sales will have headquarters at 230 Park Ave., New York 17. Telephone is Oregon 9-0560.

Joint operation set on test satellites

The U. S. and Canada have signed an agreement providing for the testing of experimental communications satellites launched by the National Aeronautics and Space Administration.

Each country's communications organization will provide a ground station to receive and transmit television and multichannel telephone and telegraphic signals. Demonstration tests of sight and sound transmissions originating in either country will be interconnected with communications networks of the other country.

The agreement, signed last April and made public Aug. 23, also provides that information obtained in the tests will be exchanged and made freely available to the scientific community. There will be no exchange of funds in implementing the agreement.

Radio ship gets antenna through courtesy of NASA

The National Aeronautics and Space Administration reported last week it was shipping a replacement antenna to a radio ship anchored off Lagos, Nigeria, that was used the week before in an unusual Voice of America broadcast involving a telephone call between the U. S. and Nigeria via Syncom II, the nation's newest experimental communications satellite.

The antenna was damaged shortly

New line converter perfected by BBC

The British Broadcasting Corp. engineering designs department has developed an electronic converter that changes television signals on one line standard to another. It currently is being used for the conversion of the European standard of 625 lines to the British 405 lines. Previously the changeover had been made by using a camera operating on 405 to take a picture off a screen on the other system, making a picture of a picture.

The new converter, which has almost 3,000 transistors, gives better

definition, contrast and geometry. It is also said to be cheaper to run. Two men have to constantly watch the optical system whereas the electronic converter operates automatically.

Cost of the optical apparatus is \$44,800 compared with about half this for the electronic converter.

Use of the new equipment by BBC-TV means that taped programs for its second network which will use 625 lines can be broadcast easily on its other network which will remain on the current 405 lines for many years.

after the ship had relayed the voice of Nigeria's prime minister to the satellite and then to the White House where President Kennedy took part in the Voice's intercontinental program.

The broadcast, called a "technician's nightmare" by a Voice spokesman, otherwise went off smoothly. The VOA produced a 30-minute program which tied together President Kennedy, the Voice's Washington headquarters, the United Nations, Nigerian Prime Minister Sir Abubakar Tafawa Balewa, all through Syncom II, which is parked in a stationary orbit 22,300 miles above Brazil.

The program was recorded and re-broadcast to Africa and the rest of the world, the Voice said.

Abroad in brief...

Agency named ■ McCann-Erickson has been named as agency for Paper-Mate pens and Gillette shaving products in six Central America countries.

NBC shows in Japan ■ NBC International Enterprises has sold *Temple Houston* (a 1963-64 program entry on NBC-TV) and *Californians* for 39 weeks and 52 weeks respectively to NTV in Japan.

9 Latin nations getting 6 series from Desilu

In what was described as "the largest single programing transaction" between a United States TV producer and Latin America, six Desilu series have been bought by stations in nine Latin American countries at a total price of more than \$500,000.

The agreement was signed last week by John Manson, president of Magnum Television International S.A., representing Desilu in Latin America, and Donald M. Hine, manager of programing for ABC International Television, which serves as program buying agent for the stations. The TV outlets are located in Argentina, Brazil, Costa Rica, Ecuador, El Salvador, Honduras, Nicaragua, Panama and Venezuela. All stations bought *The Greatest Show on Earth*, and also acquired programs from a list that included *Desilu Playhouse*, *The Untouchables*, *The Texan*, *Fractured Flickers* and *The Lucy Show*.

ABC International is associated with stations in 20 countries in South America, Africa and the Far East.



BROADCAST ADVERTISING



Mr. Bouchard

Albert J. Bouchard Jr. elected VP and account supervisor of Ted Bates & Co., New York. Mr. Bouchard, formerly associated with Gardner Adv. and McCann-Erickson, joined Bates in 1959 in post of account executive.

Robert Cole, formerly head of McCann-Erickson's office in Milan, Italy, elected president of agency's industrial, technical and scientific marketing division in New York. **Paul Funk**, general manager of division, elected executive VP in charge of operations.

William H. Maxwell, executive VP and co-founder of Maxwell Associates, Philadelphia advertising agency, resigns.

Don R. Cunningham, managing director of Foote, Cone & Belding's Frankfurt, Germany, office since 1959, joins agency's Los Angeles office as VP and management representative.

Wirt McClintic Mitchell, formerly VP in charge of creative operations at Geyer, Morey & Ballard, New York, appointed director of newly organized Virgin Island News Bureau, serving the islands of St. Croix, St. Thomas and St. John.

Stacy Stevens, account executive at Doherty, Clifford, Steers & Shenfield, New York, elected VP. Before joining agency in 1962, Mr. Stevens served with Compton Adv. and Ted Bates & Co.



Mr. Stevens

Frank McCullough, VP of Potts-Woodbury Inc., joins Frank B. Sawdon Inc., New York and Los Angeles advertising agency, in newly created position of VP and general manager.

William R. Kinnaird, formerly senior VP of McCann-Erickson, Chicago, joins Leo Burnett Co., that city, as VP and marketing supervisor. **Don A. Reed**, formerly director of advertising for Sunbeam Corp., joins Burnett as brand supervisor.

Valentine Caldwell appointed media buyer in San Diego, Calif., office of D'Arcy Adv.

Ken Krauth, formerly production manager, member of plans board and media director of Sturges and Associates, San Carlos, Calif., joins Johnson

& Lewis, San Francisco, as production manager. Another new J&L employee is art director **John MacDaniels**, who comes from same post as KPIX(TV) San Francisco.

George A. Welch, formerly director of advertising and sales promotion at International Telephone and Telegraph, joins Ketchum, MacLeod & Grove, New York, as vice president.

Vance E. Lockhart, executive director of American Marketing Association, Chicago, since 1959, has resigned effective Nov. 1.

Warren Adams, an executive on Revlon account at Warwick & Legler, joins Morse International, New York, as executive on Lavis mouthwash account.



Mr. Hall

Bates Hall, an executive on Colgate Co. account at D'Arcy Adv., New York, joins Noxzema Chemical Co., Baltimore, as advertising manager. **William F. Tiefenwerth**, formerly associated with Johnson & Johnson and Lady Esther Cos., named product manager in Noxzema's new products development division. Before joining D'Arcy, Mr. Hall was with Doherty, Clifford, Steers & Shenfield where he worked on Noxzema shave products.

Peter Colonel, formerly of D'Arcy Adv., joins Fuller & Smith & Ross, New York, as executive on agency's newly acquired Lestoil account.

Herbert Condie, formerly of D'Arcy Adv., joins Stemmler, Bartram, Tsakis & Payne, St. Louis advertising and PR firm, as associate account executive for client service.

William J. Casey, with Chicago advertising agencies including John W. Shaw Adv., Foote, Cone & Belding and McCann-Erickson, joins Gardner Adv., St. Louis, as account executive.

Don Levitan, former general manager of KCFM(FM) St. Louis, appointed radio-TV director of Batz-Hodgson-Neuwoehner, advertising and marketing agency, that city.

Eddie M. Raymond, air personality at WBRG Lynchburg, Va., joins G-S Associates Inc., that city, as broadcast director and time buyer.

Christopher Eaton, for five years TV creative group head with Foote, Cone & Belding, London, and **Andrew M. Pellizzi**, formerly with Henderson Adv., Greenville, S. C., join Chicago office of FC&B as commercial production super-

visors responsible for production of TV commercials for Armour & Co. and Kimberly-Clark Corp. accounts.

James T. McGinn joins Young & Rubicam as general program executive in area of program development. Mr. McGinn was formerly producer-writer at WBBM-TV Chicago.

Bernard S. Gross, account group head at BBDO on Consolidated Edison Co. and Tupperware, and **Richard G. von Glahn**, account group head on Pepsi-Cola, elected VP's of agency.

J. Brian Morrissey and **Lester Krueger** join technical staff of Advertising Research Foundation, New York. Mr. Morrissey was formerly market research supervisor at P. Ballantine & Sons. Mr. Krueger was assistant project director at Audits & Surveys.

Robert Gillan, copy group supervisor, promoted to media director at Bozell & Jacobs Inc., Omaha-based advertising agency.

T. F. Keady, VP and supervisor on Dr. Pepper account at Grant Adv., Chicago, joins Bauerlein Adv. Agency, New Orleans, as director of marketing.

Kenneth Collins Jr., **John C. Conrad**, **Bert Gottlieb** and **Edward B. Shaw** join Cunningham & Walsh, New York, as copy writers. Mr. Collins came from Gardner Adv.; Mr. Conrad from McCann-Erickson; Mr. Gottlieb from Rek-O-Kut Co. and Mr. Shaw from American Cyanamid Corp.

THE MEDIA



Mr. Shurtleff



Mr. Schoen

David J. Shurtleff, general manager of WJAR-AM-TV Providence, R. I., and **Arnold F. Schoen Jr.**, general manager of WDBO-AM-FM-TV Orlando, Fla., elected VP's of broadcast division of The Outlet Co., Providence, licensee of stations. Mr. Shurtleff has managed WJAR-TV since August 1960. He has been associated with The Outlet Co. since 1951 when he joined WJAR radio as salesman, was named sales manager in 1953 and manager in 1955. Mr. Schoen has managed WDBO stations since 1959. Before moving to Florida, he was general manager of WPRO-AM-FM-TV Providence.

Greg Rouleau, dealer and trade relations manager of W. A. Sheaffer Pen Co., resigns to become VP and general

manager of KASI Ames, Iowa. Before joining pen firm in 1956, Mr. Rouleau was co-owner, president and general manager of KXGI Fort Madison, Iowa.

John L. Ellinger, Roger D. LeBrecht and **Warren Koerbel** appointed station managers of WNHC-FM New Haven, Conn., KFRE-FM Fresno, Calif., and WBNF-FM Binghamton, N. Y., respectively. Stations are owned by Triangle group. All formerly served as sales managers of their respective stations.

George Breeding Jr., sales manager of KOLE Port Arthur, Tex., elected president and general manager, succeeding **John H. Hicks**, KOLE manager since August 1959, who becomes board chairman.



Mr. Breeding

Lloyd Griffin, president of Peters, Griffin, Woodward, named chairman of awards committee of Station Representatives Association for 1963-64. **Steve Machcinski**, executive VP of Adam Young Inc., reappointed chairman of TV trade practices committee, and **Thomas Taylor**, VP of PGW, again heads radio trade practices committee. **Eugene Katz**, president of The Katz Agency, named chairman of legal committee.



Mr. Kany

Howard Kany, director of international business relations for CBS Television Stations Division, appointed to U. S. National Commission for United Nations National Educational, Scientific and Cultural Organization (UNESCO) representing U. S. Chamber of Commerce. The appointment, made by Secretary of State Dean Rusk, runs through October 1964. Mr. Kany joined CBS in 1953 as director of news for CBS-TV in Washington, subsequently becoming manager of CBS Newscast. He was named to his present post in 1959.

Robert B. Chatfield, account executive at WSOB Windsor, Conn., appointed sales manager.

Howard H. Marsh, assistant sales manager of KPIX-TV Los Angeles, promoted to sales manager, succeeding **Lamont L. Thompson**, who has been elected executive VP of Television Ad-

Kluge named Pulse's 'Man of the Year'

John W. Kluge, president and board chairman of Metromedia Inc., has been chosen to receive Pulse's 1963 "Man of the Year Award," given annually to an individual who, in the opinion of Pulse and a consulting panel, makes "a notable contribution to the advancement of



Mr. Kluge

the broadcast industry or its public usefulness."

Mr. Kluge will receive award at luncheon at Plaza hotel in New York on Oct. 15. Event also will mark 22d anniversary of Pulse's work in research in media, consumer and marketing fields.

Dr. Sydney Roslow, Pulse president, said Mr. Kluge was chosen because of "his creation within four short years of new force in the broadcasting industry—the Metropolitan Broadcasting division of Metromedia." Metropolitan consists of seven TV and six radio stations.

vertising Representatives. **William P. Hessian Jr.**, account executive, appointed assistant sales manager.

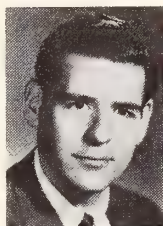
Adolf N. Hult named national sales director of Peter M. Robeck & Co. Mr. Hult has held positions with RKO General, MBS, Screen Gems, and U. S. Information Agency.

H. Ray McGuire, sales manager for various divisions of United Artists Television for past 8 years, elected vice president and general manager of WJLA-TV Mobile, Ala. Before joining UA-TV, Mr. McGuire was instrumental in construction of two Mississippi radio stations, WSKB McComb and WMIS Natchez.



Mr. McGuire

Larry Pickard named producer-consultant for broadcast division of Time Inc. He was formerly director of news at WBZ-TV Boston, *Today* show managing editor and currently operates Boston PR firm of Pickard Associates.



Mr. Sirulnick

Sid Sirulnick, program manager and operations manager of WJZ-TV Newark, N. J., elevated to operations director, responsible for all station operations. **Norman Roslin**, executive producer and music director, named program director. **Paul Brenner**, WJZ-TV air personality, assumes added duties as director of special affairs. **Wade T. Nixdorff**, former information officer at Fort Dix, New Jersey, joins WJZ-TV as PR-publicity director. **Bill Davies**, formerly of *Bergen Evening Record* in Hackensack, N. J., named WJZ-TV's director of sales promotion, advertising and continuity. **Dick Partridge** and **Les Davis** join station as

air personalities. **Gene Sywak**, engineering supervisor, promoted to director of engineering, and **Charles Cirio** appointed WJZ-TV traffic director.

Thomas M. McAuliffe, sales manager of WEIM Fitchburg, Mass., joins WSOB Marlboro, Mass., as general manager.

Howard Shulman, formerly of Spot Time Sales, joins New York sales staff of McGavren-Guild Co., national radio-TV station representatives.

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Shown above is the final installation of a 16 bay antenna atop a 485' ROHN TV broadcast tower. The installation is the WMBD-TV translator station at LaSalle, Illinois, Channel 71.

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NEWS

Tom Wright, assistant news director of WTVT(TV) Tampa-St. Petersburg, Fla., promoted to news director, succeeding **Joe Loughlin**, recently named director of news for WCBS-TV New York. Mr. Wright joined WTVT in 1959. **Hugh Smith**, news director of KVTU(TV) Sioux City, Iowa, joins WTVT as newscaster.

Norman Waggy, editorial director at WJW-TV Cleveland, named news director.

Edward J. Mullen, formerly of WNDR Syracuse, N. Y., appointed news director of WCAR Detroit.

Dick Cousins, weatherman and assistant news director of WZZM-TV Grand Rapids, Mich., appointed sports director of WOOD-AM-FM-TV, that city.

Terry Parker, formerly of WPAM Pottsville, Pa., joins WRTA Altoona, Pa., as news and sports director.

Alan De Petro appointed national and international news reporter for WKBN-TV Youngstown, Ohio. Mr. De Petro succeeds WKBN news director **Ken Thomas**, who assumes reportorial

duties on station's expanded local news program at 6 p.m. **Matt Quinn** joins WKBN-TV as local news reporter, succeeding **Jim Mullins**, who joins PR department of Westinghouse Electric Co.

Chris MacGill, in charge of Associated Press' Key West bureau for past two years, appointed AP's Florida radio-TV news editor. Miss MacGill joined AP in 1944.

Carl Brazell and **Thom Beck** join news staff of KTRH Houston, Tex.

Vic Burton, city hall editor on *Reno* (Nev.) *Evening Gazette*, joins news staff of KXTV(TV) Sacramento, Calif.

Robert C. Simmons, political reporter and capitol correspondent for WTIC - AM - FM - TV Hartford, Conn., named chief of KNXT(TV) Sacramento, Calif., news bureau. Mr. Simmons joined WTIC news staff in 1957.

DEATHS

William J. Percival, 48, NBC News writer, died Aug. 28 of heart attack in New York. Mr. Percival had been with NBC News since 1958 and was most

recently writer for *The Pressman-Ryan Report* on WNBC-TV New York.

Albert J. Kayter, 39, associate art director for CBS-TV network, died Aug. 22 at his home in Brooklyn, N. Y. Mr. Kayter joined CBS in 1951.

Larry Keating, 64, who for past three years played Alan Young's next door neighbor, Roger Addison, on *Mister Ed* series on CBS-TV, died Aug. 26 of leukemia at Good Samaritan Hospital in Los Angeles.

Susan Petrone, 32, Hollywood TV actress who appeared on *Gunsmoke*, *Dr. Kildare* and Bob Cummings' *Love That Bob*, was killed Aug. 26 in accidental 400-foot fall from cliff at San Luis Obispo, Calif.

Dr. Mabel Connell of Prince Albert, Sask., a member of Board of Broadcast Governors since it was established five years ago, died Aug. 20. She was one of two women members on BBG, Canada's broadcast regulatory body.

John E. Wicker, 63, retired FCC attorney, died Aug. 24 at Arlington (Va.) Hospital.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 21 through Aug. 27 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV station

APPLICATION

***Santa Barbara, Calif.**—**Santa Barbara Educational Television**. UHF channel 20 (506-512 mc); ERP 20.4 kw vis., 10.2 kw aur. Ant. height above average terrain 2,985 feet, above ground 79 feet. P. O. address c/o John M. Sink, president, 831 State Street, Suite 32, Santa Barbara, Calif. Estimated construction cost \$254,931; first year operating cost \$105,930. Studio location Santa Barbara, trans. location Santa Ynez Mountains. Geographic coordinates 34° 31' 33" north latitude, 119° 57' 27" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-21DL. Legal counsel John M. Sink, Santa Barbara, consulting engineer Hammett & Edison, San Francisco. Principals: board of directors. Ann. Aug. 28.

New AM stations

ACTIONS BY FCC

King, N. C.—**Stokes County Broadcasting Co.** Granted CP for new AM on 1090 kc, 500 w-D; condition. P.O. address c/o Ray A. Childers, 4028 Sherman Drive, Winston-Salem, N. C. Estimated construction cost

\$16,342; first year operating cost \$26,000; revenue \$35,000. Principals: Ray A. Childers, Radford N. Butler (each 29.2%), Dorothy D. Childers and Douglas B. Elam (each 20.8%). Mr. Childers is motor salesman; Mrs. Childers is nurse; Dr. Butler is physician; Mr. Elam is businessman. Action Aug. 22.

Carolina, P. R.—**International Broadcasting Corp.** Granted CP for new AM on 1400 kc, 250 w; conditions. P. O. address c/o Angel O. Roman, 218 Almirante Pinzon, El Vedado, Hato Rey, P. R. Estimated construction cost \$23,167; first year operating cost \$16,000; revenue \$23,000. Angel O. Roman, sole owner, is contractor. June 26 initial decision looked toward grant. Action Aug. 15.

APPLICATIONS

Ord, Neb.—**Loup Valley Broadcasting Co.** 1060 kc, 1 kw-D. P.O. address c/o John R. Sullivan, Ord. Estimated construction cost \$19,671; first year operating cost \$26,000; revenue \$30,000. Principals: Hal A. Pierce, F. J. Osentowski, John R. Sullivan, Dale Stine, Dean W. Misko, Henry G. Lange, Glen Auble, Lloyd D. Zikmund, George Rybin, Rose Allen, Lloyd Gowoke and S. D. Lee (each 8.33%). All are local business and professional men. Ann. Aug. 27.

Black Mountain, N. C.—**Swannonoa Valley Broadcasting Co.** 1350 kc, 500 w-D (requests facilities of WBMT, recently revoked [BROADCASTING, July 1]). P. O. address c/o Harvey Laughter, Route 1, Bostic, N. C. Consideration for WBMT facilities \$32,500. Principals: Harvey R. Laughter (50.8%), Thomas P. Tisdale III (48.6%), Marie W. Laughter and Jean G. Tisdale (each .3%). Mr. Laughter is part owner of WYCL York, S. C.; Mr. Tisdale is businessman; two women are housewives. Ann. Aug. 26.

Existing AM stations

APPLICATIONS

KRSA Alisal, Calif.—Mod. of license to change studio location and change station location from Alisal to Salinas, Calif. Ann. Aug. 23.

KENE Toppenish, Wash.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 22.

New FM stations

APPLICATIONS

Merced, Calif.—**Kurt and Margaret P. Fantl**. 101.5 mc, channel 268, 5 kw. Ant. height above average terrain 100 feet. P.O.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 28

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,824	43	149	331
FM	1,098	26	86	196
TV	522 ¹	54	84	122

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 28

	VHF	UHF	TOTAL TV
Commercial	484	91	578
Noncommercial	47	21	68 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31

	AM	FM	TV
Licensed (all on air)	3,810	1,091	522
CP's on air (new stations)	57	33	54
CP's not on air (new stations)	148	86	83
Total authorized stations	4,015	1,210	659 ¹
Applications for new stations (not in hearing)	190	174	69
Applications for new stations (in hearing)	142	13	53
Total applications for new stations	332	187	122
Applications for major changes (not in hearing)	235	87	40
Applications for major changes (in hearing)	56	5	10
Total applications for major changes	291	92	50
Licenses deleted	0	0	0
CP's deleted	1	0	0

¹ Does not include seven licensed stations off air

² Includes three stations operating on unreserved channels

address 1481 Paseo Del Mar, San Pedro, Calif. Estimated construction cost \$18,680; first year operating cost \$31,836; revenue \$46,000. Both principals are physicians. Ann. Aug. 22.

*Fairfield, Conn.—Sacred Heart University. 91.1 mc, channel 216, 2.5 kw. Ant. height above average terrain 363 feet. P.O. address c/o Bishop Walter W. Curtis, 5229 Park Avenue, Bridgeport 4, Conn. Estimated construction cost \$25,000; first year operating cost \$25,000. Principals: board of directors. Ann. Aug. 27.

South Bend, Ind.—Booth Broadcasting Co. 103.9 mc, channel 280A, 3 kw. Ant. height above average terrain 151 feet. P.O. address c/o J. L. Booth, 2300 Buhl Building, Detroit 26, Mich. Estimated construction cost \$14,770; first year operating cost \$12,-

000; revenue \$10,000. Applicant is licensee of WJVA South Bend. Ann. Aug. 28.

Bowling Green, Ky.—Bowling Green Broadcasters Inc. 96.7 mc, channel 244, 3 kw. Ant. height above average terrain 197 feet. P. O. address c/o Cy N. Bahakel, Box 1050, Roanoke, Va. Estimated construction cost \$7,560; first year operating cost \$8,000; revenue \$13,000. Applicant is licensee of WLBK Bowling Green. Ann. Aug. 27.

Traverse City, Mich.—Midwestern Broadcasting Co. 101.9 mc, channel 270, 38 kw. Ant. height above average terrain 715 feet. P. O. address c/o Les Biederman, Paul Bunyan Building, Traverse City. Estimated construction cost \$21,455; first year operating cost \$1,500; revenue \$5,000. Applicant is licensee of WTCM Traverse City. Ann. Aug. 27.

Toms River, N. J.—Ocean County Radio Broadcasting Co. 92.7 mc, channel 224, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o Frank Foley, Box 402, Toms River. Estimated construction cost \$23,914; first year operating cost \$40,000; revenue \$55,000. Principals: Frank Foley (52.76%), James L. Parker (38.88%) and others. Mr. Foley is salesman; Mr. Parker is contractor. Ann. Aug. 27.

Victoria, Tex.—Cosmopolitan Enterprises. 92.1 mc, channel 221, 2.67 kw. Ant. height above average terrain 121 feet. P.O. address Box 1819, Victoria. Estimated construction cost \$7,200; first year operating cost \$6,500; revenue \$6,500. Principals: John J. and Phillip J. Tibiletti (66 2/3% and 33 1/3% respectively). J. J. Tibiletti is student, P. J. Tibiletti is lawyer. Ann. Aug. 28.

Norfolk, Va.—Continental Broadcasting Inc. 92.9 mc, channel 225, 50 kw. Ant. height above average terrain 213 feet. P. O. address c/o O. Wayne Rollins, 414 French Street, Wilmington, Del. Estimated construction cost \$36,750; first year operating cost \$50,000; revenue \$36,000. Applicant is licensee of WRAP Norfolk. Ann. Aug. 28.

Existing FM stations

APPLICATIONS

KJSK-FM Columbus, Neb.—Mod. of CP (which authorized new FM) to change frequency from 96.7 mc, channel 244, to 96.9 mc, channel 245; increase ERP to 35.3 kw; decrease ant. height above average terrain to 202 feet, and install new ant. and trans. Ann. Aug. 22.

WROW-FM Albany, N. Y.—Mod. of CP (which authorized new FM) to change frequency from 95.5 mc, channel 238, to 106.5 mc, channel 293; decrease ERP to 10 kw; increase ant. height above average terrain to 944 feet, and change site. Ann. Aug. 26.

Ownership changes

ACTIONS BY FCC

KBIG(FM) Los Angeles—Granted transfer of control of licensee corporation, KBIG Inc., from John Poole Broadcasting Inc. (94.3%), owned 60% by John Poole and 40% by Kevin Sweeney, to Mr. Poole and Mr. Sweeney in same proportion individually. Consideration \$55,150. Action Aug. 21.

WPAX Thomasville, Ga.—Granted acquisition of negative control of licensee corporation, Radio Thomasville Inc., from Donald C. Price (33 1/3%) by Hurley W. Rudd and Frank W. Hazelton (each 50% after transfer, each 33 1/3% before). Consideration \$7,500. Action Aug. 26.

WMNB North Adams, Mass.—Granted relinquishment of positive control of licensee corporation, Northern Berkshire Broadcasting Inc., by Robert Hardman (51.7% before transfer, 36.7% after) to James A. Hardman Jr. (3.3% before, 6.7% after) and Transcript Publishing Association (15% before, 26.7% after). Consideration \$9,000. Messrs. Hardman are brothers and principal owners of Transcript. Action Aug. 27.

APPLICATIONS

KXQR(FM) Fresno, Calif.—Seeks assignment of license and SCA from Elbert H. Dean and Richard E. Newman (each 50%) to Mr. Dean (50.5%) and wife, Eleanor R. Dean (49.5%), tr/as Broadcast Industries Inc. Consideration \$11,540. Ann. Aug. 22.

KNBB-FM Newport Beach, Calif.—Seeks assignment of license from James D. Higson (100%), d/b as Newport-Costa Mesa Broadcasting Inc., to Philip C. Davis (100%), tr/as Success Broadcasting Co. Consideration \$24,750. Mr. Davis is salesman. Ann. Aug. 27.

WPOP Hartford, Conn.—Seeks assignment of license from Wire Broadcasting Co. to WPOP Inc., wholly owned subsidiary. No financial consideration involved. Ann. Aug. 23.

KEYC-TV Mankato, Minn.—Seeks assignment of license from KEYC-LEE TV Inc. (100%) to parent corporation, Lee Radio Inc. (100%). No financial consideration involved. Ann. Aug. 26.

KLAS Las Vegas—Seeks assignment from Harry Wallerstein (100%), receiver, to Arthur P. Williams (100%). Consideration \$187,500. Mr. Williams, businessman with wide holdings, also has pending before FCC application to acquire control of KSHO-TV Las Vegas. Ann. Aug. 22.

WAFS Amsterdam, N. Y.—Seeks assignment of license from Irving G. Segel,

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Thomas W. Leavenworth, Joseph N. Barnett and John A. Kosinski (each 25%), d/b as Valley Information Programs Inc., to Jack R. Poppele (40%), William E. Endres, June Poppele, Pauline Poppele and Loraine Poppele (each 15%), tr/as Tele-Measurements Inc. Consideration \$35,000. Tele-Measurements deals in radio-TV electronic equipment. Ann. Aug. 26.

KSOW-AM-TV Lawton, Okla.—Seeks assignment of license from Oklahoma Quality Broadcasting Co. to Oklahoma Quality Broadcasting Inc.; no ownership change except transfer of 15.5% of stock from T. R. Warkentin, deceased, to trusteeship. No financial consideration involved. Ann. Aug. 21.

KHEM Big Spring, Tex.—Seeks assignment of license from Thomas E. Conner and Robert E. Bradbury Jr. (each 50%), d/b as Cobra Broadcasting Co., to same persons in same percentages tr/as Cobra Corp. No financial consideration involved. Ann. Aug. 26.

WQVA Quantico, Va.—Seeks assignment of license from Harold H. Hersch (70%), W. T. Merchant (20%) and E. Ewing Wall (10%), d/b as Radio One Co., to Mr. Hersch, Harry G. Sells (each 25%), Mr. Merchant, Samuel J. Cole (each 20%) and Mr. Wall (10%), tr/as WQVA Inc. Consideration \$600. Messrs. Sells and Cole have interests in WPRW-AM-FM Manassas, Va. Ann. Aug. 26.

KAGT Anacortes, Wash.—Seeks assignment of license from Angus W. Lehnhoff (100%), d/b as KAGT Inc., to Archie Baker (100%), trustee in bankruptcy. No financial consideration involved. Also see application below. Ann. Aug. 21.

KAGT Anacortes, Wash.—Seeks assignment of license from Archie Baker (100%), trustee in bankruptcy, to Paul A. Goodin (38.7%), M. Earl McLaren, Donald R. Williams (each 19.3%) and others, tr/as Island Broadcasting Co. Consideration \$25,000. Mr. Goodin is attorney; Messrs. McLaren and Williams are stock brokers. Contingent on grant of application above. Ann. Aug. 21.

KMEL Wenatchee, Wash.—Seeks acquisition of negative control of licensee corporation, Frontier Broadcasting Co., from John E. Goslin (33 1/3%) by Craig R. Lawrence Jr. and Phillip E. Rather (each 50% after transfer, each 33 1/3% before). Consideration \$14,500. Ann. Aug. 22.

WVOE Welch, W. Va.—Seeks assignment of license from South C. Bevins (100%), d/b as McDowell County Broadcasting Co., to Kenneth J. Crosthwait (68.33%), Harry T. Burn (16.66%), Tommie Brown and George G. Fulcher (each 7.5%), tr/as WVOE Inc. Consideration \$18,500. Mr. Crosthwait owns WHBT Harriman, Tenn.; other three principals are businessmen. Ann. Aug. 26.

WAUX-AM-FM Waukesha, Wis.—Seeks assignment of license from Charles E. Williams, Meldger Figi (each 25.25%) and others, d/b as Waukesha Broadcasting Inc., to C. Wayne Wright (40.7%) and others, tr/as Midwest Broadcasting Co. Consideration \$375,000. Mr. Wright has interest in WALM Albion, Mich., and WFRL Freeport, Ill. Ann. Aug. 26.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in consolidated AM proceeding on applications of Holston Broadcasting Corp., Elizabethton, and C. M. Taylor, Blountville, both Tennessee, in Docs. 15111-2, granted petition by C. M. Taylor for waiver of Sec. 1.362 of rules to extent necessary for acceptance of late publication of hearing notice; by separate order, granted petition by Taylor to extend time to Sept. 9 to file opposition to petition by Holston to enlarge issues. Action Aug. 27.

■ Granted motion by Radio Associates Inc. (WEER), Warrenton, Va., to extend time to Sept. 9 to respond to exceptions and supporting briefs to supplemental initial decision in proceeding on AM application and that of WNOW Inc. (WNOW), York, Pa. Action Aug. 27.

■ In consolidated AM proceeding on applications of Garo W. Ray, Seymour, and Connecticut Coast Broadcasting Co., Bridgeport, both Connecticut, in Docs. 14829-30, granted petition by Ray to extend time to Aug. 15 to file exceptions to initial decision; by separate orders, granted petitions by Connecticut Coast to extend time to Sept. 9 to file reply to exceptions and brief in

support of exceptions and to motion to enlarge issues filed by Ray. Action Aug. 27.

■ Granted petition by North Alabama Broadcasting Co. to extend time to Aug. 26 to file replies to oppositions and/or comments to petition to enlarge issues in proceeding on AM application of Arthur D. Smith Jr. (WMTS), Murfreesboro, Tenn. Action Aug. 27.

ACTIONS ON MOTIONS

By Acting Chief Hearing Examiner
Jay A. Kyle

■ Granted petition by Broadcast Bureau to further extend time from Aug. 22 to Aug. 27 to file proposed findings and Sept. 16 date specified for reply findings shall be adhered to by parties in matter of revocation of license and SCA of Carol Music Inc. for WCLM(FM) Chicago. Action Aug. 22.

By Hearing Examiner Millard F. French

■ Granted petition by Broadcast Bureau for hearing examiner to enter order with respect to hearing procedures in proceeding on applications for new VHF TV translator stations of Wellersburg TV Inc., Wellersburg, Pa., and People's Community Television Association Inc., LaVale, Md., in Docs. 14857-62; ordered applicants immediately notify commission, examiner and Broadcast Bureau as to compliance with Sec. 311(a)(2) concerning notice of scheduled hearing and as to name of attorney or attorneys representing applicants at hearing; that applicants be prepared to submit proof on issues 1, 2, 10 and 11, as set forth in order of designation, at beginning of hearing now scheduled for Sept. 4 at Cumberland, Md. Action Aug. 20.

By Hearing Examiner H. Gifford Irion

■ Granted motion by South Florida Television Corp. to extend time from Aug. 26 to Sept. 4 to file pleading heretofore designated as step 3 of proposed findings and conclusions in Miami TV channel 10 proceeding. Action Aug. 21.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Aug. 27

WOWL-FM Florence, Ala.—Granted CP to replace expired permit for new FM (107.3 mc, ERP 4.6 kw, ant. height 42 feet).

KSEL-FM Lubbock, Tex.—Granted CP to install new trans. and extend transmission line.

WLLH Lowell, Mass.—Granted mod. of CP to change ant.-trans. location, make changes in ant. and ground systems; condition.

Actions of Aug. 26

KLFY-TV Lafayette, La.—Granted CP to modify type ant. and specify type ant. (main trans. and ant.); ERP 301 kw vis. and 151 kw aur.; ant. height 1240 feet.

***KDPS-TV Des Moines, Iowa**—Granted CP to make changes in DA pattern (night); condition.

KGLO Mason City, Iowa—Granted CP to make changes in DA pattern (night); condition.

Actions of Aug. 23

KGFM Edmonds, Wash.—Granted SCA on sub-carrier frequency of 67 kc.

Trustees of Dartmouth College, Hanover, Enfield and Etna, all New Hampshire—Granted CP's for two new UHF TV translator stations, on channels 70 and 79, to translate programs of WENH-TV (ch. 11) Durham; condition.

WFMJ-TV Youngstown, Ohio—Granted CP to change ERP to 310 kw vis. and 155 kw aur.; change type trans., ant. and make changes in ant. system; ant. height 1,000 feet (main trans. and ant.).

WLTA-FM Atlanta—Granted mod. of CP to change type trans. and ant.; remote control permitted.

KGON Oregon City, Ore.—Granted mod. of CP to change from DA-1 to DA-2; conditions.

WJCO Jackson, Mich.—Waived Sec. 3.30 of rules to permit location of studio near city.

Actions of Aug. 22

WIAF-FM San Juan, P. R.—Granted CP to increase ERP to 80 kw and ant. height to 61 feet, install new trans. and ant. and make changes in ant. system; delete remote control operation.

WWRB Windber, Pa.—Granted mod. of CP to change trans. location.

WDEE-FM Hamden, Conn.—Granted extension of completion date to Nov. 1.

Action of Aug. 21

KSOW Lawton, Okla.—Granted license covering installation of new trans.

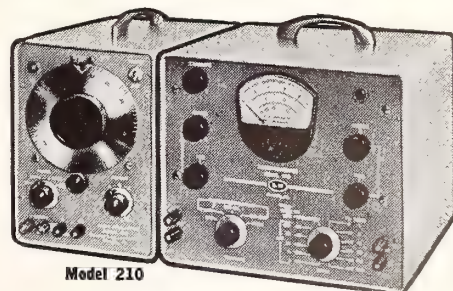
Action of Aug. 16

KSL-FM Salt Lake City—Granted mod. of license to change name to KSL Inc.

New!



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Management

Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programing departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, *BROADCASTING*.

Wanted: assistant manager for station in large Illinois city. Should be strong in programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, *BROADCASTING*.

Manager-upper midwest-major market. Has outgrown one man management. Original ownership. Permanent position with progressive station in fine area. Heavy successful sales a must. Complete details in confidence to Box L-3, *BROADCASTING*.

Excellent opportunity for manager seeking ownership of station or group planning expansion. Located in midwest town of over one hundred thousand. 35% of stock now available with remainder on yearly basis. \$5,000.00 down with terms on balance. Please reply only if financially qualified. Box L-31, *BROADCASTING*.

Manager top fifty midwest major market. Must have proven sales record. Salary commensurate with ability and experience. Excellent opportunity. Box L-38, *BROADCASTING*.

Small midwest group with big ideas has openings for general manager and for branch studio manager. Sales experience required. Box L-58, *BROADCASTING*.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, *BROADCASTING*.

Sales promotion writer, strong on research, sales presentation and ideas in top five markets. Box H-128, *BROADCASTING*.

Upper midwest man 25-35 salesman-announcer combo with possibility of working up to sales manager. Good opportunity, 40,000 population town. Send references plus last 3 years salary. Reply to Box L-35, *BROADCASTING*.

KRSA Country radio needs another salesman to handle increasing business. Guarantee and gas plus 15% commission. Personal interview required. P. O. B. 2138, Salinas, Calif. Phone 424-1428.

Montana's number one station in state's largest city needs experienced radio salesman. Must have imagination and initiative, copy and production abilities. Must not be satisfied for less than \$10,000 a year. Prefer married man that wants to stay put. Entertainment and car expenses. Salary, plus. Send resume to Jerry Daggett, Box 1405, Great Falls, Montana.

Immediate opening experienced, ambitious radio time salesman. Unlimited earning potential in thriving market! Exclusive country and western station. Send resume and qualifications. Contact M. Z. Moore, 2714 W. McDowell, Phoenix, Arizona.

Help Wanted—(Cont'd)

WPIK, adult programing, Washington-northern Virginia, wants to hire professional broadcast time salesman, immediately. Contact Bill Gallagher, Jr., WPIK, Virginia Theatre Building, Alexandria, Virginia. P.S. You'll be tired at end of full working day, but refreshed with unique compensation plan!

Announcers

Top rated station in eastern Pennsylvania with heavy accent on news, sports, special events and specialized programming has an immediate opening for topnotch announcer with solid experience authoritative voice and ad lib ability. Excellent salary and talent. Send resume tape and picture to Box K-1, *BROADCASTING*.

September opening for staff announcer for upstate New York college town station. dj and news experience a must. Send tape and resume. Box K-11, *BROADCASTING*.

Bright lively morning man. Experience necessary. Warm the year round. Send tape and resume immediately. State salary requirements. Box K-185, *BROADCASTING*.

Classical music man for San Francisco station with solid combo operate-announce commercial experience. Smooth delivery and voice, must be sophisticated in classical music programing. References and resume only. Box K-274, *BROADCASTING*.

Major mid-west market wants you. Benefit loaded station wants mature, bright, ladies home companion, for smart middle-of-the-road operation. Rush tape, resume and salary range to Box K-298, *BROADCASTING*.

Big opportunity. 2 announcer-salesmen needed at once. Salary plus commission plus bonus. Fast growing station in small mid Atlantic community with tremendous expanding market. Send tape, resume to Box L-9, *BROADCASTING*.

Wanted now! . . . Swinging format jock. Happy bright sound, tight board. One of Florida's major markets with #1 rated station. Beaches, palm trees and sun. Top wage, major medical and hospitalization. Send tape, resume and photo to Box L-13, *BROADCASTING*.

Immediate openings for two top-notch announcers with first phone ticket, in the nation's fastest growing market. Top salary offered commensurate with ability, unlimited future with top rated station in the market for five years. Must have excellent references, as we are looking for permanent employees. Station is under multi-ownership and offers excellent fringe benefits. Send resume, photo and tape to Box L-19, *BROADCASTING*.

News reporter-announcer: Eastern Iowa, local station needs man to read, write and gather news. Announcing experience necessary. News experience not necessary. Desire to learn and some college education preferred. Please mail photo and resume first. Box L-37, *BROADCASTING*.

Announcer-engineer wanted for Illinois metropolitan station. Must have first phone, however, little maintenance involved. Emphasis on voice, personality, production ability. Aggressive, established, well equipped operation. Excellent salary, merit raises, good future. Write Box L-57, *BROADCASTING* with complete information.

Announcer. Long Island station—combination first class license programing or news. Box L-59, *BROADCASTING*.

Help Wanted—(Cont'd)

Smart, established metropolitan station needs experienced announcer-production man. Good voice, clever personality and imaginative production will earn attractive salary, raises, recognition, good future. Write complete information to Box L-71, *BROADCASTING*.

Negro announcer for major market. Send tape and resume to Box L-72, *BROADCASTING*.

Fabulous Mexico City. Needed good non-rock announcer—news, music and production. No cards or licenses necessary. Biggest English language operation Latin America. Send small roll tape, some music, news, etc., and letter to Penthouse, Calle Pennsylvania 143, Mexico 18, D.F. Must be single with good voice. Beautiful working conditions, good future.

Immediate opening for strong c&w morning man, first phone, experience, 5000 watt CBS affiliate in major southwestern city. Also for announcer-salesman. Good salaries and working conditions. Send tape resume and references to Bob Smith, Manager, KCIJ, Shreveport, La.

Experienced all-around announcer. Good opportunity for dependable man. Send tape, resume and financial requirements. KDEC, Decorah, Iowa.

KDON, Salinas, California auditioning good voice, first phone personalities. Tape returned.

Announcer with news gathering and writing ability wanted. Good salary. Write KTOE, Mankato, Minn.

Immediate opening for two top announcers, morning and afternoon man. Mature voice, strong on news and production. Modern equipment, good working conditions, top 40 fulltime station. You won't freeze here. WABB, Mobile, Alabama.

Wanted: Announcer with first class license. Station WAMD, Aberdeen, Md.

Immediate opening for good morning man. Send tape, resume & salary requirements: WASA, Havre de Grace, Md.

All around announcer wanted. Morning man also strong on news. If you know sports, all the better. 6 day, 48 hour week. Send tape, references, photo and present salary to WCSS, Amsterdam, New York.

Wanted 2 mature announcers, good voices and refs. One for possible pd position. Prefer married men. A lot of sports—news & remotes, college town. Contact Al Weaver, WEKY, Richmond, Ky. Phone 623-1340.

Wanted: Announcer with first phone. WGHC, Clayton, Georgia.

First phone-announcer—send tape and resume to WGSB, St. Charles, Illinois.

Announcer—Swingin' WHYE in Roanoke, Virginia's lookin' for air man (p.d. possibilities) with sense of humor, timing and reason! Send resume, air check and photo immediately to P.D., WHYE, Box 1187, Roanoke, Virginia.

WIL0-AM-FM in the heart of Hoosierland needs an experienced announcer-salesman or announcer with first phone who knows good music—We're heavy on sports, special events, production. Write V. J. Kaspar, Manager, WIL0-AM-FM, Frankfort, Indiana.

Help Wanted—(Cont'd)

WHAW, Weston, W. Va. has immediate opening for announcer. Send tape, picture, resume.

The Palm trees are calling you if you're the right "professional" dj who wants to feel at home with other "swinging jocks". **WIRK Radio** wants you, you will be judged by your air check. Airmail photo resume to **WIRK, W. Palm Beach, Fla.**

Wanted: Radio announcer—For rock format. Prefer young man seeking permanent job and advancement. **WKUL, Cullman, Alabama.**

Announcer with 1st phone for immediate and permanent position. Send tape, resume. **WKXY, Sarasota, Fla.**

Announcer. WNLC, New London, Conn. Experience necessary. Send resume and air check to **Jim Riegert.**

Excellent opportunity for experienced morning man. Immediate opening radio staff with television opportunities. Send snapshot resume and off-air check stressing music and commercials, no news. Program Director **WOC-AM-FM Davenport, Iowa.**

Morning man for good music station. In fifth market. Must have first class ticket. Send resume and tape. **WQTE—Whittier Hotel, Detroit 14, Michigan.**

Experienced newsmen-deejay for Illinois good-music kilowatt. Excellent opportunity—gather, write, broadcast news and present music programs. Send tape, full resume to **WSOY, Decatur, Ill.**

Mature, experienced (at least two years) disc jockey wanted. Send complete resume, tape and salary requirements to **WTTF, 112½ Market, Tiffin, Ohio.**

It's a fact—first phone announcers earn more money. Secure your future with an FCC first class license. Five (5) weeks. Guaranteed. Free placement for graduates of **Radio Engineering Institute of Florida, Inc., 13 Pineapple Ave., Sarasota, Fla.**

Announcers! All states. Tapes to **Darden Associates, Box 231, Roosevelt, N. Y., 516-TN-84912.**

Technical

Chief engineer, 1 kw, 100 miles from New York. \$125. Box **K-77, BROADCASTING.**

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs **Radio Transmitter and Receiver Operating and Maintenance Technicians** for relay stations in **Greenville, North Carolina; Marathon, Florida; Dixon and Delano, California; and Bethany, Ohio.** These positions for operation and maintenance of high power transmitters and receiver stations require a minimum of five years of responsible technical operating and maintenance experience. Experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer is also qualifying. Salary determined by applicant's experience and ability. Present rate range is \$6344 to \$10,504 per year; promotional opportunity. Positions are in Career Civil Service, and therefore, appointments are made thru competitive examination. Must be American citizen. To apply for this nonwritten examination, please request Announcement No. 283B and application forms from your nearest U. S. Civil Service Commission Representative's Office or write to The Executive Secretary, Board of U. S. Civil Service Examiners, U. S. Information Agency, Washington 25, D. C.

Experienced chief engineer for Alaska am-tv. Light announcing. Send resume to **KINY, 231 S. Franklin St., Juneau, Alaska.**

Engineer: strictly maintenance, construction & things technical. Two-station operation looking toward expansion wants competent 1st class man. 40 miles west of Philadelphia. Paid vacation, profit sharing and other fringe benefits. **WCOJ, Coatesville, Penna.**

Help Wanted—(Cont'd)

Need immediately combo chief engineer-announcer; a real technician with mature voice. Call **Dan Novelli, WBUZ, Fredonia, N. Y.**

First phone combo man—experience-maintenance-minimum air time 500 watt day-time operation in South Carolina coastal community—2 station market. Contact **WGOO Radio, Post Office Box 129, Georgetown, South Carolina.**

Two engineers with first phone, one for chief, salary open, contact **W. A. Hughes, WTTF, Tiffin, Ohio.**

Production—Programing, Others

News editor wanted for Ill. kilowatt metropolitan, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to **Box J-133, BROADCASTING.**

Production director for group operation, excellent working conditions, headquarter at one station with occasional field trips to others in group—good starting salary. Must have experience, talent and ability to help create top-notch promos, clever contests and hip sounds. Writing ability secondary but must be a master with tape and have know how to make productions that are noticed. Send resume and sample of work to **Box K-231, BROADCASTING.**

News director for top 40 operation in large Ohio city, must have desire to dig for news, write and deliver concise, fast paced newscasts. Fine working conditions, great crew, opportunity to editorialize, good starting salary. Send tape and facts to **Box K-232, BROADCASTING.**

Production-promotion manager. University-owned, large am-fm operation now considering applicants for above position. This is a growth position with well-known educational stations located in ideal middle-western community of 30,000. You will handle a heavy schedule of community affairs talks and documentary programs as well as standard music and variety shows. Air ability and knowledge of classical music is required. You must have imagination, a B.A. degree, and sincere interest in educational programing. One or two years experience preferred but recent B.A.'s considered. Starting salary \$6400 with insurance plan, health plan, retirement benefits and good advancement opportunities. Send complete resume, references, samples of work (tapes) and picture immediately to **Box L-5, BROADCASTING.**

Midsouth station desires newsmen. Light announce shift. Start \$85.00—48 hours. . . Also announcer for night work. Start \$85.00—48 hours. Natives south Mason-Dixon line. No rockers. No floaters. Audition and photo first letter. **Box L-22, BROADCASTING.**

Newsman wanted by Indiana station to collect, write, and deliver local news and special events. Station now has part-time local news coverage and desires person to devote time exclusively to local news. Excellent opportunity for beginner. In applying, give education, experience if any, recent picture, and approximate salary requirements. All replies will be answered. **Box L-28, BROADCASTING.**

Major midwest am-TV operation looking for bright, alert traffic girl. All employee benefits, and a wonderful market to settle down in. Send resume and salary range to **Box L-29, BROADCASTING.** Personal interview in Michigan required before job is filled.

Copywriter, Long Island station. Male or female. Some experience. Car needed. **Box L-60, BROADCASTING.**

Newsman wanted for metro market on Great Lakes. Experienced man who loves news and can deliver in fast paced, hard sell manner. Contact **Bob Allen, 814-456-0213.**

Copywriter wanted for immediate employment. Must be experienced female age to 35. **Radio WBIG, Box 1807, Greensboro, N.C.**

Need an experienced news man to gather, write and report local news. Send tape and resume to **Ernest Sparkman, WKIC, Hazard, Ky.**

RADIO

Situations Wanted

Management

Was station owner, have sold. Wish to manage in medium sized metro market. Five years general manager experience, seven years sales managers experience in competitive markets. College, 1st phone, married. Minimum \$10,000.00. Some TV background. **L-32, BROADCASTING.**

Attention California. Creative salesman now employed seeking employment as salesman, sales manager or selling manager for small market station. 1st phone license. 15 years experience. **Box L-44, BROADCASTING.**

15 years experience all phases radio-TV. Proficient in operations—production—supervision, (union-management relations), air, including children, sports, news, music, mc. Available due de-emphasis live, plus economy cuts which included my position of Production Director. References good. Desire job with professional broadcaster. People, not location important. **J. Herrington, 438 Jameson, Saginaw, Mich. SWIFT 2-8871.**

Sales

Experienced broadcast sales engineer preferring midwest area for electronic firm. **Box L-8, BROADCASTING.**

Announcers

Disc-jockey—experienced, looking to settle. Can do play-by-play baseball. **Box K-186, BROADCASTING.**

Announcer/dj. Experienced personality, tight production, fast board. Strong sell, authoritative news. Married, will settle. **Box K-285, BROADCASTING.**

So my mother doesn't like me . . . my listeners do . . . \$o will yours. Fast, original comic. Young, no problems except I'm boxed in where I am. Unc' doesn't want me. Format. Major market\$. **Box K-293, BROADCASTING.**

Announcer—6 years experience—prefer northeast coast states. Married man. **Box K-295, BROADCASTING.**

DJ, experienced, college, vet, family. Talented, dependable. Prefer midwest, modern format. **Box K-307, BROADCASTING.**

Available immediately. First phone. 10 months experience in am and fm. Desire work in Cleveland or anywhere in north-eastern Ohio. **Box L-4, BROADCASTING.**

Announcer little experience. Don't sell short real talent. Determined. Give me a start. You won't regret it. I won't forget it. Broadcast graduate, third ticket, Jersey, anywhere, audition me now. **Box L-6, BROADCASTING.**

Experienced top 40 dj has personality, voices, and trax, wants to settle in California. Presently giftwrapped in straight jacket, under cartridge machine, collecting listeners. **Box L-17, BROADCASTING.**

Excellent top flight announcer, currently within top ten market. Unusually distinctive voice. 21 years experience all phases of radio-TV air work. 2 years 11:00 p.m. TV newscaster. Authoritative, sincere, believable, mature. Age 37—executive potential. Organization must be one of integrity. **Box L-10, BROADCASTING.**

#1 rated announcer in 17 station market—Now P.D. at 5 kw regional would like to relocate again in a major market. 10 years experience in all phases of radio and TV. Must have \$130 per week. Prefer Arizona and West Coast, but, will consider others. **Box L-78, BROADCASTING.**

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer-disc jockey, first phone, one year plus experience, presently employed, can swing sweet or solid, good news delivery, prefer metro N. Y. C. area, tape resume. Box L-15, BROADCASTING.

Yawns become smiles—top 40 dj, combo man, with No. 1 program desire mid-6 gig in California, or Oregon, to escape dust and flashfloods. Present employer best reference. Box L-16, BROADCASTING.

Negro personality dee-jay, first phone, tops in metropolitan market desires to relocate. Electronic's (degree) College, 5 years as combo man, tight production. Box L-21, BROADCASTING.

Experienced, mature, friendly personality. Tight board. Clever production. Not a screamer, prima-donna or floater. Seeking security with progressive station. Presently traffic man at eastern 50,000 watter. Box L-30, BROADCASTING.

Radio station deejay announcer. Experienced. Married. Good air personality. Fast, not floater. Box L-36, BROADCASTING.

Disc-jockey-witty personality, have done professional comedy writing. Announcing school graduate, college degree. Beginner. Box L-40, BROADCASTING.

Announcer with 1st phone, desires position with station having stable employment. Am currently working 5 kw in major eastern market. Box L-43, BROADCASTING.

D.J.—works cheap; sweeps floors, 3 years experience; news and music, funny?—No; but will laugh at bosses' jokes. Relocate, N.E. or midwest. Box L-46, BROADCASTING.

Adult music, 5 years experience. Family man, northeast, mature voice, 32. Box L-49, BROADCASTING.

Versatile first ticket available as air personality or newsmen for major or medium market radio and/or television. Rich background, thoroughly experienced. Now European correspondent for medium market regional. Returning September first, do you have air problems that my experience might help solve? Box L-55, BROADCASTING.

Currently employed metropolitan area. 9 years experience announcing-sales-copy-manager. 35 years, vet. Relocate. Box L-64, BROADCASTING.

Swinging dj personality plus, big selling \$ound with tight board. Experienced, adaptable, crack newscast. Family man, looking to settle, not a prima donna or floater. Box L-66, BROADCASTING.

Bright sounding dj, announcer. Experienced—tight board. Family man. Authoritative newscaster. Not a floater. Box L-70, BROADCASTING.

Now that I'm writing for a living, I'd like to go back to announcing for fun. Part-time job wanted in N.Y.C. area. Box L-77, BROADCASTING.

Announcer, 2 years experienced good voice and production: Florida market. Box L-79, BROADCASTING.

Morning shift preferred. 22 years old, married, draft free. Over two years experience. Combo man. Now employed and no floater. Prefer south Arkansas, east Texas, northern Louisiana or west Mississippi. Can be contacted: 507 Watters, Haynesville, Louisiana. Phone 849.

Pick a pair. Be wise bud. Pop the top off your present numbers. Put us back to back, a.m. or p.m. Two major market pros, production our forte. Now working, mkt. size not important, but bread and challenge are. Call 816-931-8259.

Have third—will travel. Young, limited experience, available. John Baldrige, 3929 Lively Lane, Dallas, Texas.

Situations Wanted—(Cont'd)

Ex-program director, announcer, salesman wants to become part of stable broadcast facility and community. Strong on programming and production. Good voice. College grad. Married. Good references. 25. Bob Arnold, 22 Manchester Pl., Silver Spring, Maryland.

Experienced pd/announcer, 10 years. Any format. Bright sound. Brad Harris, 277 Van Siclen Avenue, Brooklyn 7, New York, Hyacinth 8-5479.

50 kw N. Y. S. NBC affiliate vacation relief announcer seeks permanent position in Northeast. 4½ years commercial radio, staff and personality, in this metro market of 676,000. College graduate. Available October. Bruce Hutchinson, 42 Upper Loudon Rd., Albany 11, N. Y.

First phone, eager, try me. Any area. Frank Riley, 3703 Congress, Dallas, Texas.

Good experienced football play-by-play man available immediately. Also basketball, baseball, and TV sports. DJ (no top 40) and news. South Dakota, Minnesota, Iowa, or Nebraska only. Age 25, single. College graduate. Tapes ready. Bob Sullivan, Madison, South Dakota. 256-4287.

College graduate with broadcasting school, 3 years AFRS and 1 year commercial background now available for adult format. Personable deejay, good news, tight board. Prefer west coast, but will travel. Tape, resume on request. Larry Wyrick, 635 Missouri St., San Diego 9, Calif.

Technical

1st class commercial license, graduate of technical school—diploma in communications electronics, diploma—electronics, technician. Desire broadcasting work, no announcing. Ambitious but lacking experience. Box K-272, BROADCASTING.

First phone—seven years, four as chief. Experience includes installation, proofs, maintenance, and DA. Some announcing. Box K-306, BROADCASTING.

Announcer/engineer, first phone, am/fm, directional, stereo multiplex. Construction, operation maintenance. Ten years as chief. Box L-26, BROADCASTING.

Chief engineer/announcer 10 years experience, 7½ as chief. Construction maintenance, operation. Prefer Pacific coast or mountain states. Box L-47, BROADCASTING.

New England: Not a 6 week wonder: Engineer-announcer, 1st phone, maintenance, single, experienced, any format, presently employed. Box L-52, BROADCASTING.

First class license. Presently radio operator. Desire broadcast engineering work. Box L-53, BROADCASTING.

Reputable stations only—First class engineer experienced in radio, d.a., n.d., 500 watt, 1 kw, 5 kw, 50 kw, chief announcing, and TV. If you like, write! Box L-61, BROADCASTING.

Washington, D. C. First phone, ham, CREI, experience am/fm, SSB part-time. HO 2-3818.

1st class engineer, signal corps, tech school and ham experience desires work in Pennsylvania, New Jersey, New York. Will relocate in Miami or Palm Beach, Florida area. Write: William Cook, 963 Belvidere Avenue, Plainfield, N. J.

Production—Programing, Others

Minor league baseball and college basketball are highlights of successful seven year career. Now interested in combination program/sports director. Box L-2, BROADCASTING.

Radio "southwest, west or lower midwest." 10 years, college, want announcing and/or p.d. job. Good references, family man, 32, hard worker, presently employed. Write Box L-12, BROADCASTING.

Situations Wanted—(Cont'd)

Copywriter and/or announcer. Advertising agency and radio station trained and experienced. Quality copy. Deep voice. Audition tape, copy samples, references on request. Currently employed. Box L-39, BROADCASTING.

Copywriter—Heavy TV-radio writing: Prestige copy, McLendon format gimmicks. Production, account servicing, p.r., performer. Interested in TV; radio-TV. Box L-42, BROADCASTING.

Program director-air personality. Top commercial announcer. Quality voice. 15 years experience all types programming. Resume and air check on request. Box L-50, BROADCASTING.

Advancement wanted by versatile, conscientious 9 year newsmen who is civic minded and/or can also handle sports. Strong in writing and public relations. Prefer midwest. Family man, currently employed. Box L-51, BROADCASTING.

Mature, experienced pd seeks satisfying position with adult music station. Character of operation more important than market size. Organizational, production, and writing abilities. Pleasant voice, sincere delivery. Thorough knowledge of music. Detail-conscious, research-oriented idea man. Master's degree. Family. Age 26. Box L-62, BROADCASTING or phone 502-TW3-5005.

Experienced "Spot Master" to add that really professional touch to your commercials, promos, contests and all-around sound. Can pull a smooth tight air shift. Best references from both clients and employers. Box L-63, BROADCASTING.

Newsmen. College and announcing school graduate. Gather, write and air local news. Year experience. First phone, no maintenance. Box L-67, BROADCASTING.

News director/programing. 8 years radio, currently located New England. Box L-69, BROADCASTING.

Newsmen, 4 years experience, wants to locate east. Married, family, adult music station. Reply 1570 S. Yates St., Denver, Colorado. 80219.

TELEVISION

Help Wanted

Sales

25% right TV salesman. Phone immediately 247-0397, Durango, Colorado.

Announcers

Southeast network affiliate needs man with experience in public affairs programing and news. Please send resume, picture, references and audio tape to Box K-13, BROADCASTING.

Top TV station in two-station midwestern market needs booth announcer. TV experience helpful but not mandatory. Excellent opportunity for right man to make the switch from radio to TV. Send tape, photo and resume to Box L-45, BROADCASTING.

Major mid-Atlantic network TV-am has opening for good afternoon am personality with TV sports ability. Smooth, middle of road operation. Can earn five figures. Send audio check of disc show and VTR or SOF if available. Box L-75, BROADCASTING.

Top rated television station in area needs experienced television staff announcer. Send resume, picture and audio tape to Vic Miller, KOOK-TV, Box 2557, Billings, Montana.

Technical

Have opening for first phone engineer that wants to learn TV maintenance. Western mountain installation. Send qualifications and schooling to Box K-277, BROADCASTING.

Wanted: TV engineer with experience in closed and/or open circuit TV. Excellent opportunity with new TV department. Box L-48, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Studio-transmitter engineer. Permanent position. First class license and experience. Contact Bryan Bisney, WCCA-TV, P. O. Box 4217, Columbia, S. C.

Engineers needed by WJCT-TV Jacksonville, Fla. Interested applicants should mail resumes including salary requirements to Ross McPherson, Chief Eng., WJCT-TV, 2797 Heywood Dowling Dr.

Wanted: Experienced VTR (Ampex) and transmitter (GE, UHF) engineer. Immediate employment. Please state qualifications. Send resume to WTVS, 9345 Lawton, Detroit 6, Mich.

Experienced technicians—dedicated to quality productions are always needed at the videotape center; 101 W. 67th Street, N.Y.C. —TR 3-5800—cameramen, videomen, video tape operators, audio man and maintenance men—qualified personnel may call collect—Don Collins, Chief Engineer.

Production—Programing, Others

Experienced newsmen for combination tv-radio operation. Send tape, photo, resume, references to Ray Lansing, KFBC-TV, Cheyenne, Wyo.

TELEVISION

Situations Wanted

Management

TV station manager with 15 years experience and excellent references. Resume upon request. Box L-1, BROADCASTING.

Presently doing defense television systems evaluation, planning, engineering and implementation. Desire position in engineering, management, educational or commercial television. FCC licenses and DOD clearances valid. Please reply Box L-14, BROADCASTING.

Sales

Experienced salesman, sales promotion writer, strong on research, ideas, aggressive, polished, experienced writing for live tv. Willing to relocate, want guarantee plus commission or percentage. Box L-27, BROADCASTING.

Technical

Looking for a competent man to add to your engineering staff? I am experienced in planning, construction, installation, operation and maintenance, 12 years as chief. Also have considerable radio experience. Especially interested in Rocky Mountain-west coast area. Box L-34, BROADCASTING.

Production—Programing, Others

Art or photo with film and studio experience. First phone. Box K-262, BROADCASTING.

Production manager 14 years experience wants to relocate metropolitan market. Can handle live-tape-remote and personnel. Now employed—married. Box K-282, BROADCASTING.

Operations-production manager, available now. Strong in organization, training. Experienced as writer-producer-director in commercial, educational, military television. Excellent references, resume. Box L-11, BROADCASTING.

TV-radio copywriter—Ten years experience, single, degree. Plus sales, announcing background. Presently employed. Available September 20th. Box L-54, BROADCASTING.

13 years radio and TV announcing experience. Wish to utilize as program director or news director. Box L-65, BROADCASTING.

Sports, reporter, writer, photographer, remotes, California preferred. Box L-73, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

15 years experience all phases radio-TV. Proficient in operations—production—supervision, (union-management relations), air, including children, sports, news, music, mc. Available due to de-emphasis live, plus economy cuts which included my position of production director. J. Herrington, 438 Jameson, Saginaw, Mich. SWIFT 2-8871.

Top flight director-producer. Presently manager in 300,000 size market. Experienced as production head, supervising traffic, copy, and other all-around facets of television operation. Immediate. Ed O'Konski, 8113 Kathryn S.E., Albuquerque, N.M.

WANTED TO BUY

Equipment

Needed urgently—tower at least 150', audio console, microphones & allied equipment for new AM station in eastern U. S. Let us know what you have to sell. Box K-249, BROADCASTING.

Surplus equipment requested. Needed for recording programs produced by Catholic seminarians in America, Thailand, Brazil. We have 5 seminars needing donated equipment. Need full track recorders, microphones, turntables, mixers. We will pay shipping. Many thanks! Box K-292, BROADCASTING.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale Boynton Studio, 10 B Pennsylvania, Tuckahoe, N. Y.

Records wanted! Top dollar for all lp's and 45's! Pop, r & r, c & w, classical, etc. Cash for all. Send approximate/library for our bid. M.T.S., 1518 Broadway, Sacramento 18, Calif.

Need instruction manual and schematic for Travis Tapak portable tape recorder. Will accept readable photocopy of same. P. O. Box 632, Ft. Pierce, Florida.

FM antenna for stereo and multiplexing with eight or more bays. KICN, 511 South 17th St., Omaha, Nebraska.

Need 3 TK-31 (RCA) field camera control chassis. Contact WCCO-TV Eng. Dir., 50 South 9 Street, Minneapolis 2, Minn.

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For Sale

Equipment

RCA TT5A tuned to channel 2. Priced to sell quickly. Box K-84, BROADCASTING.

Units to supplement Gates RDC-10C, remote control unit, antenna diode, relay assembly, tuning motor and rheostat assembly, filament contactor, extension kits for plate voltage and current, plus diagrams. Box L-18, BROADCASTING.

550 foot Blaw-Knox H-21 self-supporting tower. Dismantled, ready to ship. \$15,000. Box L-25, BROADCASTING.

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1-Jampro 10-Bay Antenna . . . one year old . . . \$2000.00. 1-General Electric FM monitor . . . \$300.00. 1-Ampex stereo 354 console . . . \$1200.00. Box L-74, BROADCASTING.

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For Sale—(Cont'd)

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Recording/film studio equipment/parts. List. Ken-Del Productions, 515 Shipley, Wilmington, Del.

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Used RCA 73-B disc recorder, new head microscope. Excellent condition. Make an offer. KOLT, Scottsbluff, Nebraska.

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INSTRUCTIONS

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RADIO

Help Wanted

Management

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experienced in major market operation to head new 5 kw AM in Indianapolis. Air target date November, 1963. Send full resume to Douglas Kahle, P. O. B. 491, Pacific Grove, California. All replies kept confidential.

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Midwest equipment manufacturer has immediate sales opening to headquarter in San Francisco area. Wonderful career opportunity with excellent starting salary, sales incentive program, profit sharing, insurance, and all travel expenses provided. Requirements include thorough technical knowledge of AM, FM, and Audio Broadcast Equipment, demonstrated sales ability, plus the initiative and energy to travel and to work effectively without close supervision. Send complete resume to:

BOX K-322, BROADCASTING

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BOX K-325, BROADCASTING

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Unique opportunity, if you have strong sales record with station rep and/or agency experience. For office in the Middle-West. Limited travel. Salary, commission, profit participation. Rush all particulars. Replies confidential.

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If you're a radio personality with intelligence, creativity and humor looking for an opportunity to move up to a position with one of the most respected groups in the country, this is your chance. Time and temperture djs, don't waste your postage. We want an entertainer capable of commenting on current events and community affairs. Send complete tape and resume at once.

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RADIO

Situations Wanted

Management

MIDWEST

Mature, competent broadcaster, well-versed in all phases of radio, and now in top 30 market, desires opportunity in medium Mid-West market. Dependable, hard-worker, good credit and references. All replies answered.

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Technical

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Send resume and salary expected.

KAIT-TV

Box 790 Jonesboro, Arkansas.

TELEVISION

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Hour long television travel shows. Good adult audiences where running Television news veteran, Lecturer & traveler. Have know-how & contacts to set up show—act as host.

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One only: 212H-1 three-channel.

Only \$250

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HEAVY DUTY—EXCELLENT CONDITION. VERY REASONABLE, D. H. SMITH, P. O. B. 10, ALBANY, NEW YORK.

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WRITE FOR APPLICATION NOW
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LONG-TIME OWNER

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A creative liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed, 82nd year. For catalog write: Director of Admissions.

EMERSON COLLEGE
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RADIO
TV
SPEECH
THEATRE

WANTED TO BUY

Stations

QUALIFIED BUYER 23 Years Experience

Looking for Mid-West or nearby AM in reasonable market. Want fulltimer price for possible improvement. Cash or Terms-up to \$350,000.00.

Box K-323 BROADCASTING

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FOR SALE

TV exercise Series

\$10,000 Cash

on 16 mm film.

Cost to produce

approximately \$175,000.

Reply to

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"LET'S GO TO CHURCH" Reg. Pend.

Radio's Newest Feature. Now on 35 stations in 12 states. Two-minute non-denominational sermonettes reminding listeners to attend the church of their choice and read their Bible every day. "LET'S GO TO CHURCH" is easy to sell... stays sold. This new source of income can be sold over the phone to advertisers that you haven't been able to sell. Your cost... \$5 a week. Exclusive to one station in each city. Free audition tape and information. Write/phone

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Daytime station in active growth area needs resident owner-manager for development of full potential. Total price of \$125,000 is 1½ times average annual gross. Excellent terms available.

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For Sale

Stations (Cont'd)

Midwest Fulltime Station

Adult programed network station located in large active growth market with fewer than average radio stations for its size. 1963 gross running ahead of 1962's \$250,000. Priced at \$300,000 cash plus a consultation fee or \$400,000 on terms.

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to sell medium market West coast network television station. Principals only.
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Southern fulltimer in top 25 markets now losing money under absentee ownership. Priced for immediate all cash sale.

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208 Fairmount St.,
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MAINE—\$125,000; NEW HAMPSHIRE—\$100,000; VERMONT—\$100,000; NEW YORK—\$125,000; SOUTHWEST VHF—\$100,000; NEW YORK—\$60,000; MISSOURI—\$600,000; FM NETWORK—\$1,000,000.

PLEASE WRITE COMPLETE IDENTIFICATION.

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S.E.	metro	race	275M	cash

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AUSTIN 56, TEXAS

COLLEGE IS BUSINESS' BEST FRIEND



Business employs almost half of the product of colleges—the college graduate. Business management is largely composed of college graduates. Business concerns benefit extensively from the research colleges engage in. Business owes college a great debt.

Higher education is facing during the next decade greatly enlarged student enrollments, the problems of an explosion of knowledge, and the need to meet ever growing demands for ever better educated men and women.

These problems involve vastly increased costs which cannot be met out of present income.

The operating cost of higher education today is over four and a half billion dollars a year and will at least double in this decade.

Business and industry, as major beneficiaries of American higher education, must recognize a responsibility to contribute their fair share.

American business corporations produce much of the nation's wealth. They have enormous power for good. We believe they can exercise it in a meaningful way—as many do now—by providing voluntary support for colleges and universities of their choice.

These conclusions, and the following statement of conviction, were outcomes of a recent conference of business leaders sponsored in New York by the Council for Financial Aid to Education, Inc.

A STATEMENT OF CONVICTION

We believe that, in the light of the present urgency, now is the time for a broader and deeper participation by the business community in the support of higher education.

We therefore call upon our colleagues in American business and industry to help spread the base of voluntary support of higher education as a necessary supplement to the extensive support which busi-

ness now provides to education through taxes.

We urge responsible management to think through its opportunity and its obligation to adopt meaningful programs of voluntary corporate support to those colleges and universities whose service and quality they wish to encourage and nurture. We on our part will do no less.

KENNETH H. KLIPSTEIN,
American Cyanamid Co.

JOSEPH A. GRAZIER,
American Radiator & Standard
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M. NIELSEN,
The Babcock & Wilcox Co.

HARMON S. EBERHARD,
Caterpillar Tractor Co.

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MARION B. FOLSOM,
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LEWIS B. CUYLER,
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General Electric Company

LEONARD F. GENZ,
General Foods Corporation

GEORGE RUSSELL,
General Motors Corporation

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W. R. Grace & Company

JERRY McAfee,
Gulf Oil Corporation

GEORGE S. DIVELY,
Harris-InterType Corporation

FRANK R. MILLIKEN,
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JAMES C. DONNELL II,
Marathon Oil Company

REINHARD A. HOHAUS,
Metropolitan Life Insurance Co.

STUART T. SAUNDERS,
Norfolk & Western Railway Co.

STANLEY DE J. OSBORNE,
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WILLIAM CARPENTER,
Pittsburgh Plate Glass Co.

CHAMP CARRY,
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Shell Oil Company

E. L. STEINIGER,
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*JAMES B. BLACK,
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*G. KEITH FUNSTON,
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*DE WITT WALLACE,
The Reader's Digest

*IRVING S. OLDS,
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*FRANK H. SPARKS, President
Council for Financial Aid to
Education, Inc.

*Director, Council for Financial Aid to Education



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OUR RESPECTS to Harold Neal Jr.

Station-level training leads to the top

The man appointed three months ago to direct the fortunes of the ABC-owned radio stations comes from what has been called "the second or third generation" of radio practitioners. This is a breed that has observed the phenomenon of radio at its early peak, the subsequent decline when television reared its head, and the more recent resurgence of the medium in a new and more diversified role.

A man with this background is Harold Luther Neal Jr., named June 4 to be president of the ABC-owned radio stations after serving three years as vice president and general manager of ABC's New York outlet, WABC.

He prefers to talk of radio now not in terms of "survival," but in terms of its "potential," in an era when affixing a new "purpose" to radio is well nigh impossible by the very nature of the medium. "Saying that one station can be all things to all people would be incorrect," said Mr. Neal. "But it is possible now for radio to serve the diversified interests of the public simply because there are so many stations.

"It now becomes the responsibility of the individual station to seek out the needs and interests of its particular segment of the public, and to cater to these needs and interests. It is one thing for a station to command a high listening public by the nature and quality of its programming, but with this high exposure of a station goes the inherent responsibility of public service."

Vital Injection ■ Hal Neal's work at WABC bore out the practice of his theory. Taking over as vice president and general manager of the station in 1960, Mr. Neal injected into the station's programming and sales operation a vitality which lifted it near the top in ratings among New York stations, as well as solidifying the station on firm financial ground. But in the midst of this task, Mr. Neal wrote in a WABC station journal in 1962 that "our personalities, our news and sports programming, our community services activities, on and off the air, have but one purpose, to make WABC the greatest instrument for effective service in the city of New York."

The fruits of his labors can be documented substantially. In 1962 the awards committee of Ohio State University cited a special WABC series as "outstanding" and "distinguished," and the New York Citizens Budget Commission honored the station with a citation for its 39-part series on municipal government, *Sound of New York*.

At the same time, public response to

the Neal-motivated WABC operation was such that this spring, a "principal of the year" promotion drew a response of 60 million ballots from metropolitan listeners, and prompted Mr. Neal to observe wryly that it "was almost too much of a success."

It is this record, and a longer, equally substantial list of achievements at ABC-owned WXYZ Detroit which Mr. Neal brings to his new post.

Station Level ■ He prefers to use such terms as "autonomy," and "independence" or "individuality," in describing the owned stations, since Mr. Neal's own orientation to broadcasting indicates unusual understanding and appreciation of the importance of decision-making on the station level. He describes his aims as "a continuation of the work" of his predecessor in the post, Stephen Riddleberger, now vice president and general manager of ABC News.

Mr. Neal inherits supervision of a diverse group of six stations, plus two separate FM outlets. Their programming varies from the modern format of WABC, WXYZ, KQV Pittsburgh, and WLS Chicago, to the talk format of KABC Los Angeles, and the more locally oriented programming of KGO San Francisco. To this heterogeneous group can be added the serious music programming in FM stereo by WABC-FM New York.



Mr. Neal

That each station should maintain an individual personality based on local need and interest is Mr. Neal's aim; he asks that they be uniform only in their awareness of public service, an area in which he already has encouraging reports. Work by WLS played a major part in passage by the Illinois legislature of a bill banning the sale of obscene literature to minors, and among WXYZ's recent accomplishments was the 12-hour all-night broadcast of a session of the Michigan legislature.

"Radio's future lies not in the success of one or two stations or a network, but in promotion of the medium as a whole," said Mr. Neal. "Our stations' success in recent years has been fantastic."

Such medium-wide promotion was one of the early contributions Mr. Neal made to radio—and a significant step along the way that carried him from a Detroit 250-watter, WJLB, to his current corner office at 7 West 66th Street in New York. It was while he was promotion manager at WXYZ that he helped institute the slogan, "Wherever you go, there's radio." The phrase, coming during the so-called "dark days" of radio in the early 50's, caught on nationally.

Speedy Climb ■ Before he left WXYZ in 1960 for New York, Mr. Neal had risen from promotion manager to the position of sales director in 1956 and later the same year he was named general manager of the station. During that time, WXYZ became established near the top among Detroit stations.

Hal Neal became interested in broadcasting while he was participating in a script writing course at Detroit's Redford high school, and he was called upon to read a script over the school's public address system. The spark kindled there carried Mr. Neal into broadcast activities at Michigan State College. He also attended Wayne University in Detroit.

Before receiving a degree, however, and at the tender age of 19, Mr. Neal forsook college for an announcing job at WXYZ in 1943. After a year's stint in the Army Air Force, he returned to join WXYZ as an announcer, subsequently switched into promotion.

Born March 25, 1924, in Macon, Ga., Mr. Neal spent most of his life in Detroit, attended Detroit public schools, and married a Detroit girl, Shirley Ann LaBine, in 1947. They have three children—Barbara, 13, Nancy, 7 and David 6. He describes his personal interests as "the usual things—music, swimming, and so forth," and confesses an affinity for sight-seeing in New York.

How to win without fighting

LOUD playing of portable radios on public transportation—meaning busses—has been banned in Baltimore. A local ordinance adopted by the city council withstood the efforts of 10 local radio stations, backed by the National Association of Broadcasters, to have Mayor Theodore R. McKeldin veto the measure.

The action in Baltimore is likely to spread to other cities. Local ordinances have a way of galloping across the nation.

The ordinance was adopted in Baltimore because some citizens argued that loud playing of transistors had become a public nuisance, like spitting on the sidewalk (or in busses). The ordinance, however, does not preclude use of earphones (hearing-aid style) with transistor sets.

In radio's early days—before the advent of the transistor or even the midget receiver—there were complaints about loud-playing radios, particularly during hot summer nights when windows were open. That problem was handled by the stations themselves through judicious use of announcements suggesting that volume be turned down in consideration of neighbors.

The best answer to the public transport radio problem, it would appear, would be to urge the valued transistor audience to use the hearing aid earphone, which adds barely an ounce to the set, and makes for better listening anyway.

The thinker

IT is not yet clear where Lee Loevinger is heading in his attempts to formulate a personal philosophy about broadcasting and broadcast regulation. But it is clear that the FCC's newest member has already given deeper thought to those subjects than some of his colleagues who have been around longer and that he has already reached some basic conclusions that are fundamentally sound.

We say that knowing that a good many broadcasters are in a state of alarm over his proposals for diversification of ownership in radio and television, for a rule requiring stations to devote at least as much time to news as to commercial messages and for the establishment of a broadcast news service to compete with AP and UPI. These three proposals which he advanced in his speech to the Association for Education in Journalism last Monday have received more attention than anything else he has said. Yet some of his other observations deserve at least as much exposure and consideration. To quote a few:

"... Much television programing is trash by my standards. But I would not ban all trash from the air if I could. That which I disdain is esteemed by others. One man's trash is another man's treasure . . . I do not know of any legal or ethical warrant for attempting to establish my taste as a standard for others."

Speaking of the FCC's current practice of reviewing programing performance at license renewal time and of its program policy statement of July 1960: "I believe that under our system of government any effort at direct control of programing is not only wrong but futile."

In short, Mr. Loevinger has written off the prevailing philosophy of the commission for what it is: a bald violation of the First Amendment by bureaucrats attempting to standardize programing throughout the country. If he does nothing more while on the FCC, he will have performed a worthwhile service.

As to the three suggestions in his speech, it seems to us that at this stage they constitute less cause for alarm than for concern. Mr. Loevinger himself described them as "subject to change upon further study and reflection."

We doubt that he will ever be persuaded to abandon en-

tirely the notion that a diversity of ownership in radio and television is to be desired, but we also doubt that the notion will lead him to extreme proposals. He is a rational man who gives no indication of a desire to push people around for the pleasure of doing so. Though he deplores what he believes to be an already excessive concentration of control, he says that divestures of present broadcast holdings would present both "practical and legal difficulties."

His second proposal, for a rule requiring as much time for news as for commercial messages, bears the mark of an idea thought up hastily. He himself described it as a "crude" way of insuring that broadcasting perform its journalistic function ("which gives the principle social value to broadcasting") and of checking overcommercialization ("the aspect of broadcasting most frequently and most vehemently criticized by all segments of the audience"). After reconsideration, Mr. Loevinger may realize that this proposal runs counter to the basic decision he has made: that the government has no business in programing.

Mr. Loevinger's third suggestion, for the creation of a news association specializing in broadcast news, was, we suggest, irrelevant. If there is merit in the suggestion, we have detected no significant demand among broadcast newsmen for a service that would eliminate their need for AP or UPI. In all events, it is not for a government official to say whether such a service is needed or even desirable.

Despite the imperfections in his proposals, Mr. Loevinger's intellect and scholarship must be respected. He has the capacity to become one of the FCC's most influential and effective members.

One way out

THE implications are obvious if the new Subscription Television Inc. succeeds in establishing viable systems of wired pay TV in Los Angeles and San Francisco. The rush to wired developments elsewhere will be on, and broadcasters will be faced with new competition for audience and for programing.

Broadcasters will be at a disadvantage if that comes to pass. They are regulated by a demanding federal government; wired pay TV is not. If broadcasters seek to convert to pay TV on their broadcast channels, they will be under even tighter government controls. In the circumstances, wired operations look more and more inviting. If the government continues on its present course of ever-tightening regulation of broadcasting, it may some day find a lot of vacant TV channels on its hands and nobody to regulate.



Drawn for BROADCASTING by Sid Hix

"I'll tell you why business is lousy between 4 and 6. The little brats are indoors watching TV kiddie programs!"



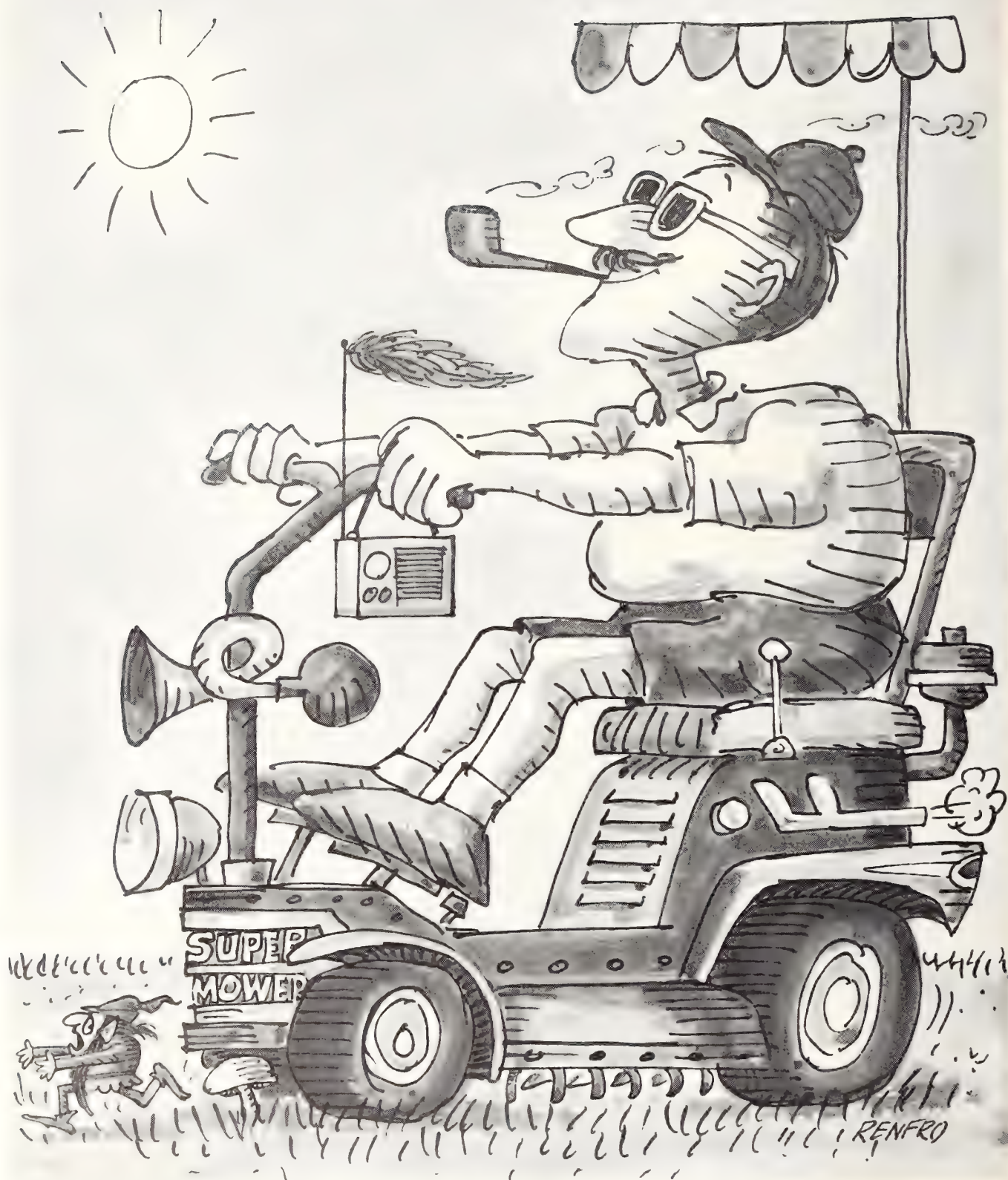
as long as you're up get Channel 2

Please. It's the Television with the 2 on it. Under the Dufy. Why do they call it Channel 2? That's where you find it. KPRC-TV is over 12 years old, smooth and mellow. It really takes that long to smooth out a station. Water? A little. Thank you, darling.

The light and legendary blended Texas Television.
Proved for sales results. Imported to the United
States from Houston, Texas by Edward Petry & Co.,
National Representatives.



courtesy of Grant's



WEEKENDS ARE DIFFERENT...SO IS MONITOR

People get grassy-eyed, weekends...tool sheds are empty...patios are full...rumpus rooms jump...and radios are go...Mike Nichols...Elaine May...your commercial...Jonathan Winters...*please spare the zinnias!*...Frank McGee...your commercial...Basil Rathbone...Joseph C. Harsch...Mel Allen...your commercial...something for everyone...specially sponsors...your commercial...say, is *this* radio?...aaah!...it's **WEEKEND MONITOR!**...**NBC RADIO!**



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SEPTEMBER 9, 1963

Stations report a surge in purchase of TV spots for new season 31

The pointed pen of Oren Harris tells FCC to reverse its field 76

Growls about the FCC's fairness policy from House, Senate 68

Politicians acknowledge radio-TV influence by streamlining conventions 86

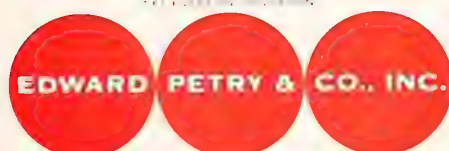
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MODEL OF THE RCA EXHIBIT BUILDING FOR THE 1964-1965 NEW YORK WORLD'S FAIR

SPOT TV

MODERN SELLING IN MODERN AMERICA



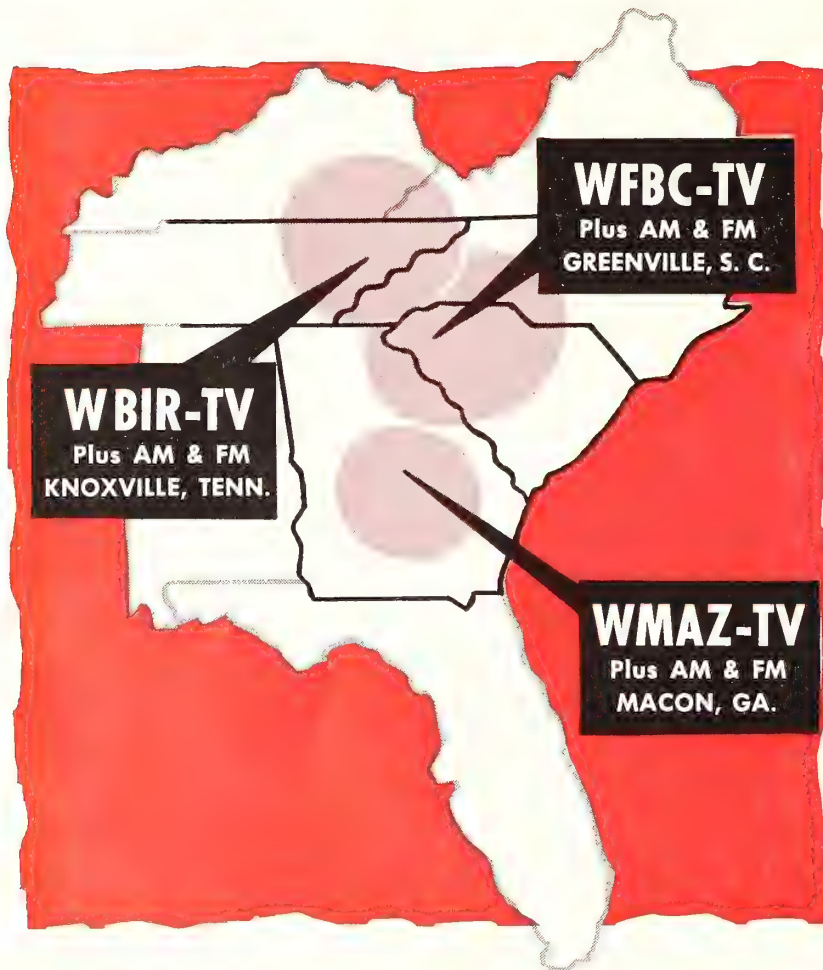
THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

The use of color is one exciting chapter in the growth of Television. The rapidly increasing use of Spot Television by national advertisers is another. The success stories of new companies who rely almost exclusively on Spot TV are dramatic proof of its effectiveness. These quality stations offer the best of Spot Television in their markets.

KOB-TV	Albuquerque	WISN-TV	Milwaukee
WSB-TV	Atlanta	KSTP-TV	Minneapolis-St. Paul
KERO-TV	Bakersfield	WSM-TV	Nashville
WBAL-TV	Baltimore	WVUE	New Orleans
WGR-TV	Buffalo	WTAR-TV	Norfolk-Newport News
WGN-TV	Chicago	KWTV	Oklahoma City
WLW-TV	Cincinnati	KMTV	Omaha
WLW-C	Columbus	KPTV	Portland, Ore.
WFAA-TV	Dallas	WJAR-TV	Providence
WLW-D	Dayton	WROC-TV	Rochester
KDAL-TV	Duluth-Superior	KCRA-TV	Sacramento
WNEM-TV	Flint Bay City	KUTV	Salt Lake City
KPRC-TV	Houston	WOAI-TV	San Antonio
WLW-I	Indianapolis	KFMB-TV	San Diego
WDAF-TV	Kansas City	WNEP-TV	Scranton-Wilkes Barre
KARD-TV	Kansas State Network	KREM-TV	Spokane
KARK-TV	Little Rock	WTHI-TV	Terre Haute
KCOP	Los Angeles	KVOO-TV	Tulsa

Signal Coverage in the Southeast...



Now united under the strong and progressive ownership of SOUTHEASTERN BROADCASTING CORPORATION, with general offices in Greenville, South Carolina, these three television stations and their AM and FM affiliates offer to advertisers signal coverage of approximately 1-million homes in five of the prosperous states in the Southeast!

Each of the three stations is a long established and well managed broadcasting organization, and an integral part of the regional area it serves. The stations invite your inquiries individually; or, we welcome your interest in advertising in all three markets through the national representation of Avery-Knodel, Inc.

WBIR-TV

World's Tallest Tower
KNOXVILLE, TENNESSEE

WFBC-TV

Giant of Southern Skies
GREENVILLE, SOUTH CAROLINA

WMAZ-TV

The Rich Middle Georgia Market
MACON, GEORGIA

SOUTHEASTERN BROADCASTING CORPORATION

Greenville, South Carolina

Represented by
Avery-Knodel, Inc.



... popular music ... show tunes ... semi-classical ... classical music ... carefully selected good music has always played an important part in WCBM's adult-level programming policy. Adult music ... *plus* likeable personalities ... *plus* news—local and regional covered in depth by WCBM's

top staff of legmen—along with reports from national and international news services ... *plus* CBS features ... combine to reach the audience with the power to buy your products or services. Adult-wise, WCBM rates the very top spot in your Baltimore radio schedule!



National Sales Representative

Metro Radio Sales

A SERVICE OF METROPOLITAN BROADCASTING

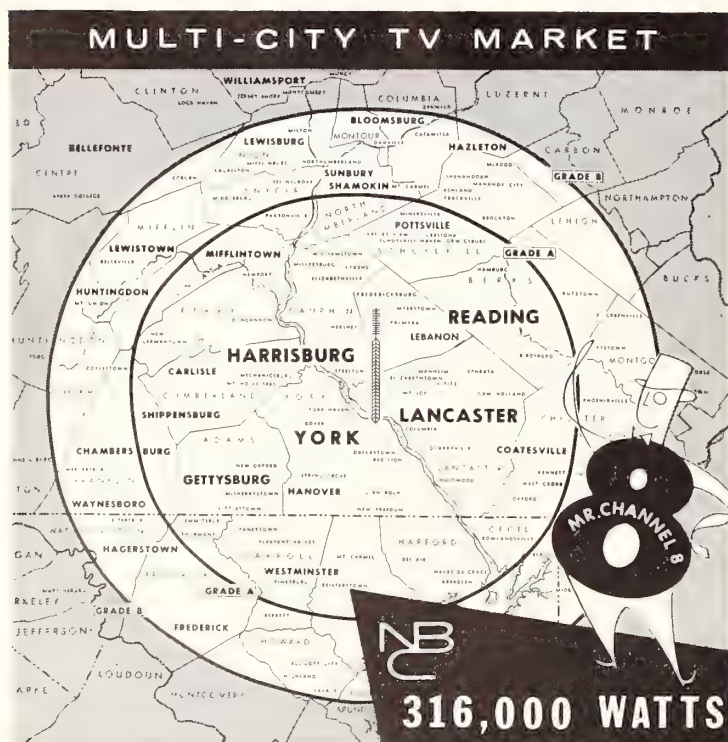
A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland



GREATER
CAPACITY
TO RENDER SERVICE



WGAL-TV does the *BIG*-selling job



This **CHANNEL 8** station is more powerful than any other station in its market, has more viewers in its area than all other stations combined. Hundreds of advertisers rely on its alert ability to create business. So can you. Buy the big-selling medium. Advertise on WGAL-TV.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

Storm brewing?

NAB television code board's fall meeting is set for Sept. 30, and indications are that it'll be rouser. Strong letters already have been dispatched by some code board members to NAB President LeRoy Collins. One protested that NAB's TV board didn't tighten code drastically enough last time, suggested NAB start anew by eliminating option that lets stations be NAB members without subscribing to code (and vice versa). Another member complained that TV board rejected code board's "realistic" proposals last time around, then asked broadcasters to "pull the chestnuts out of the fire" by lobbying against FCC plan to adopt code's commercial limits into FCC rules. He suggested code board has no choice but to ask for resignations of all code violators at Sept. 30 meeting.

In response to latter complaint, Governor Collins has composed conciliatory letter. As to calling for code violators' resignations at Sept. 30 meeting, however, he didn't commit himself. Rather, he said he saw no alternative to resignation "if any broadcaster finds that he simply cannot comply with any restriction [in the code] and exhausts his efforts to obtain relief by amendment."

Henry abroad

FCC Chairman E. William Henry tentatively plans to leave for Geneva as member of U. S. delegation to International Radio Conference on Space Allocations on Oct. 9. Conference, to conclude deliberations begun in 1959, would settle assignments for all modes of outer space communications and is scheduled to run until Nov. 8. Chairman of U. S. delegation is Joseph H. McConnell, president of Reynolds Metals Co., Richmond, and former president of NBC (1949-53).

If usual procedures are followed, Rosel H. Hyde, senior FCC member, will serve as acting chairman. It will be Mr. Henry's first absence from country since he assumed chairmanship last June 2.

Priority on fairness

Presumably in line with administration's wishes, FCC Chairman E. William Henry has ordered Broadcast Bureau to give top priority to fairness doctrine as applied to right-wing groups (H. L. Hunt's *Life Line*; Rev. Carl McIntire; Clarence Manion) who buy time. At last Wednesday's commission meeting—first since its August hiatus—Chairman Henry told Broadcast Bureau to concentrate on

application of fairness doctrine in this area and not let secondary things stand in way. Last Thursday he told Senate Communications Subcommittee he felt stations would have to provide "reasonable opportunity" for presentation of contrasting views on controversial issues, whether paid for or not, and that ruling should be forthcoming within fortnight.

Hot week

ABC-TV, which reports it's "over" 94% sold for fourth quarter, has just picked up another advertiser, Simonize, for scattered minutes in four nighttime shows during "premiere week" of new season plus minutes in four daytime programs. Idea of "premiere week" package is for advertiser to buy minute availabilities in nighttime schedule during Sept. 15-21, week that all shows on ABC-TV will start new season's run. For this purchase, advertiser rides on network's big promotional campaign kicking off season.

One up, one out

Al King, veteran chief of National Association of Broadcasters' field representatives, has been tapped to head new office designed to improve NAB relationships with state broadcaster associations (CLOSED CIRCUIT, Sept. 2). Mr. King now headquarters in St. Louis but will operate out of Washington in new post. In years of traveling for NAB to sign new members and keep old ones happy, he has come in direct contact with hundreds of broadcasters at their stations, making him ideal choice for new job, NAB feels.

Art Stamler, originator and producer of special presentations at 1963 convention of NAB, has resigned from public relations staff. Last spring was first time NAB has gone in for elaborate productions at convention, and Mr. Stamler was praised for his creations, particularly staging of award to Bob Hope.

Five-year licenses—but

FCC Commissioner Robert E. Lee intends to do more than talk about his proposal that broadcasters be given five-year licenses. He will ask commission colleagues to include it in package of legislative requests agency will send Congress next session. Legislation is required since Communications Act now limits license term for broadcasters to three years.

In present stage of Commissioner Lee's thinking, however, proposal isn't likely to leave broadcasters overjoyed.

It would, for instance, provide that new operators be given short-term licenses, perhaps only one year, with full-term license to be awarded after broadcaster has proven himself. Also, commissioner would favor commission, either through law or rulemaking, having authority to call up license for renewal hearing at any time. This would be aimed at inhibiting broadcasters with five-year licenses from straying off straight and narrow. Commissioner feels his proposal would simplify agency's administrative processes and, at same time, enable commission to devote more attention "to marginal" operators.

Charlie Walker test

Effort may be made to have all nine judges of U. S. Court of Appeals for District of Columbia hear argument on celebrated Charlie Walker case. Feeling is that First Amendment issue is so critical that all members of circuit bench should be in on case from beginning. Motion for en banc hearing being studied by attorneys for E. G. Robinson Jr., owner of WDKD Kingstree, S.C., whose license was denied renewal by FCC last year (see page 78).

Postponement ahead

Although FCC isn't likely to postpone "indefinitely" rulemaking on imposition of code commercial time limitations, there's prospect it will yield to requests for deferment from Sept. 16 until some time in October for comments. Senator John G. Tower (R-Tex.) had asked FCC to postpone rulemaking "indefinitely" which would have meant shelving, but Chairman E. William Henry replied that commission wouldn't do that. (See editorial, page 114).

One way to diversify

Possibility of direct confrontation on newspaper ownership issue in FCC action setting for hearing pending purchase of KGLC Miami, Okla., only station in community, by *Miami News-Record*, only newspaper in area, is beginning to vanish. C. C. Woodson, owner of newspaper, has been advised by attorneys that he shouldn't subject his newspaper to hazards of regulatory hearing. At moment Mr. Woodson is weighing advice. Mr. Woodson owns string of southwestern newspapers, and has varying interests in KTOK Oklahoma City; KTFO Seminole, Tex.; WACO-AM-FM Waco, Tex.; KXOL-AM-FM Fort Worth.



These food and related advertisers have discovered the moving power of WSPD-Radio.

WSPD-RADIO, TOLEDO MOVES THE GROCERIES / off the shelves

... and into the households of Northwestern Ohio and Southeastern Michigan. 275,600 households with over \$298,000,000 in food sales are in the prime circulation area of WSPD-Radio—First in this bustling marketplace by every audience measurement.

WSPD-Radio's morning audience equals the other 3 Toledo stations combined. In the afternoon, WSPD-Radio's audience share is 69% greater than the 2nd place station.

(April-May, 1963, Hooper)—WSPD-Radio, 7:00 A.M. to Noon, 44.5% share; Noon to 6:00 P.M., 36.1% share.

WS17

THE KATZ AGENCY, INC.
National Representatives

This audience domination throughout the day is achieved by adult programming built with integrity, imagination and insight—an audience domination which gives you an effective and established selling media for your goods—an audience domination which reaches the adult consumer who *buys* the goods and *pays* the bills.

And—WSPD's merchandising program adds extra sales wallop for food and drug advertisers.

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK
NEW YORK WHN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV

STORER
BROADCASTING COMPANY

WEEK IN BRIEF

TV spot business for fall ahead of last year, say 80% of stations in survey. 90% say spot time buying is equal to last September's. Station representatives are also bullish on new season. See . . .

BRISK BUSINESS FOR FALL . . . 31

RAB instituting innovations at conferences this year. Present will be government observer. Advertising agency representative will talk on radio media. Ratings is subject of FTC aide. See . . .

NEW LOOK FOR RAB MEETINGS . . . 34

Harris tells FCC it's off base on fairness doctrine, proposed commercial time limits, suggested horseracing ban. Congressman lets go with both pens—one to Henry, other to broadcaster. See . . .

TURN AROUND, HARRIS TO FCC . . . 76

Collins tells Arkansas broadcasters that function of NAB is to keep them free. He warns, however, that there are problems that must be met and they involve changes if broadcasters want to be unshackled. See . . .

STATION FREEDOM: NAB AIM . . . 44

Congressmen light into FCC on fairness doctrine at Hill hearing. Henry says commission is studying question whether broadcasters must offer free time to rebut position taken in paid time. See . . .

FAIRNESS POLICY ATTACKED . . . 68

Politicians and broadcasters get ready for political conventions next year. With eyes on TV, stage managers for both conventions seek to streamline events. Broadcasters plan to keep things lively. See . . .

POLITICAL SHOWS SHAPING UP . . . 86

Refusing to reconsider its decision to abolish option time, FCC claims again it isn't necessary for networking, is restraint on stations and is abdication of licensee responsibility. See . . .

FCC STICKS BY GUNS . . . 67

CBC prime time TV is heavy with familiar programs. Large list of Canadian and U.S. shows is sponsored on national network. Very few unsold and those that are won't be for long. See . . .

HILLBILLIES AND HOCKEY . . . 100

Commission maintains it has right to look at programming; that it's part of "public service" evaluation of stations. Key issue in Charlie Walker case is defended by agency in final brief to court. See . . .

SMUT WAS INCIDENTAL . . . 78

Jingle and ID producer enters transcription library field for radio stations. Dallas firm has 1,000 cuts in portfolio, including promotion, background, seasonal and sound effects items. See . . .

CRC INTO LIBRARY FIELD . . . 84

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WHAT IS THE MEASURE OF A BROADCASTING STATION?



How does a golf pro measure a putt?

How does an advertising pro measure a station?

- One measure of a broadcasting station—the events of signal local importance it brings to the air.
- One such—Hartford's \$40,000.00 **Insurance City Open** broadcast live by WTIC Television and Radio 1959, 1960, 1961, 1962, 1963.
- TV Anchor Man 1959, 1960, 1961, 1962, 1963—Claude Harmon, 1948 Masters winner.
- Staff—eight WTIC and WTIC-TV reporters—forty-eight technicians and production personnel.
- Equipment—six cameras—fourteen microphones—five walkie-talkies—one mile of television cable.
- Network radio—Fed to NBC's Monitor.
- Sponsors—The Connecticut Bank & Trust Company, The Hartford Insurance Group, 1961, 1962, 1963 and, very likely, 1964.

WTIC  TV3/AM/FM

Broadcast House, 3 Constitution Plaza, Hartford, Connecticut 06115

WTIC-TV is represented by Harrington*, Righter* and Parsons*, Incorporated
WTIC AM-FM is represented by the Henry I. Christal† Company

*Handicaps—15, 18 and 5, respectively.

†Guernsey and Morgan breeder.

Negroes poised to integrate agencies

NAACP OUTLINES PROGRAM PLANS IN MEET WITH AAAA

Six-point program calling for "greater utilization" of Negro performers and other personnel in advertisements in all mass media was presented by spokesmen for National Association For Advancement of Colored People to 102 representatives of 56 major advertising agencies at closed meeting in New York Sept. 5.

Details of meeting were released today (Sept. 9) by NAACP and American Association of Advertising Agencies which arranged session at request of NAACP. Agencies that were represented accounted for more than two-thirds of U. S. broadcast advertising volume.

After meeting with NAACP, AAAA officials noted that advertising agencies representing "preponderance" of broadcast volume already have agreed to joint policy statement against discrimination in employment of talent. This statement, issued last June by American Federation of Television and Radio Artists and broadcasting and recording industries, restates no-discrimination provisions in talent union codes to which agencies "long have adhered" (BROADCASTING, June 10). It also provides procedures for casting of performers "in all types of roles so that the American scene may be portrayed realistically."

AAAA also reported it is pursuing separate subject of employment of Negroes on advertising agency staffs, and said meetings have been held in New York with New York State Commission on Human Rights, Urban League of Greater New York, and New York Association of Marketing Specialists.

NAACP's program called for:

- Depiction of 20 million U. S. Negroes in future advertising as consumers representing every strata of American life, ranging from unskilled laborers to highest paid professionals and technicians.
- Dropping of "present racial barriers" in all sponsored TV and radio programs and commercials and adoption of policy of unrestricted use of Negro performers.
- Policy of merit employment to be instituted by advertising agencies within their organization.
- Use of Negro models in all forms of advertising.
- Recognition that Negro press in large measure serves substantial portion of Negro consumer market and, therefore, advertising in all available media

is essential.

Establishment with 4-A's of continuing group or committee with whom NAACP can maintain contact for immediate negotiations concerning implementation of these demands and for resolving any problems that may arise in future.

In related development, acting Labor Commissioner James J. McFadden of New York reported in interview to be broadcast on WLIB New York last Saturday (Sept. 7) that by end of this month 40 advertisers will be using integrated campaigns in radio, TV, newspapers, magazines and billboards.

Mr. McFadden did not mention advertisers specifically on program, but BROADCASTING learned his list included Sinclair Oil, Equitable Life, Eastern Air Lines, Procter & Gamble, AT&T, New York Telephone Co., Consolidated Edison, RCA, General Electric Co., American Airlines and Trans-World Airlines.

Friends of network radio to be feted

CBS Radio said Friday (Sept. 6) it was setting new precedent for network at CBS Radio Affiliates Association convention in New York Oct. 1-2 by giving special recognition to advertising agencies' role in "resurgence of network radio."

Acceptances for places of honor at Oct. 1 luncheon already have been received from S. Heagan Bayles, board chairman, Sullivan, Stauffer, Colwell & Bayles; Edward L. Bond Jr., president of Young & Rubicam; Charles H. Brower, president of BBDO; Marion Harper Jr., chairman of board and president, Interpublic Inc.; William B. Lewis, board chairman of Kenyon & Eckhardt.

Also, Robert E. Lusk, board chairman of Benton & Bowles; Kenneth G. Manuel, president of D. P. Brother & Co.; Ray Mithun, board chairman of Campbell-Mithun; Carl W. Nichols Jr., president of Cunningham & Walsh; David Ogilvy, board chairman of Ogilvy, Benson & Mather; Warner S. Shelly, president of N. W. Ayer & Son; William E. Steers, president of Doherty, Clifford, Steers & Shenfield; Norman H. Strouse, president of J. Walter Thompson Co.; Adolph J. Toigo, president of Lennen & Newell, and Lawrence Valenstein, chairman, executive committee, Grey Advertising.

They walked thataway

It's all the fault of the cowboys walking the 21-inch range, according to a Glasgow, Scotland, health service report.

Dr. James M. Parker, a school medical officer, said many Glasgow school children are imitating the walk of TV cowboys—hands permanently in the front pockets of their jeans. As a result, Dr. Parker said, the boys are getting rounded shoulders and this is becoming a permanent defect.

Texans to testify at Rogers hearing

Editorializing broadcasters from chairman's own congressional district will lead off House Communications Subcommittee editorializing hearing when it resumes Sept. 18.

Representative Walter Rogers (D-Tex.), chairman, conducted a week's hearing in June which was followed by FCC's issuance of controversial public notice on fairness (see page 68) (BROADCASTING, July 1).

Tentative witness list as of Friday (Sept. 6):

- Sept. 18: John S. Tyler, general manager, and Tom Martin, editorial director, KFDA-TV Amarillo, Tex.; Gerald H. Sanders, owner, KZZN Littlefield, Tex.; Leon Goldstein, American Civil Liberties Union and former program director, WMCA New York.
- Sept. 19: Clarence Jones, president, WQIZ St. George, S. C.; Ben Strouse, president and general manager, WWDC-AM-FM Washington.
- Sept. 20: Harry M. Thayer, general manager, WGHQ Kingston, N. Y.

Extension on comments

FCC has extended for two weeks deadline for comments on proposal to limit amount of time broadcasters can devote to commercials.

Deadline for comments has been moved back from Sept. 16 to Sept. 30. New deadline for replies is Oct. 15, instead of Sept. 30.

Extension was granted as result of petition from Colorado Broadcasters Association. State association, however, asked for month's extension.

Festival buys Canadian firm

Festival Cinema Ltd. has purchased all assets and business of Film Laboratories of Canada Ltd., Toronto, according to announcement made last Friday

(Sept. 6). Festival is wholly owned subsidiary of Atlas Telefilm Ltd., Toronto.

Film Laboratories, with estimated worth of \$1.8 million, rents facilities and services to film producers of all types. Atlas said purchase, price of which was not announced, is in furtherance of company plans for theater TV. David H. Coplan will be managing director of Film Labs under new ownership.

Atlas Telefilm is major distributor of motion picture feature films to Canadian TV, mostly of British origin.

FCC will answer Harris, NAB blasts

FCC Chairman E. William Henry indicates commission won't retreat from position it took in controversial July 26 statement on fairness doctrine, despite criticism of key congressmen.

Chairman Henry said Friday (Sept. 6) commission will issue "full reply" soon to letters from Chairman Oren Harris (D-Ark.) of House Commerce Committee (story page 76), NAB and others. They contend FCC, in its statement, is seeking to extend its authority over broadcasters. These letters are now "under study" by commission, Chairman Henry said.

However, he added that fairness doctrine statement wasn't designed to announce new policy and doesn't do so.

He said commission has been faced with fairness problems since its 1949 policy statement authorizing broadcasters to editorialize.

That statement, he said, consists essentially of one principle—that broadcasters who choose to carry one side of controversial issue are responsible for affording reasonable opportunity for reply to spokesmen for contrasting points of view.

Commission's July 26 statement, he said, merely sought to bring fairness doctrine to bear "on several areas of current concern."

British manufacturer backs NTSC color

Champion for U.S. color TV standards has spoken up. Dudley Saward, managing director of England's Rank-Bush Murphy Ltd., radio-TV manufacturer, said it would be regarded by many as Europe's folly if any other color system than National Television System Committee's were chosen.

Speaking at London opening of exhibition of his company's products, Mr. Saward said that just when Britain was planning to adopt NTSC, two further systems had been thrown in and confused the issue. Other two systems are French SECAM and German PAL, both of which were demonstrated in July, together with NTSC system, to delegates of European Broadcasting Union (BROADCASTING, Sept. 2).

Clearly comparisons had to be made, Mr. Saward said, but it was little hard to regard tests as strictly comparative since total transmitting and receiving experience with SECAM amounts to about year, and with PAL to only few months. NTSC standards, he pointed out, have been used in America for 10 years, and British engineers have had eight years of experience with it.

British television could be set back several years, Mr. Saward warned, by continued delay in choosing color TV system.

Slate urges editorials; warns use of discretion

Sam J. Slate, CBS Radio vice president and general manager of WCBS New York, addressing West Virginia Broadcasters Association Friday (Sept. 6), urged radio stations to fulfill community responsibility by editorializing, but to do so with discrimination, wisdom and logic.

Mr. Slate called editorial function "vital," especially in smaller communities where public is subjected to limited

amount of conflicting expression due to scarcity of editorial voices in print.

General manager of WCBS, station which has carried editorials for several years, referred to editorials on controversial community topics as "a force for good."

Program that flunked may take course again

Program that failed miserably first time around is going to get another chance—if its sponsor can raise more money.

Operation Alphabet, ETV series of 100 lessons, was shown five times weekly on WTOP-TV and WETA-TV (educational outlet), both Washington, last July. School officials hoped at least 6,000 of city's 33,000 illiterates would attend showings at 41 viewing centers, but response was so slim only 12 such centers continue to show programs.

District of Columbia adult education staff has asked Department of Health, Education & Welfare for \$35,000 to continue program.

Increased dividend continued by RCA

RCA has declared quarterly dividend of 35 cents a share on common stock payable Oct. 28 to stockholders of record Sept. 20.

RCA board of directors raised quarterly payment from 25 to 35 cents March 1. At board meeting Friday (Sept. 6) RCA also declared cumulative first preferred stock dividend of 87½ cents a share for Oct. 1-Dec. 31 period payable Jan. 2, 1964 to holders of record Dec. 16, 1963.

'Face the Nation' back on CBS

CBS's *Face the Nation*, radio-TV news interview panel program missing from network schedule since January 1961, returns Sunday (Sept. 15, 12:30-1 p.m., EDT) with Senator J. W. Fulbright (D-Ark.), chairman of Senate Foreign Relations Committee, as panelist on premiere broadcast. Prentiss Childs and Ellen Wadley are producers for public affairs department of CBS News.

Former CBS-TV VP dies

Frank B. Falknor, 66, who retired in 1956 as vice president in charge of operations, CBS-TV, died Friday (Sept. 6) at his home in Boiceville, N. Y. Mr. Falknor joined WBBM Chicago in 1933 and served also with KMOX St. Louis. He became CBS-TV's vice president in charge of operations in 1950. He leaves his widow, Jean Falknor, two daughters and a son.

Three new VP's named at NBC today

Three new vice presidents are to be elected today (Sept. 9) at NBC: Lawrence K. Grossman, advertising; Robert D. Kasmire, corporate information; Merryle S. Rukeyser Jr., press and publicity.

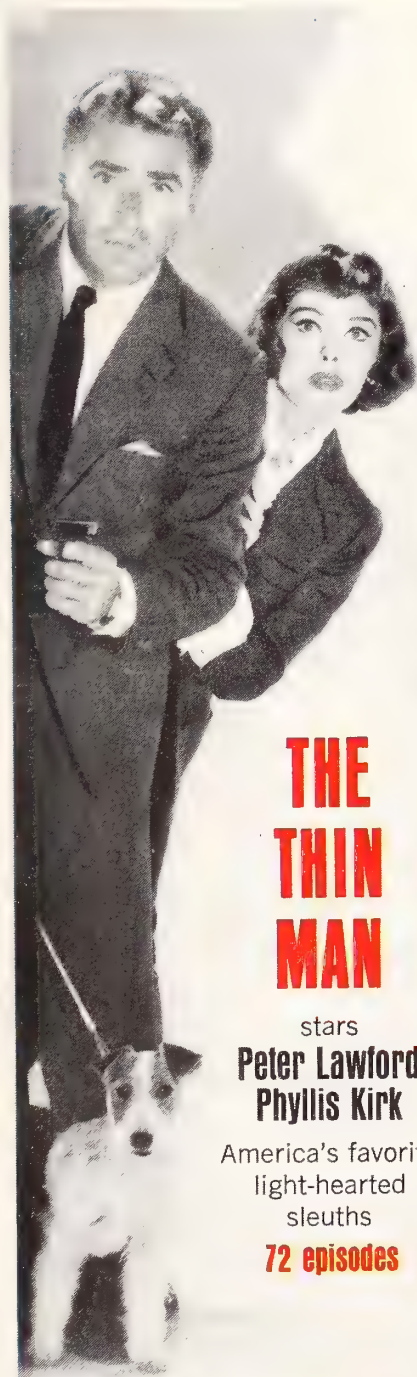
Mr. Grossman joined NBC's advertising department in August 1962 after six years with CBS-TV as executive in advertising and sales promotion. Mr. Kasmire moved up to coordinator, corporate information,

for NBC after having been coordinator of special projects in network's corporate planning department, which he joined in 1959. Mr. Rukeyser has been with NBC's press unit since 1958, as staff writer, press editor, manager of business and trade publicity and as director of news information in Washington. He was named director, program publicity, year ago, and director of press and publicity last July.

MADE TO ORDER!

HALF-HOUR PROGRAMS

for that late afternoon or early evening spot • Both first run off the network • Check on details and availabilities in your market today.



THE THIN MAN

stars
Peter Lawford
Phyllis Kirk
America's favorite
light-hearted
sleuths
72 episodes

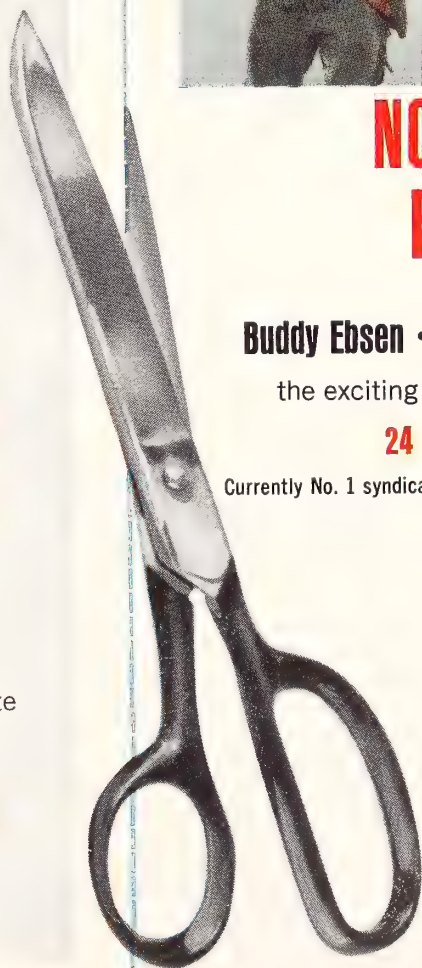


NORTHWEST PASSAGE

stars
Buddy Ebsen • Keith Larsen • Don Burnett
the exciting exploits of Rogers Rangers

24 episodes—in color

Currently No. 1 syndicated show in New York City, 7 p.m., M-F/ARB



NEW YORK/CHICAGO
CULVER CITY/TORONTO



A PICTURE OF GOOD SELLING

Oil moves the finished products and raw materials that salesmen sell, and when trains, trucks, planes, ships and factories call for fuel—and more fuel—THAT is a sign of good business...a sign of good selling.

Good selling has never been so important to so many Americans as it is today...but America has never had a salesman quite like television...spot television.

The television stations represented by Peters, Griffin, Woodward are welcomed regularly into MILLIONS of American homes where they spend more than 5 hours each day entertaining, informing and selling...selling by demonstrating and displaying the goods and services that keep our economy rolling.

In SPOT TELEVISION the advertiser can specify the number, the timing and the type of his television salescalls in EVERY market...and THAT is good selling!

PETERS,
GRIFFIN,
WOODWARD, INC.



Pioneer Station Representatives Since 1932

NEW YORK / CHICAGO / DETROIT / PHILADELPHIA
ATLANTA / MINNEAPOLIS / DALLAS-FORT WORTH
ST. LOUIS / LOS ANGELES / SAN FRANCISCO

P G W

REPRESENTS THESE TELEVISION STATIONS:

EAST-SOUTHEAST

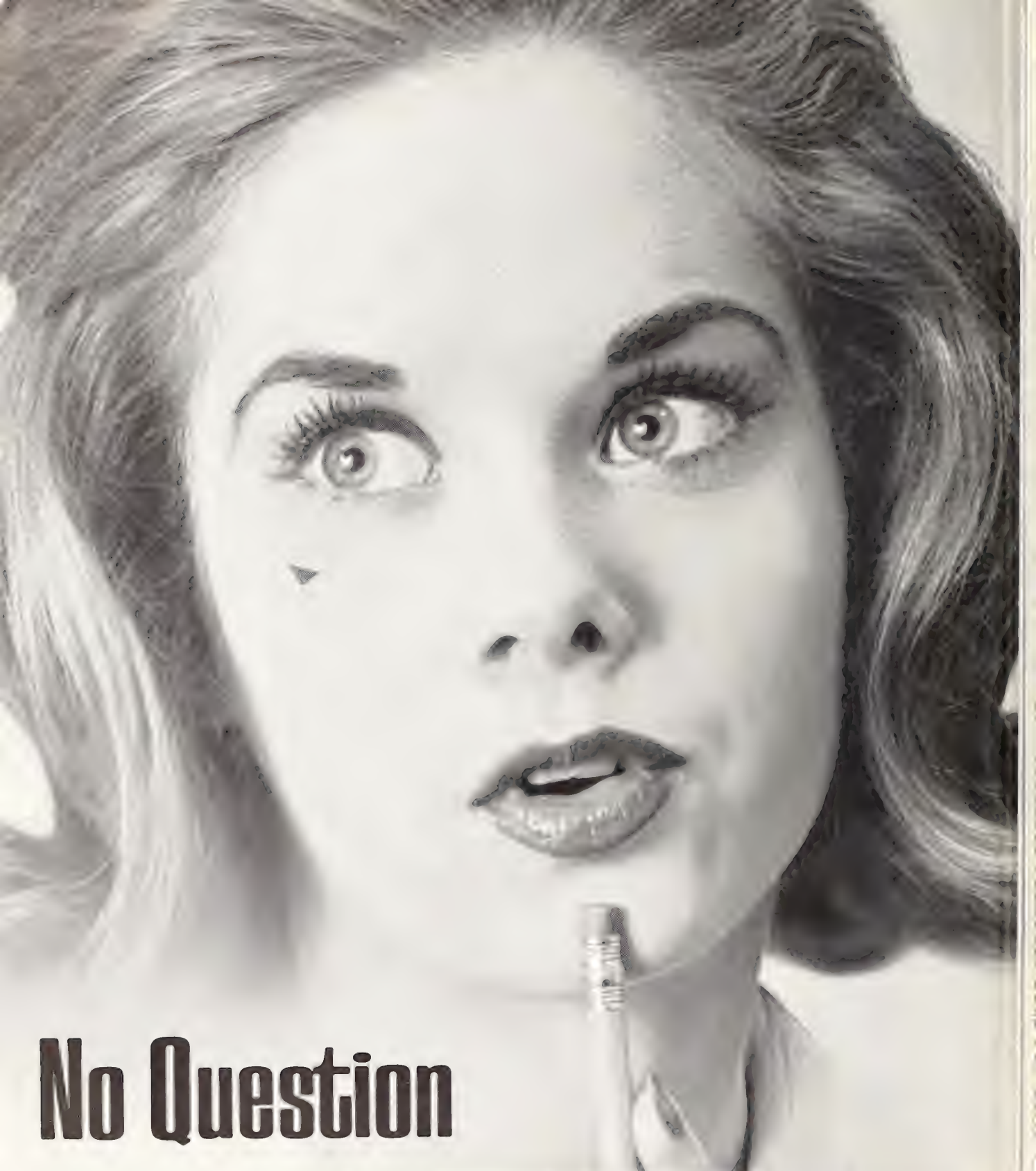
WAST-TV	Albany-Schenectady-Troy	ABC
WWJ-TV	Detroit	NBC
WZZM-TV	Grand Rapids-Kalamazoo-Muskegon	ABC
WPIX-TV	New York	IND
WSTV-TV	Steubenville-Wheeling	CBS-ABC
WNYS-TV	Syracuse	ABC
WCSC-TV	Charleston, S.C.	CBS
WIS-TV	Columbia, S.C.	NBC
WLOS-TV	Greenville, Asheville, Spartanburg	ABC
WFGA-TV	Jacksonville	NBC
WTVJ	Miami	CBS
WSFA-TV	Montgomery	NBC-ABC
WSIX-TV	Nashville	ABC
WDBJ-TV	Roanoke	CBS
WSJS-TV	Winston-Salem - Greensboro	NBC

MIDWEST-SOUTHWEST

WCIA-TV	Champaign-Urbana	CBS
WOC-TV	Des Moines	NBC
WHO-TV	Des Moines	NBC
WDBM-TV	Duluth-Superior	NBC
WDAY-TV	Fargo	NBC
WISC-TV	Madison, Wis.	CBS
WCCO-TV	Minneapolis-St. Paul	CBS
WMBD-TV	Peoria	CBS
KPLR-TV	St. Louis	IND
KFDM-TV	Braunton	CBS
KRIS-TV	Corpus Christi	NBC
WBAP-TV	Fort Worth-Dallas	NBC
KENS-TV	San Antonio	CBS

MOUNTAIN AND WEST

KVOS-TV	Bellingham (Vancouver-Victoria)	CBS
KBOI-TV	Boise	CBS
KBTU	Denver	ABC
KGMB-TV	Honolulu	CBS
KMAU-KHBC-TV	Hawaii	
KTLA	Los Angeles	IND
KSL-TV	Salt Lake City	CBS
KRON-TV	San Francisco	NBC
KIRO-TV	Seattle-Tacoma	CBS



No Question

When it comes to influencing buying decisions WSJS Television aims your message at more buying prospects in North Carolina. Why? Because its big Golden Triangle Market is North Carolina's No. 1 in population.



NO. 1 MARKET IN THE NO. 12 STATE

WSJS
TELEVISION 

WINSTON-SALEM / GREENSBORO / HIGH POINT

Represented by Peters, Griffin, Woodward

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

SEPTEMBER

Sept. 8-11—Western Association of Broadcasters annual meeting, Jasper Park Lodge, Jasper, Alberta, Canada.

Sept. 9—ABC Radio regional affiliate meetings start in San Francisco at Fairmont hotel. Business meeting at 10 a.m., followed by buffet luncheon at 5 p.m.

Sept. 9—Effective date of new instructional television service using 31 channels in 2500-2690 mc band.

Sept. 9-12—New York Premium Show, New York Coliseum.

Sept. 10—Hollywood Press Club dinner meeting, 6:30 p.m., Hollywood Roosevelt. "The New Television Season" will be discussed by Lucille Ball, Desilu; Bill Dozier, Screen Gems; Norm Felton, MGM-TV; Roy Huggins, Revue; Tom McDermott, Four Star; David Wolper, Wolper Productions.

Sept. 10—Premium advertising conference of the Premium Advertising Association of America, New York Coliseum.

Sept. 10-12—Fall meeting of Electronic Industries Association, Biltmore hotel, New York City.

Sept. 10-15—New York Hi Fidelity Music Show, New York Trade Show Building, 35th St. and Eighth Ave.

Sept. 11—ABC Radio regional affiliate meeting, Sheraton-Chicago hotel in Chicago. Business meeting at 10 a.m., buffet luncheon at 12:30 and reception at 5 p.m.

Sept. 11-14—Fifteenth annual fall convention of the Michigan Association of Broadcasters, Hidden Valley, Gaylord, Mich. Panelists on advertising restrictions and on the ratings controversy include Dwight Reed, H-R Representatives; John Phillips, Marathon Oil Co.; William Wyatt, A. C. Nielsen Co.; Dr. Seymour Banks, Leo Burnett Co.; Robert Dearth, Kenyon & Eckhardt. Speakers include Paul B. Comstock, VP for government relations of National Association of Broadcasters.

*Sept. 11-14—Eighteenth international conference and workshop of Radio-Television News Directors Association, Radisson hotel, Minneapolis. Speakers include Ted Koop, vice president of CBS Inc.; Robert Hurleigh, president of Mutual Broadcasting System; and Sol Taishoff, editor-publisher of BROADCASTING Magazine.

Sept. 12—Luncheon meeting, Federal Communications Bar Association. FCC Commissioner Lee Loewinger, speaker. National Press Club, Washington.

*Sept. 12—Fall meeting of the Los Angeles Advertising Women, Gold Room, Chapman Park hotel.

Sept. 13—ABC Radio regional affiliate meeting, Fontainebleau motel in New Orleans. Business meeting at 10 a.m., buffet luncheon at 12:30 and reception at 5 p.m.

RAB MANAGEMENT CONFERENCES

Sept. 9-10—The Homestead, Hot Springs, Va.; Sept. 12-13, The Hilton Inn, airport, Atlanta.

Sept. 16-17—The Holiday Inn-Central, Dallas.

Sept. 23-24—Gideon-Putnam, Saratoga Springs, N. Y.

Sept. 30-Oct. 1—O'Hare Inn, airport, Chicago; Oct. 3-4, Rickey's Hyatt House hotel, Palo Alto, Calif.; Oct. 7-8, Town House Motor hotel, Omaha.

Oct. 14-15—The Executive Inn, Detroit, Mich.

Sept. 13-14—New York State Broadcast Institute, for high school juniors and seniors, at Ithaca College, Ithaca, N. Y. The institute is designed to acquaint high school students with the opportunities in broadcasting and allied fields. Guest speakers include Donald H. McGannon, president of Westinghouse Broadcasting Co. (Group W); Robert Earl, moderator of General Electric College Bowl; Paul Adanti, general manager of WHEN-AM-TV Syracuse, N. Y.; William Thompson, general manager of WKRT-AM-FM Cortland, N. Y.; and Edward Kane, news director of WNEF-AM-TV Binghamton, N. Y.

*Sept. 13-15—Southwest regional conference of the American Women in Radio and Television, Sheraton-Lincoln hotel, Houston. Keynote speaker will be Lee Fondren, manager of KLZ-AM-FM Denver. Taking part in a panel discussion on "What's New" in various fields will be Paul Taft, president of Taft Broadcasting Co., Houston; J. C. Kellam, president of LBJ Co. (KTBC-TV Austin); Robert Eastman, president of Robert Eastman Co., New York, and B.W.S. Dodge, director of advertising and marketing for Gulf Oil Co., Houston.

Sept. 13-22—International Radio, Television & Electronics Exhibition (FIRATO) at the R.A.I. Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch television channels.

Sept. 15-16—New York State AP Broadcasters Association, Gran-View motel, Ogdensburg. Don Jamieson, president of the Canadian Association of Broadcasters, will be the speaker at the Sunday evening banquet. Sunday afternoon and Monday morning will be taken up with business sessions, followed by a tour of the St. Lawrence Seaway aboard a United States Coast Guard vessel.

Sept. 15-17—Louisiana Association of Broadcasters convention, Sheraton Charles hotel, New Orleans.

Sept. 16—New deadline for comments on FCC's proposal to control the development of AM and FM radio services.

Sept. 17—ABC Radio regional affiliate meeting, St. Regis hotel in New York. Business meeting at 10 a.m., buffet luncheon at 12:30 and reception at 5 p.m.

Sept. 17—Annual stockholders meeting, Rollins Broadcasting Co., Bank of Delaware building, Wilmington, Del.

Sept. 17-19—American Association of Advertising Agencies' western region meeting, Mark Hopkins hotel, San Francisco.

Sept. 18-20—House Communications and Power Subcommittee to resume public hearing on broadcast editorializing. Broadcasters to testify.

Sept. 19—Meeting of the Tennessee AP Radio-Television Association, Memphis.

Sept. 19—Meeting of the Connecticut AP Broadcasters Association, Waverly Inn, New Haven.

*Sept. 19-20—Fall meeting of the Tennessee Association of Broadcasters, Hotel Peabody, Memphis. Speakers include FCC Commissioner Robert T. Bartley; James C. Hagerty, RCA; Douglas Anello, National Association of Broadcasters; Edmund Bunker, Radio Advertising Bureau; Pete Cash, Television Bureau of Advertising; and Tennessee Governor Frank Clement.

Sept. 20-22—American Women in Radio and Television southern area conference, Columbus, Ga.

Sept. 21—Fall conference and board meeting of the Florida Association of Broadcasters, Grand Bahama hotel, West End, Grand Bahama Island.

Sept. 23-25—Nevada Broadcasters Association

EVERY ACCOUNT

We know of every account on every station in the markets we rep...and we call on them all through the year...not just when a buy is coming up.

Our salesmen visit our stations.

Station Reps

BOB DORE

A S S O C I A T E S

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO

Luxury Living!
Sensible Location!

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close. NOW COMPLETELY AIR CONDITIONED.

In the distinguished world of the

HOTEL New Weston
Madison Ave. at 50th St.
New York • PLAZA 3-4800



World-Famous
NEW WESTON BAR & ENGLISH DINING ROOM

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon...at lunch or dinner.

IN ROCHESTER, N.Y., WE ARE THE...

BIG 10

BIG IN AUDIENCE: The ARB estimate for Feb.-Mar. and May-June, 1963, awards us most "total homes" average, 9:00 a.m. to midnight, Monday through Saturday. (*)

BIG IN NEWS SERVICE: As a Gannett station we take very special pride in producing outstanding local-area newscasts and public service features.

BIG IN PROGRAM PROMOTION: We back our CBS and all programs not only on-air but also with heavy newspaper lineage EVERY week of the year!

A BIG STATION WITH BIG VALUE

WHEC-TV CHANNEL 10
ROCHESTER, N.Y.

A GANNETT STATION • BASIC CBS • REPRESENTED BY H-R

(*)Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate of the true audience.



a smart
addition
to any
newsroom

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:
Oct. 14-15, Statler-Hilton hotel, Hartford, Conn.
Oct. 17-18, Leamington hotel, Minneapolis.
Oct. 21-22, Pittsburgh Hilton hotel, Pittsburgh.
Oct. 24-25, Americana hotel, Miami Beach.
Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.
Nov. 18-19, Texas hotel, Fort Worth.
Nov. 21-22, Cosmopolitan hotel, Denver.
Nov. 25-26, Fairmont hotel, San Francisco.

tion first annual convention, Hotel Sahara, Las Vegas.

*Sept. 24—The Advertising Council's board of directors banquet, St. Francis hotel, San Francisco. Speaker will be Secretary of the Treasury Douglas Dillon.

*Sept. 24—FCC Chairman E. William Henry makes first major address to broadcast industry. Newsmaker luncheon of International Radio & Television Society, Grand Ballroom of Waldorf-Astoria, New York.

Sept. 26-27—Association of National Advertisers' workshop on advertising planning and administration, Nassau Inn, Princeton, N. J. program includes discussion of "Controlling the Cost of TV Commercial Production," led by John Camp of Kraft Foods and William Wesson of Scott Paper, and session on "Financial Aspects of Television Advertising," with Frank J. Harvey of General Foods, Shelby H. Page Sr. of Ogilvy, Benston & Mather, and Harold J. Saz, Ted Bates & Co.

Sept. 26-27—Annual convention of the Minnesota State Broadcasters Association, Leamington hotel, Minneapolis.

Sept. 29-Oct. 2—Eighteenth annual Transportation and Logistics Forum of the National Defense Transportation Association, Chicago. Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, will be presented the association's National Transportation Award.

Sept. 30-Oct. 1—Seventeenth annual convention of the New Jersey Broadcasters Association, Colony motel, Atlantic City, N. J.

Sept. 30-Oct. 4—Georgia Association of Broadcasters' regional meetings (Athens, Rome, Thomaston, Albany, Statesboro) featuring sales clinic with Fred A. Palmer.

OCTOBER

Oct. 1—Advertising Research Foundation's conference, Hotel Commodore, New York.

Oct. 1-2—Tenth annual convention of CBS Radio Affiliates Association, New York Hilton hotel, New York City.

Oct. 3-4—Annual fall convention of Missouri Broadcasters Association, Missouri hotel, Jefferson City.

*Oct. 4-5—Thirteenth annual Broadcast Symposium of the IEEE Professional Technical Group on Broadcasting, Willard hotel, Washington, D. C.

Oct. 4-6—American Women in Radio and Television east-central area conference, Coach House Inn, Milwaukee.

Oct. 4-6—American Women in Radio and Television New England conference, Chatham Bars Inn, Cape Cod, Mass.

Oct. 6-8—Annual convention of the Nebraska Broadcasters Association, Town Park hotel, Scottsbluff. Les Hilliard, president of KOLT Scottsbluff, is convention chairman.

Oct. 7-9—Annual fall meeting of the Kentucky Broadcasters Association, Owensboro



Helpful, competent service and "The Voice With a Smile," whatever your needs may be. Photo shows Mrs. Barbara C. Fandel, a Bell Service Representative, talking to a customer.

"It isn't enough that people should merely accept what we do. Our job is to give them service they positively enjoy. And this is no little challenge. It is a great one."

FREDERICK R. KAPPEL, Chairman of the Board, American Telephone and Telegraph Co.

The challenge is with us every day, in everything we do.

As new speed and efficiency are added, there is an increased obligation for courtesy and the

utmost consideration for the needs and wishes of every one we serve.

We try very hard to make that policy come true.



BELL TELEPHONE SYSTEM

SERVING YOU

SIOUX CITY'S KTIV REACHES HOMES IN Iowa, Nebraska, South Dakota and Minnesota!

KTIV (Channel 4) covers more than just Sioux City, Iowa. SRDS July '63 study shows that KTIV's market includes over 207,000 TV homes (TV Factbook '63—251,100 homes) in a 4-state area! And the 1962 spendable income in this market has grown to 1 $\frac{1}{4}$ billion dollars.

You not only reach, but *score* in this rich market with KTIV! ARB's March '63 study reveals that 11 of Sioux City's top 15 shows are on KTIV. This viewership, plus KTIV's proven sales ability, makes KTIV the 1st choice station for your Siouxland schedule!



National Representative:
George P. Hollingbery

Regional Representatives:
Harry S. Hyett Co.,
Minneapolis
Soderlund Co., Omaha
Eugene F. Gray Co.,
Kansas City, Mo.

WAVE RADIO AND TV
ARE
VARIABLY
EFFECTIVE

LOUISVILLE
BOTH NBC

BOTH REPRESENTED BY THE KATZ AGENCY

(Antique type from the Robinson-Pforzheimer Collection.)

Downtown Motel, Owensboro, Ky. The program begins at 5 p.m. Oct. 7 with a meeting of the board of directors.

Oct. 8-10—International Film Festival, Barbizon Plaza hotel, New York.

*Oct. 9-10—Two-day seminar on Pay-TV, sponsored by the Hollywood Press Club. Registration fee is \$50 and by invitation to the trade only. Further information may be obtained from Bruce Robertson, director of BROADCASTING Magazine's Hollywood office.

*Oct. 10-12—Annual fall conference of Alabama Broadcasters Association, Hotel Stafford, Tuscaloosa. Registration begins 3 p.m. Oct. 10, followed by social hour and meetings of board of directors and past presidents. Part of the program on Oct. 11-12 will be held in the Union Building on campus of University of Alabama, with members attending the Alabama-Florida football game on afternoon of Oct. 12.

Oct. 11-13—American Women in Radio and Television west-central area conference, Holiday Inn South, Des Moines, Iowa.

*Oct. 12-13—Meeting of Missouri Associated Press Radio-TV Association, Arrowhead Lodge, Lake Ozark, Mo.

Oct. 13-18—Second Advanced Advertising Management Course of the Association of National Advertisers, Hotel Moraine-on-the-Lake, Highland Park, Ill. R. P. Campbell, advertising manager for Post division of General Foods Corp., heads the subcommittee which is planning this course.

*Oct. 14-15—Twelfth annual convention of the North Dakota Broadcasters Association, Ray hotel, Dickinson.

Oct. 14-18—Ninety-fourth convention of the Society of Motion Picture and Television Engineers, Somerset hotel, Boston.

Oct. 14-18—Fifteenth annual fall convention of Audio Engineering Society, Barbizon Plaza hotel, New York.

*Oct. 15-17—Ninth Tri-Service Conference on Electromagnetic Compatibility at Museum of Science and Industry, Chicago. Leading scientists will discuss the growing problem of radio frequency interference. Lieutenant General James D. O'Connell (USA-Ret.), director of the joint advisory committee of the Institute of Electrical and Electronic Engineers and the Electronic Industries Association, will give a luncheon address Oct. 15 on "Teamwork in Spectrum Conservation."

Oct. 16—Deadline for reply comments on FCC's rulemaking to control the development of AM and FM radio services.

Oct. 17-18—Annual meeting and election of officers of the Indiana Broadcasters Association, French Lick Sheraton hotel.

Oct. 17-18—American Association of Advertising Agencies (AAAA) central region meeting, Sheraton hotel, Chicago.

Oct. 18—Effective date of FCC rule allowing employment of part-time engineers at certain AM and FM stations. Extended from former date of Aug. 19.

Oct. 18—Meeting of the Alabama AP Broadcasters Association, Birmingham.

Oct. 18—Indiana Associated Press Radio-TV Association, French Lick.

*Oct. 20—Hollywood Museum groundbreaking ceremonies, 2 p.m., at museum site across from the Hollywood Bowl. Loyd Sigmon, KMPC Los Angeles; Walt Disney, Walt Disney Studios; Otto K. Olesen, former postmaster, and Jack L. Warner, Warner Brothers Pictures, are co-chairmen.

Oct. 20-21—Meeting of Texas Association of Broadcasters, Cabana hotel, Dallas.

Oct. 24—Fourth Armed Forces Television Conference, sponsored by U. S. Air Force, Lowry Air Force Base, Denver, Colo. The conference will deal primarily with educational and technical uses of television by

MAXIMUM RESPONSE

—that's advertising efficiency.



WBAL-TV, BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.



PILLARS OF THE COMMUNITY:

mother
(whose arms
is she in tonight?)

Isn't that Mrs. Rod Browning, who has a six-year-old son, Mitchell, and is a member of the Edgar Allan Poe PTA in Houston?

And that cad with the artful eyes—isn't he Bob Magruder, vestryman, husband of charming Patsy, father of three, and salesman-about-Houston?


She is, indeed. And so, indeed, is he.

And the two of them, on KHOU-TV, are playing the leads in "The Importance of Being Earnest" with



such flair that Houston may be pardoned for feeling that there never was a better production of Oscar's play in London or New York.

Gifted amateur theatrical groups have always been a popular part of community life. But, by putting them on the air in prime time, CORINTHIAN stations bring them to the whole community. In doing so, they build a warm, valuable rapport between station and community.



KHOU-TV
HOUSTON

KOTV
TULSA

KXTV
SACRAMENTO

WANE-TV
FORT WAYNE

WISH-TV
INDIANAPOLIS

WANE-AM
FORT WAYNE

REPRESENTED BY H-R

THE CORINTHIAN STATIONS
RESPONSIBILITY IN BROADCASTING

LOS ANGELES (and advertisers) LIKE US BECAUSE...

*we keep Los Angeles
informed with 3 full
hours of news twice
daily (6 to 9 am-4 to 7
pm) plus 15 minutes
of news every hour
on the hour.*

*As a result, advertisers
like us because they
know that an informed
audience is the buying
audience.*

Represented Nationally
by the Katz Agency

KABC

conversation
RADIO 79

AN ABC OWNED RADIO STATION

the military services. A trip to the Air Force Academy's closed-circuit television installation is also planned.

*Oct. 24-26—Meeting of the Mutual Advertising Agency Network, Palmer House, Chicago.

Oct. 25-27—American Women in Radio and Television board of directors meeting, Mayo hotel, Tulsa, Okla.

Oct. 28-30—National Electronics Conference, McCormick Place, Chicago.

Oct. 28-30—Third annual meeting, Institute of Broadcasting Financial Management, New York Hilton at Rockefeller Center. Speakers include Pete Cash, president of the Television Bureau of Advertising, "Television Today and Tomorrow;" Edmund Bunker, president of the Radio Advertising Bureau, "Radio Today and Tomorrow;" Robert Kingston, partner in Ernst and Ernst, New York, "Internal Control;" and Warde Ogden, partner in Price Waterhouse & Co., New York, "Broadcasting Accounting—New Theory and Practices."

*Oct. 30—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. John Crichton, president of the American Association of Advertising Agencies, is speaker.

Oct. 31-Nov. 1—Electron Devices Meeting of the Institute of Electrical and Electronics Engineers, Sheraton Park hotel, Washington, D. C. Speakers include John Hornbeck, formerly of Bell Telephone Labs and now president of Bellcom Inc., "Electron Devices for Space Applications;" Victor H. Grinich, Fairchild Semiconductors, "Why Field Effect Transistors?" and Lester F. Eastman, Cornell University, "Super Power Microwave Tubes." Program chairman for the meeting is Mason A. Clark, Hewlett-Packard Associates, Palo Alto, Calif.

NOVEMBER

Nov. 1-2—Oregon Association of Broadcasters convention, Hilton hotel, Portland. Featured speaker will be FCC Commissioner Lee Loevinger.

Nov. 1-2—WSM's Grand Ole Opry 38th anniversary celebration, Nashville, Tenn.

Nov. 4-5—Central Canadian Broadcasters Association management and engineering convention, Royal York hotel, Toronto.

Nov. 6-7—American Association of Advertising Agencies (AAAA) eastern annual meeting, Waldorf-Astoria, New York.

Nov. 6-9—National convention of Sigma Delta Chi, professional journalistic society, Golden Triangle Motel, Norfolk, Va. Keynote speaker will be Barry Bingham, editor and publisher of the *Louisville Courier-Journal & Times*. Other speakers include Dr. Glenn Seaborg, chairman of the Atomic Energy Commission; Turner Catledge, managing editor of the *New York Times*; Blair Clark, vice president and general manager of CBS News; Palmer Hoyt, publisher of the *Denver Post*; Walter Cronkite, CBS news correspondent; Gardner Cowles, publisher of the *Des Moines Register & Tribune* and *Look Magazine*; and Charles Ferguson, senior editor of *Reader's Digest*.

*Nov. 7-9—Annual fall meeting of the Washington State Association of Broadcasters, Ridpath hotel, Spokane.

Nov. 10-12—ACRTEF Convention, Quebec City, Canada.

Nov. 10-13—Annual meeting of the Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 16—Second annual Wyoming Associated Press Broadcast News Clinic, Gladstone hotel, Casper, Wyo.

Nov. 17-20—National Association of Educational Broadcasters national convention, Hotel Schroeder, Milwaukee, Wis. Banquet speaker is FCC Chairman E. William Henry.

Nov. 17-20—Broadcasters Promotion Association annual convention, Jack Tar hotel, San Francisco. Joseph P. Constantino,

KTVU(TV) Oakland-San Francisco, is convention general chairman.

*Feb. 8-16—International TV and Equipment Market, Lyons, France.

Nov. 19-21—Television Bureau of Advertising holds its annual membership meeting, Sheraton-Blackstone hotel, Chicago.

Nov. 20—American Association of Advertising Agencies (AAAA) east-central region meeting, Statler Hilton, Cleveland.

Nov. 22—National Academy of Television Arts and Sciences, New York chapter, holds "Close-Up" dinner and show lampooning comedian Jackie Gleason. Hilton hotel, New York.

Nov. 22-23—Combined meeting of Wisconsin Associated Press newspaper and broadcasting members, Milwaukee.

DECEMBER

Dec. 3-5—Winter conference of Electronic Industries Association, Statler-Hilton hotel, Los Angeles.

Dec. 5-6—Fourteenth conference of the Professional Technical Group on Vehicular Communications, Adolphus hotel, Dallas.

Dec. 6—Association of National Advertisers' workshop on planning and evaluation, The Plaza, New York City.

JANUARY 1964

*Jan. 8—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. News analysis and forecast by a panel of Chet Huntley, Walter Cronkite and Ron Cochran.

Jan. 21-23—National Religious Broadcasters convention, Mayflower hotel, Washington.

Jan. 21-23—Nineteenth annual Georgia Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens.

Jan. 24-26—Mid-winter convention of the Advertising Association of the West, Bakersfield, Calif.

Jan. 24-26—American Women in Radio and Television board of directors meeting, New York Hilton hotel.

FEBRUARY

*Feb. 5—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. National Association of Broadcasters President LeRoy Collins is speaker.

Feb. 5-7—National Winter Convention on Military Electronics, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.

Feb. 26-28—Ninth Scintillation and Semiconductor Counter Symposium, under the sponsorship of the Institute of Electrical and Electronics Engineers, the Atomic Energy Commission, and the National Bureau of Standards, Hotel Shoreham, Washington, D. C. Program committee chairman is W. A. Higinbotham, Brookhaven National Laboratory, Upton, L. I., N. Y. The deadline for abstracts is Dec. 1.

MARCH

*March 23-26—International convention of the Institute of Electrical and Electronics Engineers, New York Hilton hotel and New York Coliseum, New York City.

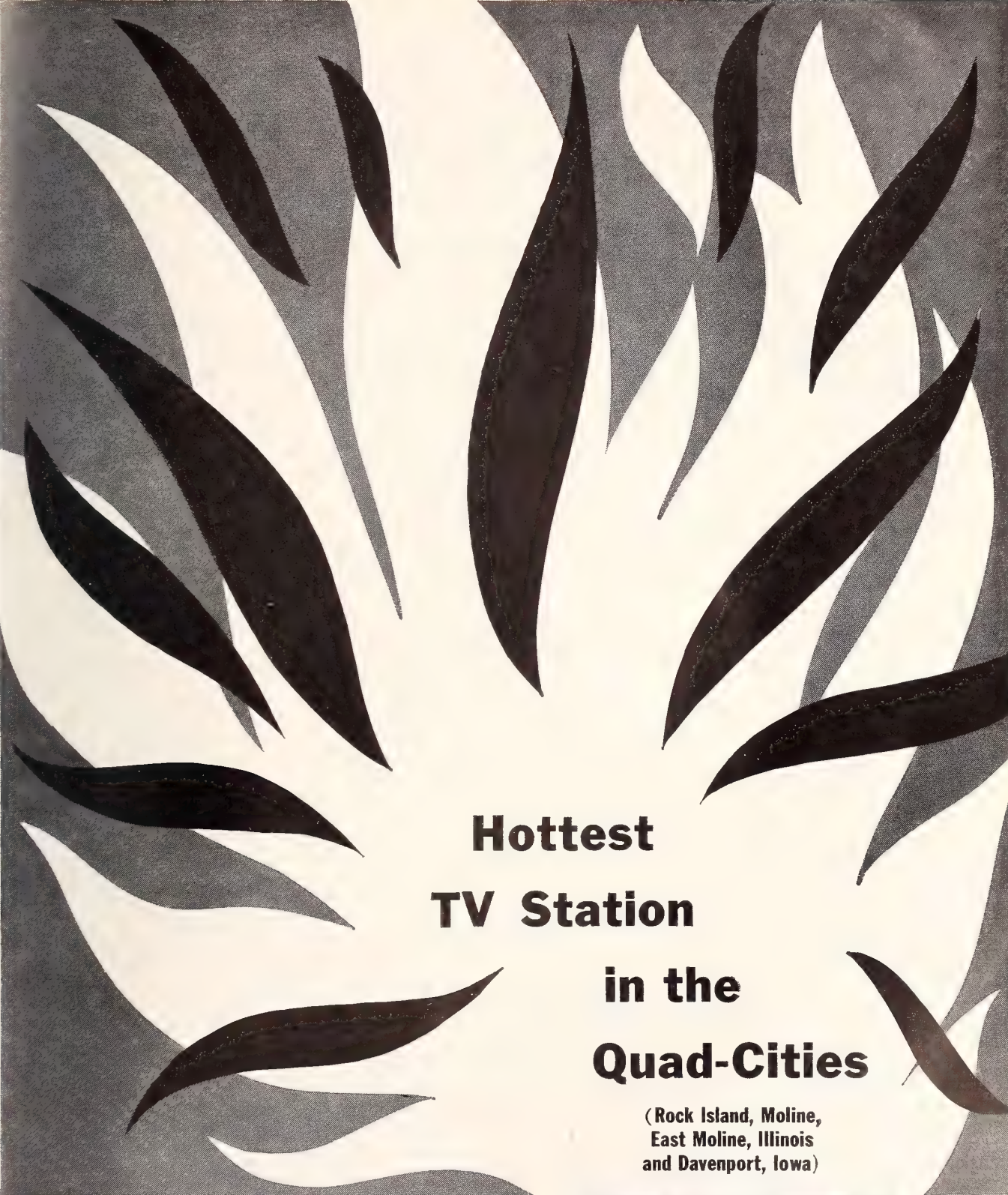
APRIL

April 5-8—Annual convention of the National Association of Broadcasters, Conrad Hilton hotel, Chicago.

*April 13—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. Robert Moses, president of New York World's Fair 1964-1965 Corp., is speaker.

April 30-May 3—Thirteenth annual convention of the American Women in Radio and Television, Mayo hotel, Tulsa, Okla.

BROADCASTING, September 9, 1963



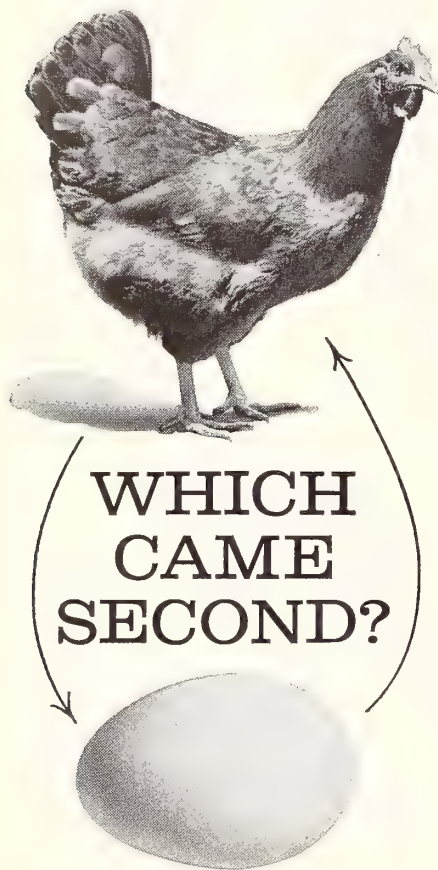
Hottest TV Station in the Quad-Cities

**(Rock Island, Moline,
East Moline, Illinois
and Davenport, Iowa)**

We're burning all the old record books for business activity. Availabilities have been nearly SRO for first half of 1963. Reasons for our banner year: (1) audience knowledge that Channel 4 is WORTH WATCHING! (2) outstanding sales results for local and national advertisers (3) affiliation with CBS, a scorching good network. One more item: the Quad-Cities market. No cold potato, this one! Employment has just hit a new ten-year high, and business is terrific. Call Avery-Knodel, or Maurice Corken at WHBF-TV, Rock Island, Illinois.



**Nothing like it
in broadcasting—
anywhere, anytime,
anyhow!**



They still don't know the answer at Everybody's Farm, but they have all the other answers for farmers.

Everybody's Farm is a 385-acre farm operated by clear-channel WLW Radio. A fountainhead of information for one of the most important agricultural areas in the country. Most of the WLW farm programs originate right there. No wonder WLW was chosen as the outstanding farm station by the American Farm Bureau.

Everybody's Farm is one of the reasons why WLW is among the most heard, most talked about stations in the United States.

CROSLY COLOR TV NETWORK

WLW-T Television Cincinnati	WLW-D Television Dayton	WLW-C Television Columbus	WLW-I Television Indianapolis
--	--------------------------------------	--	--

WLW Radio—Nation's Highest Fidelity Radio Station

CROSLY BROADCASTING CORPORATION
a subsidiary of **Arco**

OPEN MIKE ^R

Excellent story

EDITOR: . . . we greatly appreciated the excellent story on our "quick cut" commercials produced for United Federal Savings of Des Moines (BROADCASTING, July 29).—*Edward LaGrave Jr., LaGrave Advertising Agency, Des Moines, Iowa.*

'Futility' or 'hypocrisy'?

EDITOR: In your editorial "Up in smoke" (BROADCASTING, Aug. 12) you succumb to faulty thinking when you state that tobacco companies attempt to "articulate an impossible policy" when they try to appeal only to adult smokers.

There is another way to look at the matter. The companies could stop using copy that is obviously directed toward youth, as is the example cited. The fact that the word "adult" is used while actually plugging for young people is nothing more than sheer blather. In another day it would have been called "hypocrisy." Today it may be called "futility" but it is still hypocrisy.

For some BROADCASTING readers, cigarettes may not yet be proved guilty of causing health problems, as asserted by the editorial. But not for those who have checked with their doctors recently. The answer is clear to the vast majority of physicians around the world. That answer provides good reason why the tobacco companies should run scared.—*Herbert Ford, public relations director, Southern California Conference of Seventh Day Adventists, Glendale, Calif.*

Congratulations . . . but

EDITOR: A bus transfer advertising project (BROADCASTING, Aug. 19) along similar lines has been gestating in the files of CBS for some eight years. It was originated by the undersigned and turned over legally to CBS for an honorarium. I am not at liberty to give the details as I surrendered all rights, forever. But the CBS legal department is in a position to confirm the foregoing. WGN Inc. is to be congratulated, but it is not the originator of the plan.—*Leonard Traube, administrator, corporate projects, NBC, New York.*

[The story stated that transfer advertising was not new and had been a practice in foreign countries for some time.]

A real 'zinger'

EDITOR: From a grass roots up and at 'em talk on local radio at a Kiwanis meeting in a small Georgia town of 9,000, to originating, organizing and successfully putting on the first Annual National Broadcast Editorial Conference, the Georgia Association of Broadcasters' Jack Williams has "made the

grade" with every broadcaster in the state. Jack not only has outdone every other spokesman in this industry, but he has done so in a manner that, in every case, has paid direct dividends to every member in the GAB. Top this off with the fact that, unlike the high salaried National Association of Broadcasters' executives, Jack Williams literally promotes a large portion of his own income through personal appearances, etc., and you've got a real zinger for radio.

NAB's Mr. Bell may "have the ball" (BROADCASTING, Aug. 26), but if he looks at the scoreboard he may find that, as far as many broadcasters are concerned, the clock is running out . . . NAB is behind . . . and it's fourth down and a hell of a long way to go . . . all uphill! This industry needs organizations and men to promote broadcasting. We do not need to spend time and money promoting an organ of idealistic national strategy that is preoccupied with steering committees, advertising restrictions, sewing circles, etc., all calculated to keep us in suspense.—*Paul Reehling WFPM Fort Valley, Ga.*

Comics need encouragement

EDITOR: Where have all the comics gone? Where will they come from?

The great ones are aging fast: Jimmy Durante, 75; Jack Benny, 70; George Burns, 68; Groucho Marx, 68, and even the young Bob Hope is over 60. In five years, where will they be? Who will be left to carry on the laughmaking? Red Skelton, Jackie Gleason, Phil Silvers, Danny Kaye—all will be over 50.

Where are the new ones? Probably learning their trade at the Gagwriters-Comedy Workshop in New York.

The workshop is not a school. It's a humor exchange. And I think every radio and TV station should try to initiate a comedy development program like that [of] the workshop.

Every city has funny men—laugh-makers, gagwriters—who need training. If properly encouraged they will develop. If not, they will disappear. Encouragement? All they want is to be heard—at least once. If they warrant encouragement, they should be encouraged. If they should be discouraged, discourage them. But radio and television are the training grounds for the future funnymen of America. The other outlets are fast disappearing. Radio and TV are the only outlets that operate seven days a week, that need constant material, that need new faces.

We'd like every radio and television individual who visits New York to attend our Gagwriters-Comedy Workshop meeting, every Tuesday and Thursday at 225 West 46th Street, so they can

"Sounds like
the same old
line to me."

"I could
get you
some good
connections."



Try Television 4 in Jacksonville . . . the right number to connect you with the entire North Florida/South Georgia *regional* market! Some of the best numbers in the book are on WJXT: 42 out of the top 50 breaks . . . 307% more television homes reached outside the metro area, *in addition* to a lead of 17% inside Jacksonville itself. The same old line? Can't be; too many busy signals!

Source: June 1963 ARB, Mon.-Sun., 9 a.m. to Midnight

Represented by TvAR

WJXT



JACKSONVILLE, FLORIDA

POST-NEWSWEEK

STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY

FACTS PROVE CONCLUSIVELY! **KNUZ** IS HOUSTON'S **No. 1 ADULT** AUDIENCE **BUY!**

Here are the latest facts and figures on cost per thousand—

TOTAL ADULT MEN IN MORNING TRAFFIC TIME

delivered by Houston radio stations. K-NUZ again is conclusively Houston's NO. 1 BUY!

MON.-FRI. — 6-9 AM

STATION	COST PER THOUSAND
K-NUZ	\$2.38
Ind. "A"	\$2.63
Net. "A"	\$3.92
Ind. "B"	\$3.86
Ind. "C"	\$6.05

SOURCE:

First Houston LQR-100 Metro Area Pulse, Oct., 1962. Based on schedule of 12 one-minute announcements per week for 13 weeks, from rates published in SRDS, Feb., 1963.



THE KATZ AGENCY INC.
NATIONAL REPRESENTATIVE
IN HOUSTON call
DAVE MORRIS JA 3-2581
KNUZ

examine our viewpoints on comedy development. — *George Q. Lewis, 360 First Avenue, New York 10.*

SESAC replies

EDITOR: SESAC Inc. wishes to point out that it does not own the repertory which it licenses (BROADCASTING, Sept. 3). It merely represents the performance, mechanical and synchronization rights assigned to it by the copyright owners whose music comprises the SESAC repertory. Further, SESAC's repertory is predominately American and only a small part is European.

SESAC does not know what, if any, complaints Mr. Clarence Jones of WQIZ St. George, S. C., has made to the senators and the federal agencies mentioned in your article. SESAC has had no inquiries from anyone or any agency in Washington. However, SESAC would welcome an investigation by any authority and is certain that, if such an investigation should take place, the persons and/or agencies making the investigation will be satisfied that SESAC conducts and has conducted its business for 32 years in an ethical and legal manner.

Concerning Mr. Jones's station, the actual facts are that, after spot monitoring WQIZ and ascertaining that it played, in violation of the copyright law, 17 compositions owned by publishers represented by SESAC, penalties as provided in the copyright law of \$4,250 could be assessed against the outlet. However, rather than employing the legal remedies that were available, SESAC offered Mr. Jones the opportunity of settling his differences with SESAC by the signing of a performance license which totaled \$1,200 for five years. This is the standard rate charged other AM stations similar to WQIZ. SESAC further offered to waive claim to all infringements. Mr. Jones accepted SESAC's offer. SESAC does not believe that this, as Mr. Jones charges, constitutes "tampering" with a federally licensed radio station or causing that station financial hardship.

Contrary to what Mr. Jones said, SESAC is at all times ready and able to provide an accurate index card file of its compositions if and when any interested person visits SESAC's offices at 10 Columbus Circle, New York. Moreover, SESAC will promptly answer all inquiries concerning particular works regarding whether or not such works are in the SESAC repertory. SESAC also publishes a Schedule "A," which is a list of SESAC publisher-affiliates, and will assist anyone in obtaining catalogs from its affiliates.—*John Koschel Jr., assistant to the president, SESAC Inc., 10 Columbus Circle, New York.*

BROADCASTING PUBLICATIONS INC.

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BROADCASTING

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Toronto: 11 Burton Road, Zone 10. Telephone: 416 Hudson 9-2694. CORRESPONDENT: James Montagnes.

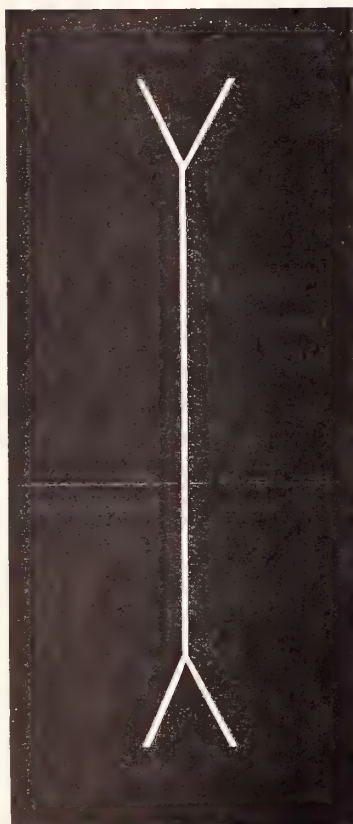
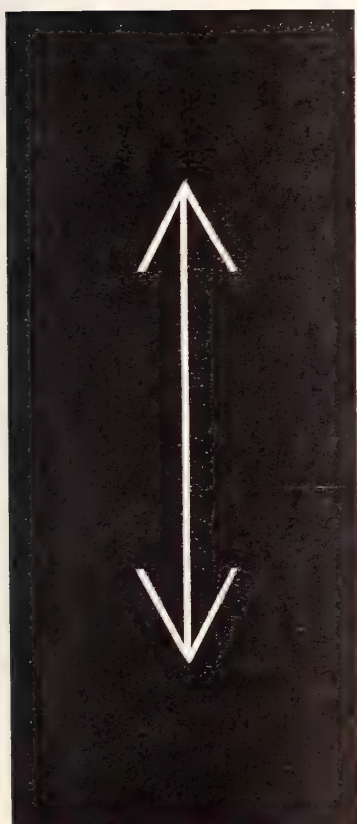
BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

Copyright 1963: Broadcasting Publications Inc.

BROADCASTING, September 9, 1963

The one on the right is Harden; Weaver's left.



Harden is taller than Weaver—but their audience is the same size, which is what counts when you're buying time in Washington.

When radio stopped being furniture, the illusion that it was dead became rife. Harden & Weaver didn't bring radio back double-handedly. But they contributed. Now that radio is a personal companion instead of a piece of furniture, H&W are in there pitching, personal as all get out. In fact, if you're not on H&W, your complete coverage of Washington radio is illusory. An illusion like the two lines illustrated. They're the same length.

WMAL RADIO WASHINGTON, D.C.

630 KC ■ 5,000 POWERFUL WATTS ■ WASHINGTON'S BEST FULLTIME RADIO SIGNAL

Represented Nationally by McGavren-Guild Co., Inc.

The Evening Star Broadcasting Company

Radio's sound worth a thousand pictures?

A picture may be "worth a thousand words," but did you ever think that a "sound" could be "worth a thousand pictures?" Ridiculous? Not necessarily.

During the halcyon days of the radio soap opera, drama and thriller, if you had asked 1,000 listeners to describe the lumberyard office of Ma Perkins or the foreboding confines of the Inner Sanctum, chances are you would get about 1,000 different descriptions of each one.

Imagination Helps ■ To a broadcast advertiser, this imagination of the listener can be one of his most potent resources. It's no earth-shaking secret that people tend to identify themselves with certain situations based on their own past experience to a large degree. Sounds, words or music may suggest a picture to one person with which the next listener could no more identify than he could make that proverbial moon trip under his own steam.

It's also pretty generally accepted that most of us feel more at ease and at home in familiar surroundings than we do in strange ones. We are more prone to believe information given us by a friend than that which we get from a total stranger. These things all work to the advantage of a broadcast advertiser when the listener can put himself in his own "familiar" surroundings via his imagination.

The Unspoken Message ■ In 60 seconds, we surely can't go into any detailed descriptions or lengthy dissertations to "paint" a picture for even one listener, let alone thousands. It would take an hour or more to even begin. However, through the proper selection of music, instruments, artists, sounds and arrangements, a great deal can be accomplished without actually "saying" anything.

A short time ago, the Southern California Broadcasters Association presented the Garland Agency with the "Sunny Sound Award" for a radio jingle produced for one of our clients, the Del E. Webb Corporation. Specifically, it was for "radio commercial excellence, a major contribution to the sunny sound of Southern California Radio." The subject matter was the Del Webb retirement community, Sun City, and with an "edge" like that in this category (sunny sounds), it must have almost put us at the finish line to start with.

The "sunny sound," however, incorporated a number of things we wanted to get across, without using up valuable

words to do it. Right here, let me say that Vick Knight and Bob Bane of Advertunes deserve the kudos for actually producing this spot. They came up with precisely what we wanted and it certainly did the intended job.

Specific Target ■ Since the age limitation alone reduces our primary market to about 23% of the population, it's even more necessary to do a thorough sales job. Because happiness and pleasant associations are basic benefits offered by the particular product involved, this sort of climate had to be transmitted. The spot also had to be tailored specifically to this small segment of the market.

Studies had shown that the Lawrence Welk show was quite popular with this segment of the market. Hence, in order to identify with this and at the same time use a "voice" which is distinctive and well known to our market, the deep bass voice of Larry Hooper was used. Prominently backing the vocalist was a banjo, an instrument commonly associated with "the good old days," barber shop quartets and nickel beer. The tempo was upbeat and "happy." All in all, this "setting" for the actual song lyrics and spoken commercial was designed to recall pleasant memories and situations without specifically stating so through descriptive words and phrases. Judging from the reaction to this spot in the form of traffic and sales, it was pretty much on target.

The Right Climate ■ The ingredients for the proper setting become all the more important when we realize that it's usually unwise to try to make too many different sales points in the actual copy or lyrics. Therefore, the more things we can impart through the overall "climate" of the spot, the better off we'll be—saving those valuable words

for the points which really demand them.

The correct placement of such a message on a station or in programing, which also tends to transmit this same general "climate," can lend even more mileage to the spot wherever this is possible.

The public today is probably more cynical about advertising than it has ever been. Consequently, confidence and believability are more important. Everything which can be done to promote this believability takes us one step closer to a sale, and in the long run gives us that extra impact so vital to a successful campaign.

Certainly, many of the things stated here are not news to most broadcasters or mature agency personnel and advertisers. However, it's often easy to get so deep into a problem that some of radio's most obvious advantages can be overlooked. The advent of television has had something of a tendency to color our thinking about broadcast media in general. A football game on television does not require nearly as much verbal comment as a game on radio only. The point is, when we get used to having a picture displayed before us which requires little or no strain on the imagination, we can begin to forget what a truly powerful force imagination can be.

The obvious advantages of a television picture and its impact on a viewer are undeniable and well recognized. The purpose of this MONDAY MEMO is simply to ask ourselves if we are taking full advantage of the inherent resources of radio when we use it. In the realm of creating a mood or a "climate" on radio, a thought now and then about the way it was done when sounds were the only things broadcast can often put us on the right track.



Ray Barnett is vice president of The Garland Agency and general manager of the Los Angeles office. Before joining Garland, he was with CBS. Prior to that time, Mr. Barnett spent two years with Independent Television Corp. and for five years was associated with The Katz Agency. In addition, Mr. Barnett has had six years experience in local radio, adding weight to his views on that medium. He is a graduate of Arizona University.



It Takes RPM To Move The Goods!

Ratings ...

Programming ...

Merchandising ...



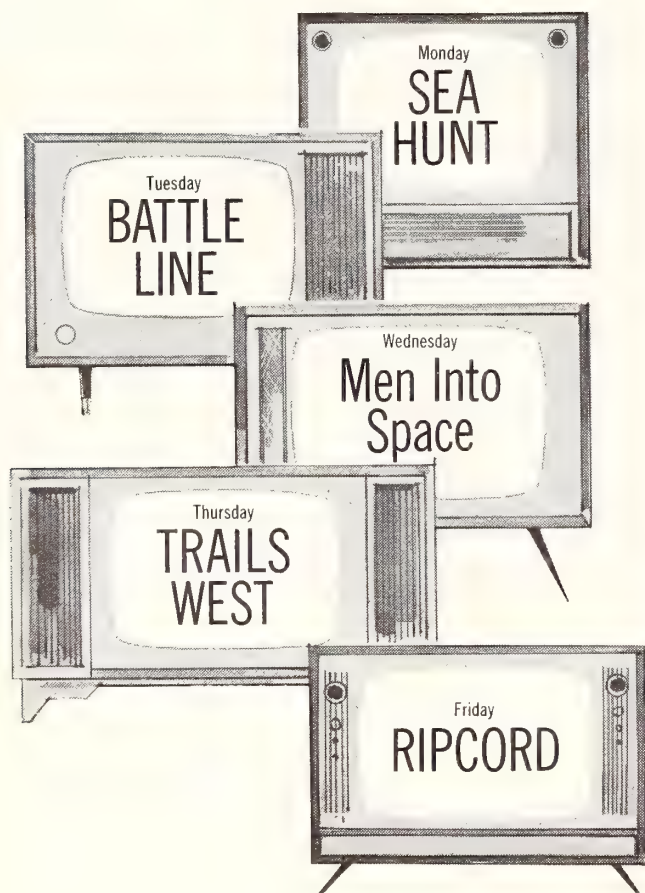
... the three-way push that moves
the goods over WELI's RPM Radio!
Depend on BIG-Buy WELI to
deliver the goods in its rich,
New Haven-centered market!

National Sales: H-R Representatives,
Inc.; Boston: Eckels & Co.

WELI 5 0 0 0
WATTS / THE SOUND OF NEW HAVEN / 960 K.C.

**Sew up these new shows
with *one-minute* spots!**

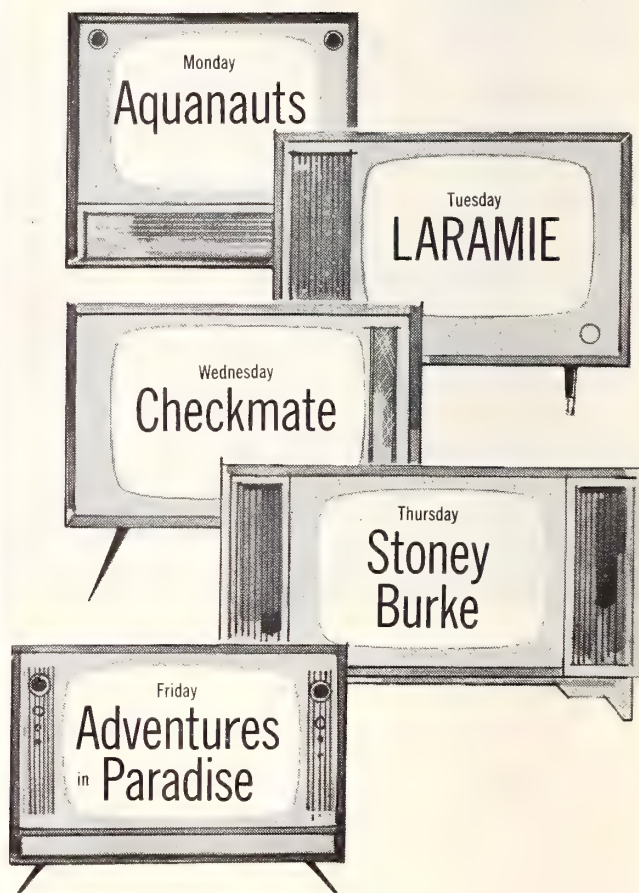
**7—7:30 p.m.
IN FT. WAYNE, INDIANA:**



WKJG-TV

FORT WAYNE **33** NBC

**6:30—7:30 p.m.
IN SOUTH BEND-ELKHART:**



WSJV-TV

SOUTH BEND-
ELKHART **28** ABC

No outside viewing! These are self-contained
UHF markets, reached only by stations from *within*.

CALL **ATS** TODAY!

MEMBER STATIONS OF THE COMMUNICANA GROUP ■ JOHN F. DILLE, JR., PRESIDENT



BROADCASTING, September 9, 1963

FALL TV FORECAST: BRISK BUSINESS

- Eight of ten stations ahead of last September, survey shows
- Representatives agree on fall spot totals, see record for year
- Minutes in prime or fringe time are again in short supply

Television stations appeared almost uniformly last week to be sharing the benefits of exceptionally brisk fall spot TV business.

Almost eight out of every ten stations responding to a BROADCASTING survey said their current spot volume exceeds last September's, and more than nine out of ten said they are at least even with last September.

This September's performance, with less than one station in ten reporting drop-offs from a year ago, was considered unusually strong in view of the high level of business last September. At that time 80% of the respondents said business was up by increments ranging from 4 to 40% over September 1961's (BROADCASTING, Sept. 10, 1962).

A supplemental study among leading station representatives last week found them no less bullish than the stations. Almost without exception, those responding told BROADCASTING their business is up for September and for the year to date—and ought to be up significantly for the full year.

It was emphasized by the reps and evident from the station questionnaires, however, that although most stations are enjoying higher levels of business than last year, this is not a unanimous situation. Sales executives stressed that business always varies from market to market and often from station to station within markets, frequently for no easily accountable reason.

Sometimes there are regional variations. In the current study business seemed especially bustling in the Southwest and West.

Range Of Gains ■ Among stations estimating the extent of current gains, the average was 18% on a range extending from 4 to 45%. Last year it was 15 on the 4-to-40% range.

The 6% who reported current business lagging behind last September's represented a sharp reduction from the 13% who reported drop-offs in last fall's study. The number reporting business holding even with its year-ago levels was up equally sharply, from 7% last September to 18% of this fall's respondents.

Among those reporting a decline, the

number estimating its extent was too low to permit meaningful averages, but the range was for 12 to 20%. A year ago it was from 4 to 30%.

Traced Order Flow ■ The survey, one in a continuing series by BROADCASTING, in effect traced the flow of spot orders that earlier studies had shown to be moving out of agency offices at a pace apt to set new records (BROADCASTING, Aug. 12).

It found a majority of stations not only enjoying gains in current business but also getting fall schedules lined up more quickly and more solidly than usual, and generally expecting their 1963 volume to exceed 1962's.

The survey, like more of its predecessors in the series, found one-minute availabilities in short supply on many stations, particularly in fringe and prime periods. Good 20-second positions were also reported hard to find on some stations, through far less frequently than good 60's.

Advertisers and agencies were said to be continuing to call for 60-second availabilities primarily—often, it appeared, while good 20 and 10-second

positions go begging.

The reports of September gains came from 76% of the station respondents. These were fairly evenly distributed among markets of all sizes, but came a little more heavily from those in the medium-size range. About 80% of the respondents from these markets indicated increases, as against 71% of those in the biggest markets and 75% in the smallest.

Reports of September declines, totaling 6% of all returns, came chiefly from the small and medium-sized markets. Exactly half of the declines were attributed to the arrival of new stations in those markets within the last year. Some of these broadcasters said total spot business in their markets is up, even though their own share is off.

In volunteered comments as well as their percentage estimates, the stations reflected optimism both for the rest of the fall season and for the full year 1963.

One broadcaster said that although his business was lagging a little now, he anticipated a 3% increase in full-year volume. Another, on the crest of a

Will 1963 spot TV total \$808 million?

Spot television sales in September 1963, surpassing in almost every instance those of the same month a year ago, indicate strongly that the medium is heading toward new records for the final three months as well as for the entire year.

A BROADCASTING survey (see story above) showed that eight of ten TV stations have booked more spot sales for September than they had for the same month in 1962. A check of leading station representatives verifies this report. Only 6% of stations replying to the survey reported business behind that of a year ago.

In 1962 the Television Bureau of Advertising reported third-quarter spot television increases of 17% over the previous year, from \$127 million

to \$152 million. In the fourth quarter the increase was 11.2%, from \$178 million to \$198 million.

If 1963 fourth quarter spot TV billings increase as predicted and the total gain equals that of a year ago totals may be expected to be in the neighborhood of \$222 million for the three months.

Spot TV billings for 1962 were \$721 million according to TvB-Rorabaugh reports.

According to BROADCASTING's survey, stations predict a gain of 12% in total spot billings for 1963 over those a year earlier. If this forecast proves accurate spot television billings for 1963 should reach a total of around \$808 million for the entire year.

41% increase in September sales, looked forward to "new records" for the year.

In between these extremes were numerous forecasts of 8, 10, 12, 15 and 25% increases for the year, plus such general descriptions of the outlook as "quite a lot better than last year," "substantially better," "excellent," "hopeful," "slightly better," "good as ever," "greatly improved," "good" and "great."

Early Network Kickoffs ■ Several stations noted that fall spot business is getting underway earlier this year than usual, largely because of the earlier kickoff dates for the TV networks' new fall programming (BROADCASTING, Aug. 12).

"The fourth quarter looks more active at this time than it did a year ago," said one station executive. "The final quarter should be equal to any in previous years. Activity in August seems more rapid-paced than any August to date."

Similarly optimistic reports came

from leading station representation firms. Approximately 95% of those answering the survey anticipated overall gains for the year, and the rest expected to hold even with 1962.

On the average, the companies forecast increases of about 12% in spot TV volume for the year. Individually the predictions ranged from 8% to about 17.5% above 1962 levels.

Their reports on September business also averaged out to about a 12% increase above last September levels, but the range extended from a low of about 7% to a high of 20%.

Like the stations, the reps reported 60-second positions in shortest supply among stations and greatest demand among advertisers, with 20-second availabilities second—but far behind minutes—in both scarcity and demand.

Some reps voiced concern with what they said is a tendency of a number of advertisers and agencies to concentrate 20-second chainbreak purchases on CBS-TV affiliates and to ignore similar

possibilities on ABC-TV and NBC-TV affiliates. They attributed this tendency to CBS-TV's high score in last season's ratings.

In stressing the market-to-market and [station-to-station] nature of billing gains and losses, the reps asserted that local economic conditions, seasonal fluctuations and other factors—some of which have never been clearly defined—can individually and collectively influence station business at any time.

One felt that in reporting gains and losses a distinction should be drawn between older, well established stations and those that are newer and still growing. On his own list, he said, the established stations are averaging about 7 to 10% more business now than a year ago, while the younger, still-growing stations are averaging 20 to 25%.

\$4.5 million toy account goes to D-F-S

Toy manufacturer DeLuxe Reading Corp., a subsidiary of Philadelphia and Reading Corp. and a heavy TV user, last week announced Dancer-Fitzgerald-Sample, New York, as its new advertising agency. Zlowe Co., New York, formerly handled the Elizabeth, N. J., account.

Most of the DeLuxe Reading billing—estimated at about \$4.5 million in 1962—is in television, which D-F-S said last week is again playing an important role in its advertising this year. The appointment of D-F-S becomes effective on Jan. 1, 1964.

The agency noted that DeLuxe Reading will increase its advertising in line with a marketing expansion—previously the toy line had been sold only through food markets but now the company will move into "conventional toy marketing channels."

For D-F-S, the DeLuxe Reading account gain is the third major client acquired in the past few months: Noxzema Chemical Co. (men's line, skin lotion and two new products) and the multimillion dollar Gold Medal Wondra flour line.

Rep appointments . . .

■ WHWH Princeton, N. J., and WMBT Shenandoah, Pa.: Philadelphia Spot Sales as exclusive representative in Philadelphia.

■ WARE Ware, Mass.: Vic Piano Associates, New York, as national representative.

■ KRZY Albuquerque, N. M.; KWFR San Angelo, Tex., and KMOP Tucson, Ariz.: Roger O'Connor Inc., New York, as national representative.

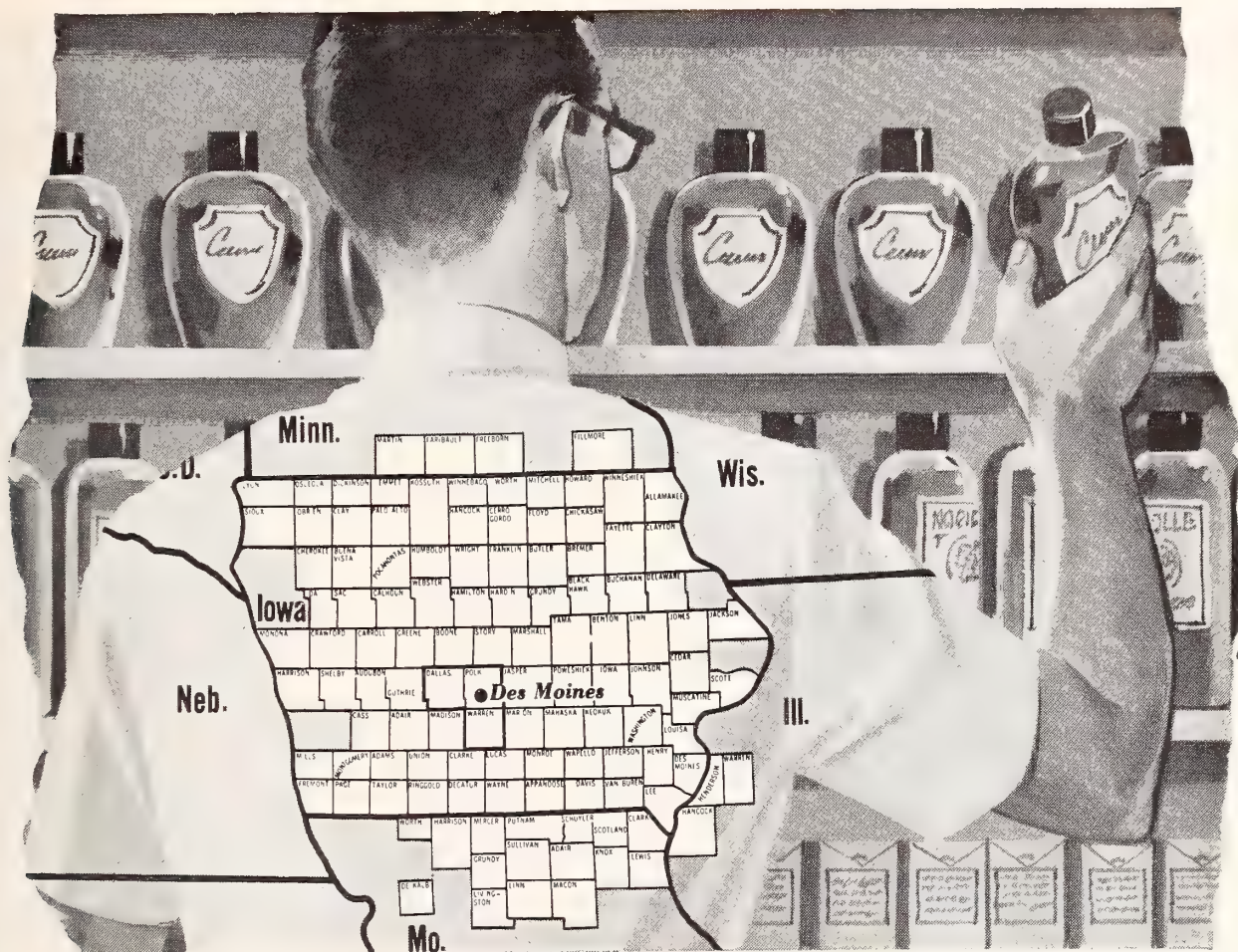
■ WBRY Waterbury, Conn.: Paul H. Raymer, New York, as national representative.



Fall seminar series planned by IRTS

Plans for the International Radio & Television Society's fall Time Buying and Selling Seminar series have been formulated by committee members, shown here meeting on the Hudson River aboard the yacht "Encore." The first seminar is tentatively scheduled for Oct. 29 and the 5:30-7 p.m. sessions will continue for eight weeks. The committee is led by "Encore's" owner/skipper, Al B. Petgen (extreme left, back row), director of client relations, American Research Bureau. Other committee members are (l-r, back row): Erwin Ephron, IRTS's board adviser to the TB&SS committee and

director of press relations, A. C. Nielsen Co.; William McDonald, account executive, A. C. Nielsen Co.; Miss Helen Davis, media supervisor, J. Walter Thompson Co.; Miss Clara Stokes, administrative assistant, American Research Bureau. Front row (l-r): Sam Schneider, WLW Cincinnati sales manager, eastern division, Crosley Broadcasting Corp.; Harold Medén, Franznick-Medén Inc.; Stanley Newman, vice president and director of media, Hicks & Greist Inc.; Lionel Shane, account executive, Harrington, Righter & Parsons; Martin Mills, director research, promotion, The Meeker Co.



ALL 8 IOWA METRO AREAS, COMBINED, account for only 59.1% of DRUG SALES in "Iowa Plus"

It's entirely possible that 100% of your actual shipments into "Iowa Plus" are made to distributors in Iowa's 8 metro areas — but don't forget that these 8 areas, *combined*, account for only 59.1% of consumers' drug purchases in these 117 counties.*

The Des Moines metro area, for example, accounts for 16.9% of retail drug sales. This is of course important, but it leaves 42.2% to be divided among 7 other metro areas — and another 40.9% from outside any Iowa metro area!*

WHO Radio covers 5 of Iowa's 8 metro areas — covers 808,480 radio homes in "Iowa Plus" — has *daily* listenership in 239,000 homes (more than all five other radio stations in Des Moines combined, far more than any other station in the state).**

In fact, only 22 other radio markets in America contain more people than WHO Radio's NCS '61. Ask PGW for all the spectacular facts.

*These figures are for Sales Management's newly-defined and frequently larger metro areas, as found in the 1963 Survey of Buying Power Issue.

**NCS '61, updated by SRDS, '62

WHO RADIO

for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., National Representatives

RAB conferences have new look

FCC OR GOVERNMENT OBSERVERS WILL BE AT EACH SESSION

This year's Radio Advertising Bureau management conferences—the first is to be held today (Monday) at The Homestead in Hot Springs, Va.—contain at least three departures from the format used in the eight years the annual meetings have run.

One of these features is the presence at most conferences of an FCC commissioner or other government official as an invited observer (CLOSED CIRCUIT, Sept. 2, Aug. 5). FCC Commissioner Kenneth A. Cox is expected to attend today's opener. Also expected is Charles A. Sweeny, of the Federal Trade

noted that advance registration to the series of eight management conferences was running 25% ahead of last year.

The conferences are held for the information of top station management on sales and operating trends as well as other workshop ideas of economic value. Subjects covered will range from automation to sales incentive plans, including case histories.

Agency Talks ■ From agency executives RAB expects conferees will learn what individual radio stations can do to help agencies use radio in a better way and what station managers should know

pected to describe the limitations on the use of ratings and explain how radio stations can properly qualify the use of ratings in selling time.

On two later programs, E. L. Richardson, former staff attorney and investigator for the House Special Subcommittee on Investigations, is expected to pinpoint his talk on what station managers can do to check the validity of radio audience measurements until the time that an industry audit of ratings is available.

RAB officials said that current plans are to tape Mr. Sweeny's and Mr. Richardson's talks for probable playback at conferences where the officials are not on the program.

Workshop sessions will be conducted for RAB by Mr. Bunker and Miles David, administrative vice president; Robert H. Alter, vice president and director of national sales; Richard Chalmers, director of member development, and Keith Trantow, director of member service.

Speakers and observers at the RAB management conferences other than today's:

Burke Dowling Adams, president of the agency of that name, is the speaker, and Rosel H. Hyde of the FCC, the observer, at the Sept. 12-13 conference at the Hilton Inn, Atlanta. Clay Stephenson, president of the agency bearing his name, and Mr. Richardson are the top-line speakers and FCC's Robert T. Bartley, the observer, listed for Sept. 16-17 at the Holiday Inn-Central in Dallas.

Leslie D. Farnath, vice president, media, N. W. Ayer & Sons, will speak, and Frederick W. Ford of the FCC, will be the observer, at the Sept. 23-24 Saratoga Springs, N. Y., meeting at the Gideon-Putnam. The Chicago meeting on Sept. 30-Oct. 1 has Mr. Richardson speaking, and Representative William Springer (R-Ill.), member of the House investigations subcommittee, observing.

Walter Guild, president of Guild, Bascom & Bonfigli, will speak, and FCC's Lee Loevinger will observe, at the Oct. 3-4 meeting at Rickey's Hyatt House hotel in Palo Alto, Calif. Set for the Oct. 7-8 Town House motor hotel meeting in Omaha is William L. Sanborn, president of Winius-Brandon, as the speaker, but no government observer is listed.

Kenneth G. Manuel, president of D. P. Brother, is speaker, and Robert E. Lee of the FCC, is the observer at the Oct. 14-15 Executive Inn meeting in Detroit.



Radio Advertising Bureau officials as they prepared for the fall circuit (l to r): Richard Chalmers, director of member development; Keith Trantow, director of member service; Robert H. Alter, vice president and director of national sales; Miles David, administrative vice president, and Edmund

C. Bunker, president. The series of meetings will offer a number of innovations this year. Among these were scheduled appearances of FCC commissioners or other government officials in the role of observers and talks at the meetings by advertising agency executives.

Commission staff, speaking on the "Use of Ratings in Selling Radio."

A third innovation is talks on radio slated at most meetings by top advertising agency executives. Henry Renfro, vice president and radio-TV media director of D'Arcy Advertising, St. Louis, is scheduled to appear at today's conference.

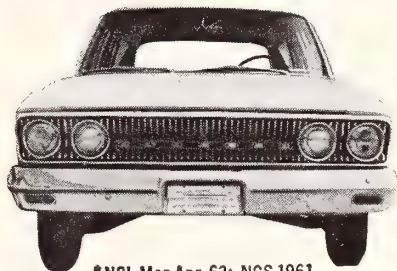
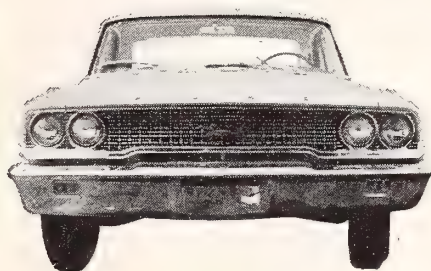
Edmund C. Bunker, RAB president,

about agency attitudes on radio.

Mr. Bunker said the inclusion of FCC members would not alter the format of the management conferences, and though an observer, the commissioner also would be given an opportunity to make a brief address or participate in the question-and-answer sessions.

Mr. Sweeny, who is chief of the Food and Drug Division of the FTC, is ex-

WSB DELIVERS TWO AUTO MARKETS



*NSI Mar-Apr 63; NCS 1961
**SRDS 1/62 - 1/63

ONE: Each year, Metro Atlanta rolls up \$277,805,000** in retail automotive sales. And WSB dominates with a 35.3% average tune-in share*.

TWO: The 132 counties* covered by WSB roll up \$620,480,000** annually in retail automotive sales.

Buy the one that gives you two . . .

WSB RADIO



Georgia's 50,000 watt clear channel station



NBC affiliate. Associated with WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami.



Trigg-Vaughn signs with PGW

Peters, Griffin, Woodward Inc. became national sales representative for the Trigg-Vaughn Stations, effective Sept. 1. The stations are KITE San Antonio, KROD El Paso, KOSA Odessa-Midland, all Texas; KRNO San Bernardino, Calif. and KHOW Denver.

The announcement of PGW representation for the group was made (l-r) by David G. Scribner, vice president of radio for the Trigg-Vaughn group; H. Preston Peters, president of PGW, and Ray M. Stanfield, vice president of radio, PGW.

Uniform rules sought for liquor advertising

Uniform regulations to correct the "hodge-podge" of conflicting state controls on the advertising of alcoholic beverages in newspapers and magazines were recommended last week by a committee of state liquor control administrators meeting in Washington.

The recommendations of the Joint Committee of States to Study Alcoholic Beverage Laws are very similar to existing regulations, according to Roger V. Laynor, committee chairman. They cover liquor, wine and beer advertising in magazines and newspapers only and are not concerned with radio or TV advertising. Studies of the broadcast media may be undertaken by the committee in the future, Mr. Laynor said.

Charles W. Bryant, former member of the Washington state control board and chief author of last week's report, expressed the hope that most states will adopt the uniform regulations. Five states already have them in force and 11 more are in the process of adopting them, he said.

Uniform regulations are expected to channel more alcoholic beverage adver-

tising into local newspapers, Mr. Bryant said. In 1961, the industry spent \$58.5 million in newspaper advertising. The joint committee is composed of members of two national liquor control associations—the National Conference of State Liquor Administrators and the National Alcoholic Beverage Control Association.

Bolling brochure planned as agency aid

The Bolling Co. said last week it is planning to compile information in brochure form from which advertising agencies can extract data for the programming of automated data processing units.

Edward R. Eadeh, director of sales and research for the station representation firm, said a questionnaire had been designed to facilitate compilation of station and market data after first surveying agencies and determining the data in which agencies are most interested.

G. Richard Swift, president of Bolling's television division, said agencies expected to considerably expand automatic processing of data for selection of media in the future.

CORE says P&G in accord on talent

Procter & Gamble Co., the nation's top TV advertiser, is expected to adopt a stance already assumed by two other big TV spenders, Colgate-Palmolive Co. and Lever Brothers, and start using talent in P&G commercials.

Clarence Funnys, New York area director of the Congress of Racial Equality, last week said that P&G, in response to a CORE letter, said its views on integrated talent in advertising coincided closely with those of CORE. A meeting between CORE and P&G officials is being arranged, he said.

Several weeks ago Lever Brothers unveiled commercials in which a Negro youngster appears, and last week a spokesman for Colgate confirmed reports that two of its commercials—one for Fab and another for Soaky—will utilize Negro talent "in a natural, realistic manner."

To speed up its project, CORE has sent letters to 20 top TV advertisers, including General Foods, P. Lorillard & Co. and Bristol-Myers, inviting them to send a representative to a Sept. 24 meeting in New York with officials of CORE. The purpose is to receive assurance from these companies in "one fell swoop" of a policy of integrated talent utilization, Mr. Funnys said.

\$8 million signed for 'Today-Tonight'

A rapid selling pace at NBC-TV in participations in the network's *Today* and *Tonight* shows has accounted for over \$8 million worth of billings during the month of August.

William F. Storke, director, participating program sales, said last week it had been one of the most active summer months ever for the sales division.

The 15 advertisers contributing to the \$8 million figure were Kitchens of Sara Lee through Foote, Cone & Belding; F&F labs through Lilienfield & Co.; Borg Warner Corp. through Edward H. Weiss, Morton Manufacturing through Lawrence C. Gumbinner; Rexall Drug & Chemical through BBDO; Helena Rubenstein through Ogilvy, Benson & Mather; Cameo Inc. through Shaller-Rubin; Florida Development Commission through Louis Benoit; F. E. Compton & Co. through Tatham-Laird; Duffy-Mott through Sullivan Stauffer, Colwell & Bayles; Eastern Air Lines through Fletcher Richards, Calkins & Holden; Minnesota Mining & Manufacturing through MacManus, John & Adams; American Cyanamid through Dancer-Fitzgerald-Sample; The Glidden Co. through Meldrum & Fewsmith, and Savings & Loan Foundation through McCann-Erickson.

PRICELESS DOCUMENTARIES

(Not for sale, that is)

"The Troubled Waters"

A study of Maryland's water pollution problem, what it is, whence it comes, what to do about it.

"The Tools Of Violence"

A study of the use of weapons, legal and illegal, by those who break the community's peace; how to stop the flood of lethal hardware that complicates the police problem.

"For Kicks . . ."

A study of the causes of juvenile vandalism which, for example, costs a quarter-million dollars annually in public schools alone . . . and a method of combatting it. (The Maryland Legislature likes our recommendation . . . a bill has passed one House.)

"Futures Indefinite"

A study of the high school drop-out and the frustrating future he faces . . . what makes him quit, and a method of encouraging him to continue his education.

**And many, many more . . . produced by the
WMAR-TV Public Affairs Department.**

*. . . We also have some gems which **are** priced for fall campaigns . . . a few . . .*

Pre-Game and Post-Game NFL, NCAA Football

Lee Marvin presents "LAWBREAKER" 8:30 — 9 P.M. Wed.

(Half sponsorship with Dodge Dealers)

~~"Dick Powell Theatre"~~, Late Sun. Eve.

(Sold to Foods International, Inc.)

"Twilight Movie", 4:30 — 5:55 P.M., Mon. thru Fri.

(Participations . . . going fast!)

"Dialing for Dollars", 9:40 — 10 A.M., Mon. thru Fri.

(Participations)

. . . and others. Phone Katz . . . or Call Tony Lang DR. 7-2222.

They'll tell you In Maryland Most People Watch—

WMAR-TV 

Channel 2—Sunpapers Television

Television Park, 6400 York Road, Baltimore 12, Md.

Represented Nationally by THE KATZ AGENCY, INC.

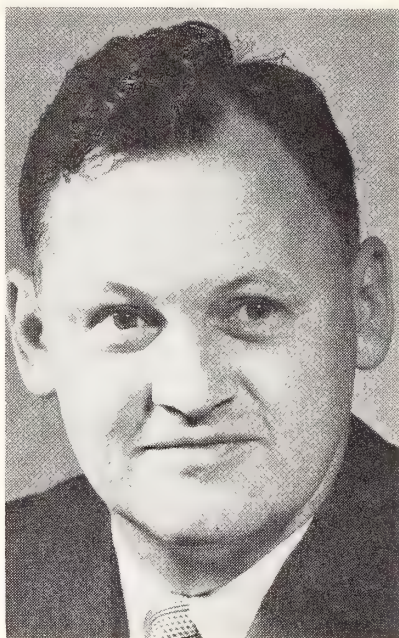
Orange commercials to stress all-juice theme

The Florida Citrus Commission's advertising plans for the new season were virtually completed last week in Lakeland, Fla., as members of the state group gave substantial endorsement to budget, media and copy plans outlined by its agency, Campbell-Ewald, Detroit.

Formal approval on all counts is all but assured at the regular September meeting set for Sept. 11. Last week's session was an advertising committee meeting, though all 12 commissioners sat in.

The orange advertising will have a new look and a new sound when it is kicked off in November, with much of the TV, radio and print message built around a new "O-J" trademark which will serve as a symbol for all pure orange juice products. Steps to copyright the trademark—which includes the words "The Real Thing from Florida"—already have been taken by the commission's attorney.

Ken Jones, creative director for C-E, called the "O-J" symbol the key to the orange ad program and "a highly identifiable way of positioning your product." With a shortage of orange juice due to last winter's destructive freeze, the genuine product is facing sharp competition from various drinks, ades and synthetics, many containing little or no orange juice.



Mr. Jones
Promote the real thing

The proposed budget of nearly \$3.3 million is split pretty much down the middle between print (magazines and supplements) and TV-radio. There is an uncommitted reserve of about \$200,000, and \$500,000 was allocated earlier for the summer-fall campaign now ending, making an overall total of \$4 million for the 1963-64 fiscal year.

Dodge heavy TV spender for new car campaign

Chrysler Corp.'s Dodge is concentrating its pre-announcement consumer campaign in television this year because TV's "live dimensions" make it closest to actually viewing and driving the new cars, it was explained Thursday by A. C. Thomson, Dodge manager of advertising.

The Dodge pre-announcement drive runs for eight days in 50 major markets starting Sept. 12 using 10-second musical teaser spots. One-third of these are in color. Dodge agency is BBDO, Detroit.

Noting that the Dodge public debut date of Sept. 20 marks the car's golden anniversary year, Mr. Thomson said that the teaser drive is concentrated in television because "there is renewed youth and family interest in TV programming after Labor Day."

Dodge also has purchased "the largest scatter-plan of major network television shows we have ever scheduled," Mr. Thomson said, with the program

list spanning the schedules of all three networks. Minute TV spots were bought in top markets for late evening fringe-time exposure last week and the week of Oct. 4 with frequencies running from 15 to 30 a week, he said. The Dodge schedule also includes more than 2,500 daily and weekly newspapers.

CBS Radio issues new rate card

CBS Radio last week announced the mailing of a new rate card (No. 40) to advertisers and their agencies. It is effective Sept. 15.

The new rates, which George J. Arkedis, vice president, network sales, described as nominal upward adjustments in both nighttime and daytime classifications, are the first formal changes in two years. He said current network advertisers would obtain the usual six months' protection.

Mr. Arkedis noted that network "performance" is at an eight-year high, reflecting advertiser recognition of radio's

vast circulation. He also saw the current upward sales trend at CBS Radio continuing into 1964 on the basis of next year's first-quarter sales indications.

In the new change, the daytime period will be extended from 6 p.m. to 6:30 p.m., seven days a week. In the daytime, new rates generally average 7% higher for five minute and two-and-one-half minute units, depending on the number of units purchased weekly and consecutively. On this same basis, nighttime rates generally will be 10% higher.

Simmons plans enlarged selective, mass surveys

W. R. Simmons & Associates Research Inc. reported plans last week for two studies which will measure audiences of network television and magazine readership.

The research firm will prepare studies of selective and mass markets, the latter measuring cumulative audiences of 10 magazines and all daytime and evening TV network programs during January 1964.

The selective market study to be conducted during October of this year will have a sample base increased by 20% over the base used for the most recent Simmons study (BROADCASTING, Aug. 5) to 15,000 individuals in 6,000 households.

Single program and single issue audience measurements will make use of the combined sample of both studies providing a base of 9,000 households and 22,000 interviews.

The Simmons firm reported that over 50 advertisers, agencies and publishers would be subscribing to the reports.

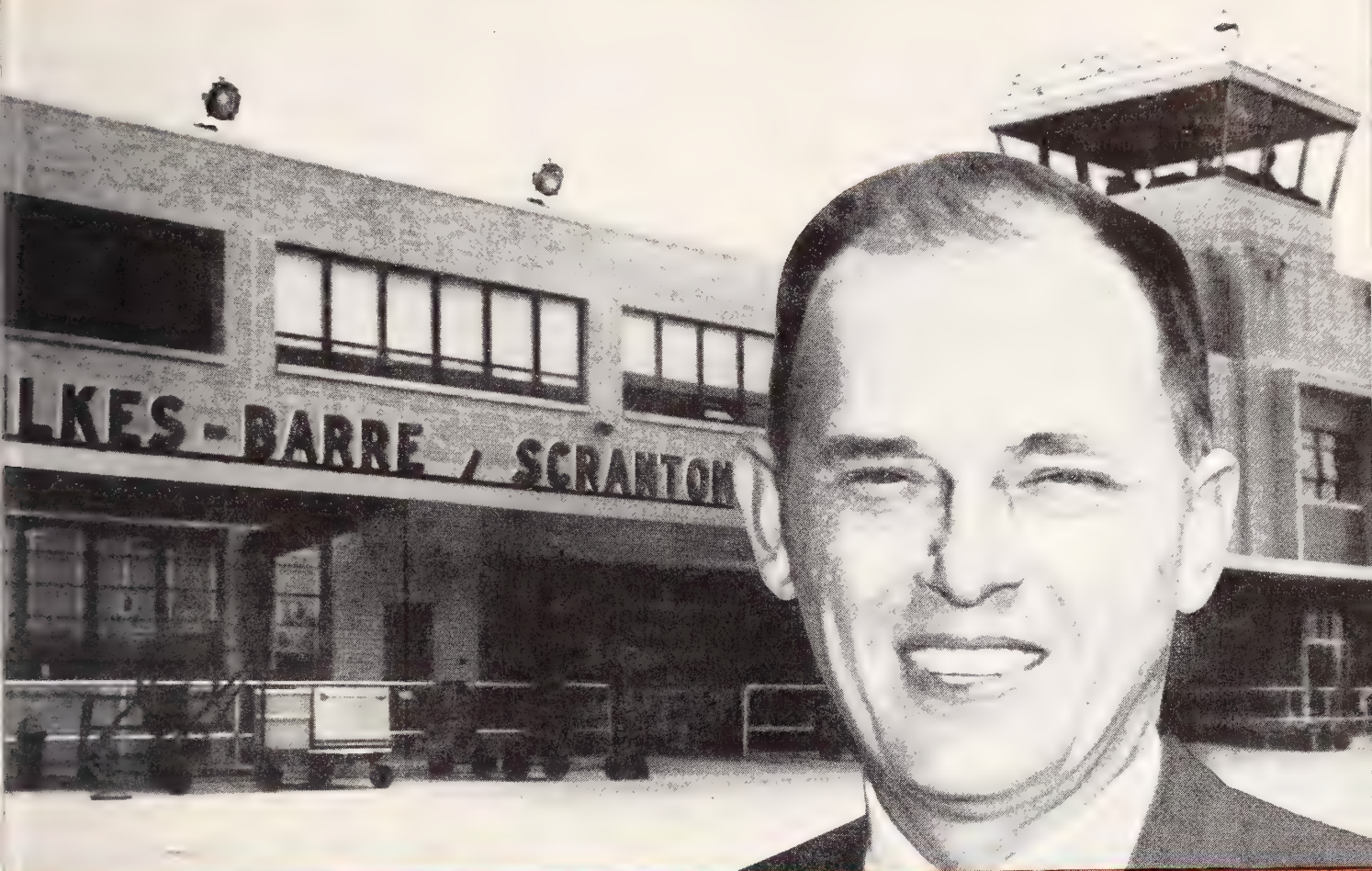
RCA announces its 'biggest' ad campaign

RCA Sales Corp. last week previewed for newsmen in New York its advertising plans for the fall in support of the 1964 RCA Victor line.

RCA officials referred to the campaign as the "biggest" and "most spectacular" not only for RCA but for any segment of the home entertainment products industry preparing for a fall season.

The effort starts Sept. 29 with an RCA Victor Week promotion launched by an eight-page, multi-color, rotogravure insert; network TV (*Walt Disney's Wonderful World of Color* on NBC-TV); spot radio-TV (backed by dealer-distributor co-op advertising), magazines and other national media.

Jack M. Williams, vice president, advertising and sales promotion, said the RCA plans were designed to continue the manufacturer's "extremely favorable



Why WDAU-TV bought Volumes 1, 2, 3, 4, 5 & 7 of Seven Arts' "Films of the 50's"

Says William G. Hunefeld, Jr.:

General Sales Manager WDAU-TV, Scranton-Wilkes Barre, Pa.

"Viewers and sponsors alike expect nothing but the best on WDAU-TV, Scranton-Wilkes Barre, Pa. We bought Volumes 1, 2, 3, 4, 5 & 7 of 'Films of the 50's' because we were *sure* they were top-draw quality with outstanding, consistent features.

WDAU-TV and SEVEN ARTS put the SURE in PLEASURE

judging from audience interest, sponsor reaction and ratings of these 'Money-Makers of the 60's.' We are pleased to welcome these Seven Arts' features to WDAU-TV's other outstanding programming...WDAU-TV...the pleasure station not only in Northeastern Pennsylvania but also in the area including the world's greatest saturation of community antenna television homes. We feel sure the Seven Arts' 'Films of the 50's' will ensure our top-ranking position in the Scranton-Wilkes Barre market."



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

sales rate," particularly in color TV where RCA estimates it is 71% ahead of last year's record color sales.

Among the features to be emphasized in the fall advertising plans is RCA's new base retail price of \$449.95 for a color receiver.

Also shown were several new TV commercials filmed in color at Disneyland Park for RCA's *Disney* show. J. Walter Thompson, New York, is RCA's agency.

ARF plans research study at conference

Audience research will be put into the spotlight again on Oct. 1 when the Advertising Research Foundation holds its ninth annual conference in New York.

A panel on "The Case for Complete Analysis of Audience Services" is scheduled for the morning session along with a review of ARF policy on audience measurement problems, according to program plans announced last week.

The panelists will be James W. Seiler of American Research Bureau; A. C. Nielsen Jr. of A. C. Nielsen Co.; Alfred Politz of Alfred Politz Research; W. R. Simmons of W. R. Simmons and Associates Research, and Phillip W. Wenig of SRDS Data Inc. The moderator will be Thomas H. Dunkerton, Compton Advertising.

Lyndon O. Brown of Dancer-Fitzgerald-Sample, chairman of the ARF board, will make the presentation of ARF policy.

The afternoon session will examine a number of "crucial" advertising research problems, including the question, "Have Computers Lived up to Their Promises for Media Selection?"

Stanley Canter of Ogilvy, Benson & Mather will undertake to answer that question.

The all-day meeting will be held at New York's Hotel Commodore.

TWA buys FM program in five markets

Trans-World Airlines, through Foote, Cone & Belding, has signed for FM program sponsorship in five major markets, Gene Labrie, vice president of the Concert Network, announced in New York last week.

The 55-minute program will run weekly in the markets, Mr. LaBrie who put the sales package together said, adding that the program will have started in all five markets by this week.

Stations are WNCN(FM) New York, WBCN(FM) Boston, WFMT(FM) Chicago, KSFR(FM) San Francisco and KFMU(FM) Los Angeles. The series has been produced for TWA by Stephen Hirsch and Mr. LaBrie is the executive producer. Frank Waldecker is host on the "good music" series.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager.

Alexander Film Co., Colorado Springs.

American Motors (Rambler-new cars), one 60 for TV. Agency: Geyer, Morey, Ballard. Blake Johnson, agency producer.

Mercury Division, Ford Motor Co. (new cars), two 60's for TV. Agency: Kenyon & Eckhardt. Andy Doyle, agency producer.

Pontiac (new cars), one 60 for TV. Agency: MacManus, John & Adams. Ted Allegritti, agency producer.

Delco Division of General Motors (batteries), three 60's for TV. Agency: Campbell-Ewald. Ray Delman, agency producer.

Firestone (tires), one 60 for TV. Agency: Campbell-Ewald. Ray Delman, agency producer.

Keepsake (diamonds), two 30's, two 20's for TV. Agency: Conklin, Labs & Bebee, Syracuse, N.Y. William Conklin, agency producer.

International Shoes (Wesboro, Kingsway, Randcraft shoes), thirty 10's for TV. Agency: Krupnick & Associates, St. Louis.

Cotton Bakeries (bread), six 60's for TV. Agency: W. E. Long Co., Chicago.

Pepper Sound Studios Inc., 2076 Union Avenue, Memphis 4.

Fireside Marshmallow, one 60 for radio (jingle). Larry Muhoberac, production manager.

Agency: John Margo Advertising, Cincinnati. Jim Carter, account executive.

Avion Coach Corp. (mobile homes), one 60 for radio (jingle). Ronnie Tutt, production manager. Agency: Paxson Advertising, Benton Harbor, Mich. Robert Horff, account executive.

Nevada Meats, one 60 for radio (jingle). Ernie Bernhardt, production manager. Direct.

Burger Brewing Co. (beer), two 60's for radio (jingles). Bud Smalley, production manager. Agency: Midland Advertising, Cincinnati. Dick Broshar, account executive.

El Delecto Brand Foods, one 60 for radio (jingle). Joe D'Geralamo, production manager. Placed direct.

Nationwide Safti-Brake Co., one 60 for radio (jingle). Hub Atwood, production manager. Agency: Beckman Koblitz, Inc., Los Angeles. Edward L. Koblitz, account executive.

Fidelity Life & Income Mutual Insurance Co., Benton Harbor, Mich., one 60 for TV (jingle). Vincent Trauth, production manager. Direct.

Raymond Scott Enterprises Inc., 140 West 57th Street, New York 19.

Warner-Lambert Pharmaceutical Co. (Anahist), two 60's for TV (electronic scoring). Charles Barclay, production manager. Agency: Ted Bates. Harry Sosnik and Bob Harris, agency producers.

Dow Chemical Co. (oven cleaner), three 60's for TV (jingles). Agency: MacManus, John & Adams. Joseph Africano, agency producer.

Snozzelle Productions Inc., 155 Fell, San Francisco.

Chrysler Corp. (Simca Division), one 60 and three 20's for TV. Agency: Advertising Associates, San Francisco.

Business briefly . . .

Sam McDaniel & Sons, Bedford, Va. (Bunker Hill meat products), will sponsor *The Arthur Smith Show* on 16 Southern stations. The half-hour folk-music show is produced by Jefferson Productions, Charlotte, N. C. Agency: Cargill, Wilson and Acree, Richmond, Va.

Coca Cola Bottling Co. of Los Angeles (Sugar Free Bubble Up), is currently sponsoring a total of 3,000 commercials on 10 area radio stations and 300 spots on six local television stations. Radio stations carrying from 200 to 500 spots per week each are KABC, KFAC, KFWB, KGBS, KGIL, KHJ, KLAC, KRLA, KMPC and XTRA. TV stations include KABC-TV, KHJ-TV, KNBC, KNXT, KTLA and KTTV. Agency: Honig-Cooper & Harrington.

Also in advertising . . .

Changes name ■ Gradle & Briggs, Encino, Calif., has changed its name to Michael W. Gradle Inc., following the resignation of Carl Briggs.

Radio brochure ■ CBS Radio Spot Sales distributed to media executives at agencies last week copies of a brochure, "Don't Use A 12-Inch Yardstick," which outlines criteria for selecting radio stations as advertising media. It

cites and explains such quantitative factors as ratings, coverage, audience composition, demographic characteristics, time periods and reach and frequency and such qualitative dimensions as the attention value of programs, commercial limits, editorial climate, community stature, and believability.

Opening in Chicago ■ Infoplan, the worldwide public relations affiliate of Interpublic Inc., will open an office in Chicago in September at 318 S. Michigan Boulevard. Infoplan already has offices in New York, San Francisco, Los Angeles, Atlanta, Toronto, Honolulu and in France, England, Italy and Germany.

Grant back in Detroit

Grant Adv., Chicago, has announced the re-establishment of offices in Detroit at 1027 Penobscot Building under the direction of Reginald Dellow who is promoted from vice president-media to executive vice president. Grant closed its Detroit office in 1960.

Agency appointments . . .

■ Merle Norman cosmetics has named Nides Cini Advertising, Los Angeles, to handle all advertising, publicity and public relations on behalf of the 2,000 Merle Norman cosmetics studios throughout the U. S. Network radio is

*QUAD-CITY ARB REPORTS SHOW: *one TV station stands out!*

STATION	PROGRAM	SHARE	RATING
August 2, 1963, 9:30-10:00 PM			
A	Eye Witness	12%	6
B	Jack Paar	29%	14
WQAD-TV	College All Star Football	59%	29
Sets in use—49			
August 5, 1963, 9:30-10:00 PM			
A	Stump The Stars	31%	16
B	Summer Film Festival	35%	18
WQAD-TV	Ben Casey	33%	17
Sets in use—52			
August 8, 1963, 8:30-9:00 PM			
A	Twilight Zone	27%	10
B	Lively Ones	27%	10
WQAD-TV	McHale's Navy	46%	17
Sets in use—37			
August 10, 1963, 8:30-9:00 PM			
A	Have Gun, Will Travel	23%	9
B	Sat. Night Movies "Niagara"	36%	14
WQAD-TV	Lawrence Welk	41%	16
Sets in use—39			
August 13, 1963, 7:00-7:30 PM			
A	Lloyd Bridges	23%	7
B	Laramie	40%	12
WQAD-TV	Combat	37%	11
Sets in use—30			
August 14, 1963, 5:30-6:00 PM			
A	Local News—Cronkite	30%	8
B	Local News—Huntley, Brinkley	33%	9
WQAD-TV	Maverick	37%	10
Sets in use—27			
August 15, 1963, 6:30-7:00 PM			
A	Fair Exchange	25%	7
B	Wide Country	36%	10
WQAD-TV	Ozzie and Harriet	39%	11
Sets in use—28			
Friday, August 16, 1963, 4:30-5:00 PM			
A	Four Fun Factory	14%	4
B	Capt. Vern	32%	9
WQAD-TV	Jungle Show	54%	15
Sets in use—28			
August 21, 1963, 7:00-7:30 PM			
A	CBS Report	22%	5
B	Virginian	43%	10
WQAD-TV	Wagon Train	35%	8
Sets in use—23			

STATION A

STATION B



STATION	PROGRAM	SHARE	RATING
Thursday, August 22, 1963, 10:00-10:30 PM			
A	News / Weather / Sports	43%	17
B	Report to Area 6	32%	13
WQAD-TV	News / Weather / ABC News	25%	10
Sets in use—40			
Friday, August 23, 1963, 7:30-8:00 PM			
A	Route 66	33%	12
B	Sing Along with Mitch	31%	11
WQAD-TV	Flintstones	36%	13
Sets in use—36			
Saturday, August 24, 1963, 10:30-11:00 PM			
A	Roaring Twenties	38%	18
B	Report to Area 6 / Premiere Theatre (The Thing)	21%	10
WQAD-TV	Chiller Theatre (Cosmic Man)	41%	19
Sets in use—47			

(Audience measurement data of all media are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate measures of the true audience.)

*DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE, SILVIS, BETTENDORF, MILAN SERVING EASTERN IOWA AND WESTERN ILLINOIS.

MOLINE TELEVISION CORP., MOLINE, ILLINOIS

FRANK SCHREIBER — PRESIDENT & GENERAL MANAGER

LES C. RAU — DIRECTOR OF SALES

Exclusive National Representatives: HR Television, Inc.





“a mammoth and magnificent study”

Last Monday night, NBC presented a three-hour television special on the urgent issue of civil rights. It was called “The American Revolution of '63.” This three-hour presentation in prime time—broadcast by 171 NBC television stations—was made possible through cancellation of an entire evening’s commercial programming. This was an unprecedented step, but it turned out to be more than justified; for the ovation that fol-

lowed this NBC News Special, produced by Chet Hagan and Robert Northshield, and narrated by Frank McGee, was one of the most overwhelming and most gratifying tributes any television program has ever received. The quoted excerpts adjacent are from comments by newspaper critics as well as major executives of NBC affiliated stations from coast to coast.



Tonight...another major NBC News event: the premiere of the new, expanded Huntley-Brinkley Report.

COMMENTS BY THE PRESS:

"...A mammoth and magnificent study of the American Negro's struggle for equality...NBC News and NBC-TV can rightfully be proud of a great team achievement...A valuable contribution to understanding and enlightenment."
JOHN HORN,
NEW YORK HERALD TRIBUNE

"...A turning point in TV's journalistic evolution...The producers captured the complexity and vastness of the story and brought it to the screen in terms remarkably compelling for such an extended program."
JACK GOULD,
THE NEW YORK TIMES

"The program was a tour de force, a milestone in TV history...the first sociological document in TV to attempt an objective study on so many fronts...High praise to Frank McGee..."
HARRIET VAN HORNE,
NEW YORK WORLD-TELEGRAM AND SUN

"...The most ambitious and industrious coverage yet accorded a major public question in TV...an enlightening service."
BOB WILLIAMS,
NEW YORK POST

"The program managed a superb review of the civil rights issue...This program was worth the time, the money, and the effort."
LAWRENCE LAURENT,
THE WASHINGTON POST

"A prodigious effort...A remarkable well-knit program..."
ROBERT J. WILLIAMS,
PHILADELPHIA EVENING BULLETIN

"...it was not any specific incident...that gave it impact. It was the very length, the unrolling of a record for review, that made it impressive and memorable."
TERRY TURNER,
THE CHICAGO DAILY NEWS

"We do know for certain that for a program of this magnitude it accomplished virtually the impossible—it started strong, it ended strong, and it didn't bog down in the middle."
BILL IRVIN,
CHICAGO'S AMERICAN

"I doubt that anyone caught up in it could have turned it off..."
CECIL SMITH,
LOS ANGELES TIMES

NBC AFFILIATED STATIONS:

"Made us proud of being an affiliate...Represented a service in the highest public interest..."
DICK BIDDLE, WOWL-TV,
FLORENCE, ALABAMA

"Well received by Phoenix. It was a balanced, enlightened account..."
RICHARD LEWIS, KTAR-TV,
PHOENIX, ARIZONA

"Finest, most comprehensive and unprejudiced television program ever presented."
DOUG ROMINE, KARK-TV,
LITTLE ROCK, ARKANSAS

"We were proud to have had the opportunity of devoting our NBC affiliated facilities to the program—a new departure in television journalism."
HAROLD SEE, KRON-TV,
SAN FRANCISCO, CALIFORNIA

"It was an historic advance in the growth of American TV and a powerful demonstration of our democracy."
WILLIAM GRANT, KOA-TV,
DENVER, COLORADO

"A fine historical document; most searching and complete report of our racial problems. Its depth, accuracy and impartiality make it a milestone..."
JESSE H. CRIPE, WFGA-TV,
JACKSONVILLE, FLORIDA

"Bold new concept in news and public affairs reporting..."
CHARLES KELLY, WCKT,
MIAMI, FLORIDA

"Hailed by key opinion leaders in Springfield as opening new doors to public understanding..."
MILTON D. FRIEDLAND, WICS,
SPRINGFIELD, ILLINOIS

"Critics and advocates in the controversy of civil rights were given a national voice...This accomplishment alone underlines NBC's devotion to informing the public..."
ELDON CAMPBELL, WFBM-TV,
INDIANAPOLIS, INDIANA

"Extremely proud to be able to bring to the people of this area this intensely interesting and informative NBC presentation."
DON SBARRA, KARD-TV,
WICHITA, KANSAS

"The only thorough and comprehensive single report on this issue available to the public."
NATHAN LORD, WAVE-TV,
LOUISVILLE, KENTUCKY

"Please forward my congratulations to all concerned...Marvellous."
PELHAM MILLS, KPLO-TV,
LAKE CHARLES, LOUISIANA

"Strong local reaction pro and con proves that NBC television commanded wide attention with its presentation of the American Revolution 1963. WDSU-TV commends NBC News for adding a new dimension to interpretive reporting."
A. LOUIS READ, WDSU-TV,
NEW ORLEANS, LOUISIANA

"Struck a blow for freedom and better understanding..."
BRENT O. GUNTS, WBAL-TV,
BALTIMORE, MARYLAND

"Superb, dimensional television..."
JAMES E. ALLEN, WBZ-TV,
BOSTON, MASSACHUSETTS

"The program...stirred the people of our area to more serious thinking about a vitally important problem of our times."
JAMES SCHIAVONE, WWJ-TV,
DETROIT, MICHIGAN

"Our response was terrific. The problem was so fully explained that most viewers, I am sure, subscribe to the feelings expressed by the mayors of our cities..."
JAMES GERITY, JR., WNEM-TV,
FLINT-SAGINAW-BAY CITY, MICHIGAN

"Brilliant exposition of a crucial issue..."
STANLEY E. HUBBARD, KSTP-TV,
ST. PAUL, MINNESOTA

"An absorbing documentary, it had objective depth and feeling as well as reportorial integrity."
OWEN SADDLER, KMTV,
OMAHA, NEBRASKA

"No other network has approached it for sustained quality, interest and depth..."
VAN BEUREN W. DEVRIES, WGR-TV,
BUFFALO, NEW YORK

"...outstanding example of pioneering news coverage..."
W. R. ROBERSON, JR., WITN-TV,
WASHINGTON, NORTH CAROLINA

"Widely acclaimed in Northwest as a milestone in tv journalism."
JACK DUNN, WDAY-TV,
FARGO, NORTH DAKOTA

"...proud to be identified with an effort which displayed such courage and editorial equanimity..."
JOHN T. MURPHY,
CROSLEY BROADCASTING CORP.,
CINCINNATI, OHIO

"Surpassed by far any documentary effort on television."
ALLAN LAND, WHIZ-TV,
ZANESVILLE, OHIO

"Local officials highly complimentary of program and specifically the reporting of Oklahoma City story."
NORMAN P. BAGWELL, WKY-TV,
OKLAHOMA CITY, OKLAHOMA

"Another of those vital documents that makes KGW-TV proud to be associated with NBC. One typical listener comment: 'So absorbing I thought it was one hour rather than three.'"
WALTER E. WAGSTAFF, KGW-TV,
PORTLAND, OREGON

"Set new standards of excellence...searching examination of a national issue made a significant contribution to the art of television."
ROBERT A. MORTENSON, WIIC,
PITTSBURGH, PENNSYLVANIA

"A unique and history-making television program...Another great contribution to the needs and interests of the nation."
DAVID J. SHURTLEFF, WJAR-TV,
PROVIDENCE, RHODE ISLAND

"Established an entirely new dimension of television broadcast service...The people throughout the upper Midwest...have a new awareness of this vital fact of American life..."
MORTON H. HENKIN, KSOO-TV,
SIOUX FALLS, SOUTH DAKOTA

"Factual and unbiased and excellently produced."
HARRY D. BURKE, WRCB-TV,
CHATTANOOGA, TENNESSEE

"Another milestone in electronic journalism...compelling, comprehensive and fair."
JACK HARRIS, KPBC-TV,
HOUSTON, TEXAS

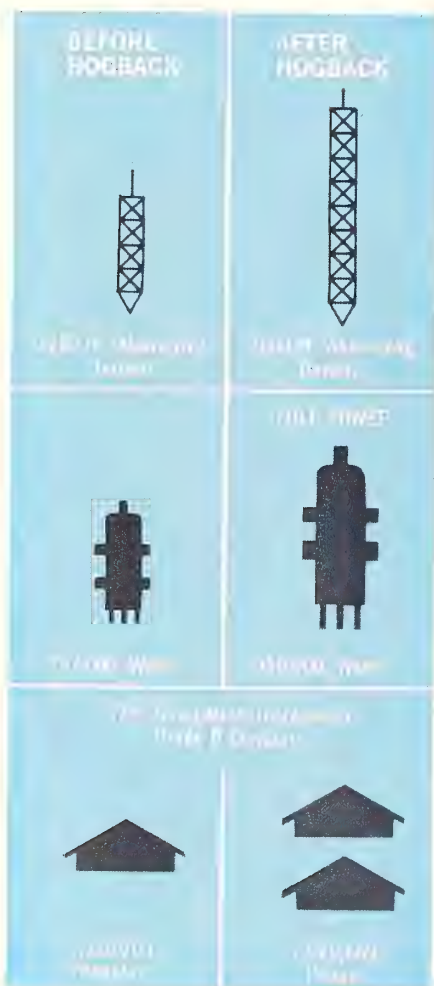
"KUTV received more favorable comment than on any prior telecast."
GEORGE HATCH, KUTV,
SALT LAKE CITY, UTAH

"Seattle's reaction to the American Revolution 1963 has been extremely favorable. KING TV is proud to have been a part."
OTTO P. BRANDT, KING-TV,
SEATTLE, WASHINGTON

"Opened new vistas in television responsibility and service..."
R. J. HEISS, WTMJ-TV,
MILWAUKEE, WISCONSIN

maximum HEIGHT & POWER coming soon to WSPA-TV

Construction of the new WSPA-TV transmitter on Hogback Mountain, to be completed next month, will increase coverage in the Carolina Piedmont and Western North Carolina.



FOR FURTHER INFORMATION
CALL HOLLINGBERRY

WSPA-TV 7
SPARTANBURG, S. C.



CBS for the
46th Market*

*SM Survey of Buying Power June 10, 1963

being considered as the primary medium, with heavy local support. Budget is estimated at \$500,000.

■ The Richelieu Corp., manufacturers of simulated pearl jewelry, names Johnstone Inc., New York, as advertising agency. Media plans have not been announced.

■ Luer Packing Co., Vernon, Calif. (smoked meats), has named Recht & Co., Beverly Hills. Robert Recht, agency president, is account executive. Ra-

dio and TV spots will be used along with other media.

■ Watson Seafood & Poultry Inc. of Raleigh, N. C., chicken processing firm, has named C. Knox Massey & Associates, Durham, N. C. Television will be used in a number of markets.

■ Textile and Naugatuck Chemical Division of United States Rubber Co. appoint Papert, Koenig, Lois, New York, effective Jan. 1, 1964 and Sept. 1, 1963 respectively.

THE MEDIA

STATION FREEDOM IS NAB'S AIM

Collins cautions broadcasters of their own shortcomings

Simply stated, the primary mission of the National Association of Broadcasters is to help the individual station to be free, NAB President LeRoy Collins told the Arkansas Broadcasters Association Saturday (Sept. 7).

Today, he said, the individual broadcaster is hog-tied in varying degrees by three forces—the government, outside influences and the broadcaster himself.

"He lives under a Communications Act—hoary in obsolescence—that fixes in the FCC a strange and inefficient commingling of legislative authority, judicial power and executive control," Governor Collins said. "The result may prove to be a boon to Washington lawyers, but it is nightmarish and frightening to most broadcasters.

"The broadcaster has allowed, for much too long, ratings services of clearly questionable dependability to influence strongly what he has programmed. . . . To advertisers and their representatives, broadcasters in the past have yielded far too much of their own rightful responsibility."

Additionally, he said, broadcasters become prisoners of themselves. They can lose their freedom by a slavish devotion to the status quo; an unwillingness to make common effort; by allowing private profit motive to dominate their aspirations and by failing to find new and better ways to serve the public, the NAB president said.

The national association is moving with "marked success" in aiding the broadcaster to become master of his own house, Governor Collins maintained. As an example, he said he was "extremely proud" of the work of the NAB Research Committee and of the work of the codes. "It is my hope that the time will soon come when the public, itself, feels such a deep interest [in the codes] that any broadcaster will feel uncomfortable outside their fold. . . ."

Challenges To Be Met ■ There are many challenges before the industry which are not being adequately met, he

said. For example, he noted, if "some sound additional efforts" are not made to improve advertising practices the government probably will move in with repressive measures. Governor Collins sought a meeting with the networks on TV advertising but was turned down (BROADCASTING, Aug. 26). The problems in this area, he said, are quality of announcements and number of program interruptions.

The NAB firmly believes in state associations and, "we want to see them grow stronger," he said. "We want to help them in their programs." To accomplish this, Governor Collins told the Arkansas broadcasters that the NAB plans to add a new staff position for a continuing liaison between the NAB

John Q. Microphone

The average broadcast employee is 35 years old, has worked in the industry for about 10 years and earns \$6,500 if he works in radio, \$8,700 in television.

These are a few of the facts assembled by Professor Glenn Starlin of the University of Oregon in an article, published in the *Journal of Broadcasting*, which reports on the findings of questionnaires returned by nearly 1,900 broadcast employees. The questionnaires were sent out as a part of a study jointly sponsored by the Association for Professional Broadcasting Education and the National Association of Broadcasters.

The study also showed that 50% of television employees and 25% of radio workers had college degrees. Of those returning the questionnaires, between 60% and 70% had attended college, and 95% had finished high school.

Dirty Capitalist

You can't farm without dirt. Ditto \$. If you're interested in becoming a corn-raising dirty capitalist, figure on \$300 to \$400 per acre for good Eastern Iowa dirt. Add cost of home, barn and other farm buildings, to taste. Major equipment will include about \$6,000 for a diesel tractor, \$2,500 to \$5,000 for a combine, and at least \$3,000 for a picker-sheller. Miscellany: tandem disk, \$750; plow, \$900; cornstalk cutter, \$500; tv set, \$140.*

Capital investment in the *average* farm in WMTland is around \$45,000. Many run more than \$200,000.

Is it worth it? Iowa's 173,000 commercial farms annually produce \$2.2 billion in gross product, an average of about \$13,000. Farming is big business in Iowa.

So's *business*. Total personal income from non-agricultural activities in 1961 exceeded \$4.9 billion.

*Sets in WMT-TV coverage area at last count (NCS '61): 342,360. Area includes 60% of Iowa's population and purchasing power, and three of Iowa's six largest population centers—Cedar Rapids, Waterloo and Dubuque.

WMT-TV • CBS Television for Eastern Iowa, Cedar Rapids—Waterloo

Represented by the Katz Agency
Affiliated with WMT-AM; WMT-FM;
K-WMT, Fort Dodge; WEBC, Duluth



'Duffy ain't here,' but Archie lives on

The Hollywood Museum is far from a reality—ground-breaking is not scheduled until October—but it has already begun serving the broadcasting business and the public.

When word of Ed Gardner's death reached KNX Los Angeles the evening of Aug. 19, Mike Roy, who handles the 10 p.m. newscast, thought it would be nice if he could use a segment of an old *Duffy's Tavern* show in his program. He checked with Harfield Weedon, KNX program director, who is also chairman of the radio acquisitions committee of the museum. Mr. Weedon called Martin Halperin, the museum's radio curator, reaching him at home, where he

has a notable collection of off-the-air and off-the-line recordings of radio programs. Mr. Halperin said "of course." By the time the car sent from KNX had arrived he had dubbed one of the classic *Duffy's Tavern* openings—"Duffy's Tavern, where the elite meet to eat. Archie the manager speakin'. Duffy ain't here."—which reached KNX in time for the newscast.

"We hope other broadcasters will call on us and that we'll be able to do as much for them," Mr. Halperin told BROADCASTING. "Let them know we're ready to help without waiting for our building to be finished," he added.

and all state associations (CLOSED CIRCUIT, Sept. 2).

He said the NAB expects dissent and disagreement with its programs but made no specific mention of the current NAB jurisdictional dispute with the Georgia Association of Broadcasters (BROADCASTING, Sept. 2, Aug. 26). "Forward progress nearly always involves struggle," he said.

D.C. broadcasters welcome foreign visitors

A reception for 13 foreign broadcasters, who are spending 100 days in the U. S., was held last Thursday (Sept. 5) at the Broadcasters Club of Washington.

The group, under State Department sponsorship, is attending seminars and

social functions in Washington and then will go to Syracuse University, Syracuse, N. Y., for six weeks of study. The broadcasters then will split up for visits to stations all over the country.

Attending the reception were: Gabriel Francis, program director, Radio Trinidad and Voice of Rediffusion; Hugh N. J. Cholmondeley, senior announcer of public affairs, British Guiana Broadcasting Service; Krystian Barcz, news editor, Warsaw TV; Raul Aicardi Larenas, director, audiovisual department, University of Chile; Samuel J. D. Nwaneri, controller, Nigeria Broadcasting eastern region; Sani Mahamadu Kontagora, program adviser, Nigeria Broadcasting northern region; Christopher O. Kolade, controller, Nigeria Broadcasting western region.

Romulo O'Farrill-Avila, coordinator, production and sales, Telesistema de Mexico; Juan Harvey Caycedo Peres, chief of production, TV Films Ltd., Colombia, (government-owned); Zvi Gill, head of news and newsreel section, Kol Israel Broadcasting Station; Ali M. Abyad, executive, Yemen Arab Republic Radio Communications (also named to establish government communications network); Mrs. Alai-Ramzi, producer and director of women's programs, Iran TV (privately-owned), and Arto Lauri Toivola, assistant editor, Finnish TV.

Government officials in attendance included: Andrew Hatcher, presidential associate news secretary; Richard Phillips, director of news for public affairs, State Department; Alan Carter, director of TV service, USIA. Embassy officials also attended.

On Thursday (Sept. 12), the Broadcasters Club will hold a reception for FCC Commissioner Lee Loewinger.

Media transaction? get our viewpoint

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Changing hands

ANNOUNCED ■ The following sales of station interests was reported last week subject to FCC approval (for other commission activities see FOR THE RECORD, page 105).

■ KIRO - AM - FM - TV Seattle, Wash.: 50.215% sold by Saul Haas to Wasatch Radio & Television Co. for \$5,095,000 (CLOSED CIRCUIT, June 24, April 15). Wasatch Radio & Television Co. is arm of the Church of Latter Day Saints (Mormon), which owns or has interests in KSL-AM-FM-TV Salt Lake City; KID-AM-TV Idaho Falls and KBOI-AM-FM-TV Boise, both Idaho, and international shortwave station WRUL Scituate, Mass. Transaction also includes 10-year employment contract with Mr. Haas, at least four years of which he will be chairman of the board at \$25,000 yearly. Since last April, the Mormon Church has been acquiring interests from minority stockholders, including Senator Warren G. Magnuson

(D-Wash.), who owned 4%. Last July, the church paid Mr. Haas \$981,250 for 9.73% interest. KIRO, established in 1927 and acquired by the Haas interest in 1933, operates fulltime on 710 kc with 50 kw. KIRO-FM began in 1946 and operates on 100.7 mc with 16.5 kw. KIRO-TV is on channel 7 and went on the air in 1958. All the KIRO stations, and the church stations are CBS affiliated.

■ **WMMN Fairmont, W. Va.:** Sold by Peoples Broadcasting Co. to E. M. (Pete) Johnson) and Jack Carr for \$245,000. Mr. Johnson is owner of WCAW Charleston, W. Va.; Mr. Carr, of WDNE Elkins, W. Va. Peoples, a subsidiary of Nationwide Insurance Co., owns WRFD-AM-FM Columbus and WGAR-AM-FM Cleveland, both Ohio; WNAX Yankton, S. D., and KVTV(TV) Sioux City, Iowa. Peoples also owns WTTM-AM-FM Trenton, N. J., which has been sold to Scott Broadcasting Co. for \$375,000 and is pending FCC approval (BROADCASTING, Jan. 7). WMMN operates fulltime on 920 kc with 5 kw. Broker: Blackburn & Co.

Sigma Delta Chi sets agenda for Norfolk

Barry Bingham, president of WHAS-AM-TV Louisville, Ky. and editor-publisher of the *Louisville Courier-Journal & Times*, will be keynote speaker at the annual convention of Sigma Delta Chi, professional journalism society.

Other speakers at the Nov. 6-9 session in Norfolk, Va., include Walter Cronkite, CBS News correspondent; Blair Clark, vice president and general manager, CBS News; Gardner Cowles, president of Cowles Magazines and Broadcasting Inc.; Turner Catledge, managing editor of the *New York Times* (WQXR-AM-FM); Palmer Hoyt, publisher, the *Denver Post*, and Charles Ferguson, senior editor, *Reader's Digest*.

Theodore F. Koop, vice president, CBS Inc., will be installed as president of SDX at the close of the four-day convention.

Separate sessions set for NBC affiliates

NBC's annual affiliates convention will be held in Los Angeles at the Beverly-Hilton, with separate radio and TV sessions on Dec. 2 and 3, respectively.

Robert W. Sarnoff, board chairman of NBC, will address affiliates at a joint luncheon on Dec. 3, and Robert E. Kintner, the network's president, will speak on both days of the convention.

Also scheduled is a radio presentation by William K. McDaniel, executive vice president in charge of NBC Radio, and a program-sales presentation for TV affiliates. Dinner and entertainment will conclude the convention activities on Dec. 3.

MAKE PROVISION FOR RADIO-TV

Study recommends audio-visual plant for culture center

A study prepared for the trustees of the National Cultural Center strongly recommends that a comprehensive communications program be included in the planning for the \$30-million center that is to be built by public subscription in Washington.

The study, prepared by the Telecommunications Center of Ohio State University, says if the center is to be truly national in scope, it must be designed and equipped so that television, radio and other audio-visual facilities "can bring its resources to the United States and the world."

It recommends that the center include an elaborate plant, including permanent equipment for radio, television, recording and motion pictures, with a resident staff to operate it.

However, the study proposes this as the final phase in a five-step development program that could be launched by providing the center with the capacity for "minimum and occasional use" of audio-visual equipment.

Total Cost ■ Total cost for all five phases, according to figures in the re-

port, would be \$4,112,000, plus \$270,000 annually for staff. The study says the center could halt the program at any phase. But it says the center should eventually proceed to phase five—for "only with such a permanent facility can the educational establishment and the American public fully realize the benefits available in years to come from the center."

The study, which has not yet been considered by the trustees, acknowledges that the recommendations may be construed "to be a drastic departure from previous general plans." But it adds that the experience of other performing centers makes it clear that some filming, tape recording and broadcasting "is inevitable."

The center, which "will have the finest artists of America and the world appearing on its stages," will provide "an unparalleled resource of talent reflecting many facets of culture," the study says.

It adds that these talents can be shared with millions in this country and throughout the world, "at only slight additional cost," through the new

EXCLUSIVE BROADCAST PROPERTIES!

TEXAS —Semi-major market fulltime radio station showing good profit on \$10,000.00 monthly gross. Priced at \$185,000.00 on terms to be negotiated. **Contact—DeWitt "Judge" Landis in our Dallas office!**

MIDWEST —Modern, well equipped daytime-only radio station serving trading area of 200,000. Some real estate included. Needs owner-operator. Total price of \$75,000.00 on terms. **Contact—Richard A. Shaheen in our Chicago office!**

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RADIO • TV • CATV • NEWSPAPERS

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Broadcaster participation sought by NAB

Relationships of broadcasters with the public and the federal government will play a prominent role in the annual series of fall conferences to be held by the National Association of Broadcasters.

The eight one-and-one-half day conferences will begin Oct. 14-15 at the Statler-Hilton hotel, Hartford, Conn.

Broadcasters rather than NAB staff members will be charged with the major burden of participation in the sessions with much time to be devoted to floor inquiries, according to Howard Bell, NAB vice president for planning and development. The 1963 conferences will be held under the specter of increased attempts by the FCC to control more of the activities of stations, most prominent of which is the commercial time standards rulemaking (see page 80).

The program for all eight conferences will follow pretty much the same format, Mr. Bell said, with a prominent and different guest speaker

to address each one. NAB President LeRoy Collins plans a short talk to open each conference and also will participate in panel sessions and answer members' questions. In addition, he is expected to hold news conferences in conjunction with all eight meetings.

After Hartford, the NAB road show will be in Minneapolis Oct. 17-18 (Leamington hotel); Pittsburgh Oct. 21-22 (Hilton hotel); Miami Beach Oct. 24-25 (Americana hotel); Nashville Nov. 14-15 (Dinkler-Andrew Jackson hotel); Fort Worth Nov. 18-19 (Texas hotel); Denver Nov. 21-22 (Cosmopolitan hotel), and San Francisco Nov. 25-26 (Fairmont hotel).

A joint radio-TV session on the opening morning of each conference will feature Governor Collins and a panel on "Broadcast Relations: Government and the Public." Panel members will include broadcasters and NAB staffers. Present plans are to film brief messages from individual

members of Congress on current government problems.

The guest speaker will address a first day luncheon, to be followed by separate sessions for radio and TV delegates in the afternoon.

A comprehensive report on "research and ratings" will be given during the final morning session which will highlight the work of the NAB Research Committee and Ratings Council since the congressional hearings on ratings. The committee is meeting today (Monday) in New York.

Other final day features will be a panel of broadcasters on controversial issues and how to deal with them and a question-and-answer session with President Collins and key NAB staffers.

The separate radio and television sessions will each discuss management problems utilizing techniques employed at the annual NAB executives seminar at Harvard University, Cambridge, Mass.

media. It says the material can be made available through commercial and educational broadcasters, either live or on a delayed basis, through the use of film, records or video tape.

But it emphasizes that the center shouldn't become allied with any one network, station or recording company. To do so, it says, would give "special advantages to the organization concerned" and make it difficult "for the center to maintain its status as a truly national institution." It specifically recommends against any permanent relationship with any Washington broadcasting organization.

WETA Left Out ■ This recommendation, if adopted, would undercut a proposal of FCC Commissioner Robert E. Lee that the center provide space for WETA(TV) Washington, ETV station. In a letter to Roger L. Stevens, chairman of the center's board of trustees, Commissioner Lee said that, if located in the center, WETA could serve as a "key" station in the distribution of cultural programs to other outlets around the country. The suggestion is part of the commissioner's effort to aid WETA, which is reported to be in financial difficulty. The station is now located temporarily in an Arlington, Va., high school. Mr. Stevens has agreed to discuss the proposals with Commissioner Lee, but a date for their meeting has not been set.

The study strongly recommends that plans for incorporating the communica-

tions equipment in the center be made "at the outset." It adds that delays in providing for use of the media may result "in enormous future costs" and unsatisfactory results.

The study was prepared under contract with the U. S. Department of Education at a cost of \$28,000. The project staff consisted of Richard B. Hull, managing director of Ohio State University's Telecommunications Center, Burton Paulu, director of radio and television, University of Minnesota, associate director; and Jack McBride, director of television and manager of KUON-TV, University of Nebraska, field supervisor.

Donald McGannon, president of Westinghouse Broadcasting Co. and Robert

Saudek, president of Robert Saudek Associates, were members of a panel advising on the project.

Others on the panel were Agnes deMille, author and choreographer; Lawrence Dennis, executive associate and director, commission for academic affairs, American Council on Education; Max Isenbergh, deputy assistant secretary of state for educational and cultural affairs; C. M. Jansky Jr., Jansky and Bailey, broadcast consulting engineering firm; Jarold A. Kieffer, secretary, National Cultural Center; William B. Levenson, superintendent, public schools, Cleveland, and Isaac Stern, concert violinist.

Storer Broadcasting enters CATV field BUYS MAJOR INTEREST IN SOUTHERN CALIFORNIA GROUP

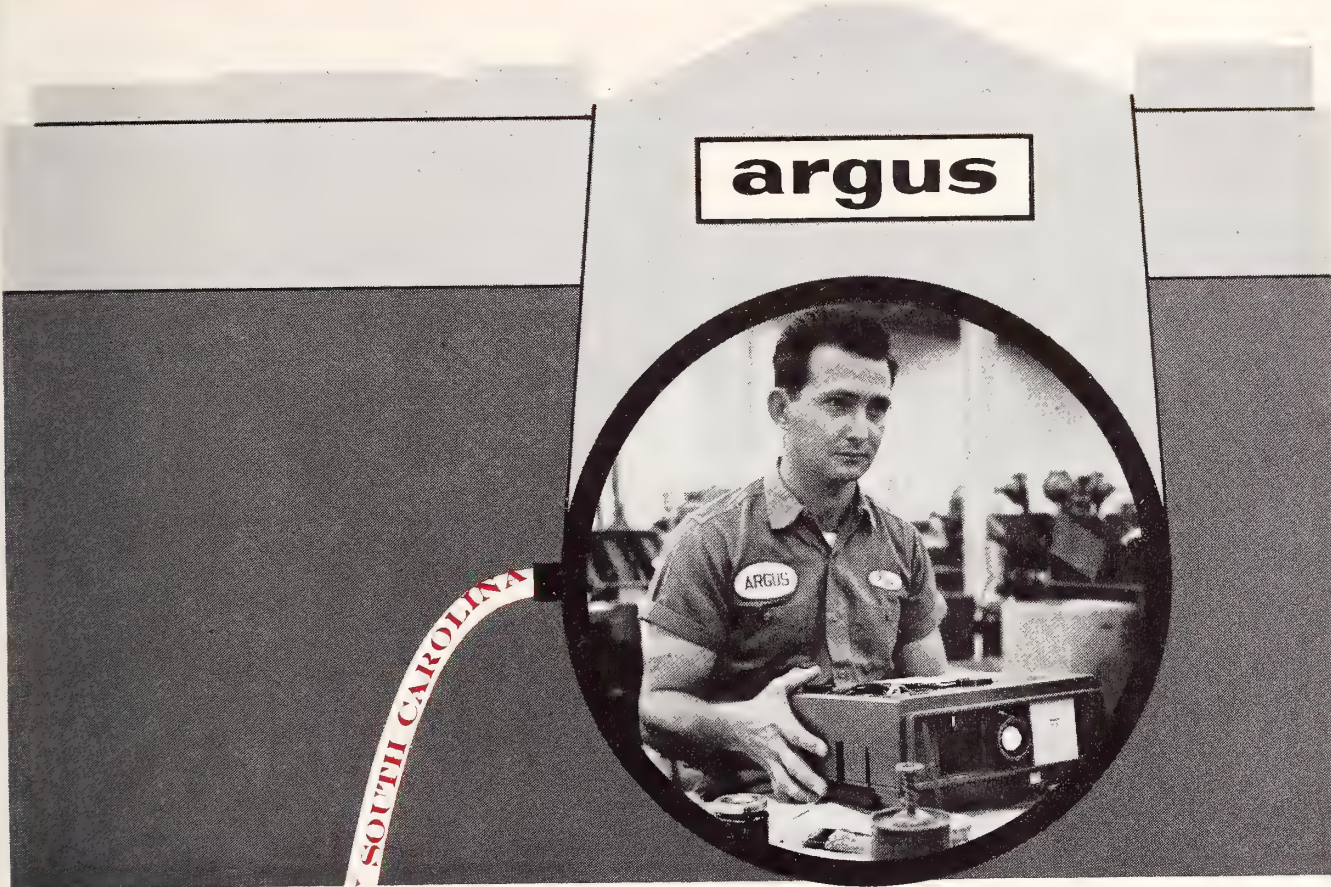
Storer Broadcasting Co. has entered the community antenna field with the purchase of the majority interest in Southern California Cable Television Corp., owner and operator of two CATV systems—in Ojai Valley and Thousand Oaks, both in California—it was announced last week.

Storer will own 80% of the CATV company; Victor Sharar, a majority owner of Southern California, will retain 10%, and Richard A. Moore, former president of KTTV(TV) Los Angeles, and now a TV consultant and broker, will also hold 10%.

Mr. Sharar remains as vice president and general manager. Mr. Moore will be a vice president and director.

Although no price was announced, it was understood the total transaction was in the neighborhood of \$60,000.

Both systems are relatively new. The Ojai Valley system began operating in July 1962 and at last report had about 250 subscribers. The Thousand Oaks system began early this year and at last report had 65 subscribers. Both are eight-channel systems. They have been picking up and relaying all seven VHF and the one UHF Los Angeles stations,



argus

THE ARGUS-EYED SET AT COLUMBIA

Argus Camera recognized a good thing when it saw it in South Carolina, and snapped it up: a new urbanization growing with a newly diversified economy, a dramatic renaissance in education which makes good employees of native stock, and many other advantages to be found in this growing State, where personal income has nearly doubled in ten years. So Argus came and liked it. So did many others, including Du Pont, Elgin, General Electric, Utica Drop Forge, Smith-Corona Marchant, U.S. Rubber, Allied Chemical—to drop only a few names.

WIS Television reaches two-thirds of surprising new South Carolina, and knows its progressive people—knows their preferences, habits, needs—after 33 years of operating broadcast facilities in the hub-like capital city. This is why WIS Television is the priority station in South Carolina.

WIS

TELEVISION
Columbia, South Carolina

CHARLES A. BATSON, MANAGING DIRECTOR

a station of THE BROADCASTING COMPANY OF THE SOUTH



G. RICHARD SHAFTO, EXECUTIVE VICE PRESIDENT

WIS television: Channel 10, Columbia, S.C. • WIS radio: 560, Columbia, S.C. • WSFA-TV: Channel 12, Montgomery, Ala.

All represented by Peters, Griffin, Woodward, Inc.

How DO You snare a Gold-Crested Budgetspender?

Here is a story with a purpose:

Once upon a short time ago there was this fellow, you see, and he built up quite a reputation for himself by the way he kept capturing that most elusive of all birds, the gold-crested budgetspender. The other ornithologists (who were usually happy enough just having a lark) began to grow jealous. "How," they asked archly—his name is Fred K. Archly—"do you manage to find so many gold-crested budgetspenders?"

"Well, sir," said Fred (a quiet, courteous fellow), "I just ask myself: 'If I were a gold-crested budgetspender, where would I go?' Then I do. And they have. It's all just a simple matter of media strategy!"

Your advertising story has a purpose, too.

That's why this thinly-disguised allegory carries a message for you. There are all kinds of gold-crested budgetspenders flying around the firmament of the broadcast business. Some have bigger wingspreads than others—which makes them more desirable (albeit more elusive).

As everyone knows, a gold-crested budgetspender in the hand is worth a whole flock hidden behind a door marked "Radio-TV Department" or "General Manager" (depending which side of the street you're selling). And—at risk of scuttling Fred K. Archly's secret—you just have to know **when** and **where** you can find gold-crested budgetspenders at rest. Then you go there. And they're receptive.

The "**when**" is the time they happen to be in need of specific, up-to-date, indubitably accurate facts about the broadcast business. Which, in their case, is often.

The "**where**" is the place most of them go to find such information—a rich feeder of factual nourishment known to them (and, we hope, you) as BROADCASTING Yearbook. Like the reliable oak tree, it's a perennial mainstay that puts forth new,

fresh foliage every year. It has been doing this more and more comprehensively for the past 33 years—which is only one reason why so many gold-crested budgetspenders are attracted to its authoritative boughs . . . uh, pages. (Allegory can sometimes be tricky.)

And—would you believe it?—WE also have a purpose.

The 1964 BROADCASTING Yearbook will displace the best selling 1963 BROADCASTING Yearbook come next December 1. Every gold-crested budgetspender worth his salt will then send the old, frayed copy to his company's Reference Library, putting the bright, mint-new, bigger-than-ever edition within easy reach on his desk.

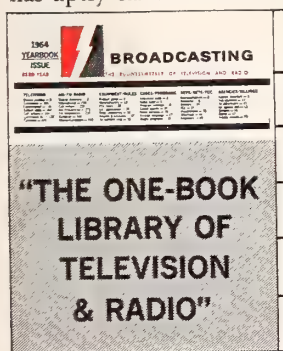
When he opens it (which could be a dozen times a day), his mind attuned to matters of budget-spending—will you be there? With your story? With the kind of facts about yourself to influence his decisions?

Fred K. Archly will. He's already sent in his space reservation for the 1964 BROADCASTING Yearbook, smart fellow. But there are quite a few other prominent, advantageous positions still open. We can't guarantee for how long. (Here is a happy case where the early bird gets something really worthwhile for his foresight.) Lots of people are interested in making profitable contact with gold-crested budgetspenders. Some of them are probably those birds of prey you call competitors.

You can read a frank appraisal of the 1964 BROADCASTING Yearbook's virtues in the column at right. The average reader will absorb all the facts in 47.3 seconds. But if you read faster, you can reserve your space that much sooner. Never put off until tomorrow what you can do **TODAY**—particularly when you're invited to call your nearest BROADCASTING office collect. (We also accept postage-due mail.)



Some anonymous genius (with a flair for descriptive precision) has aptly called this—



WHY? Because the 1964 BROADCASTING Yearbook is a veritable library of 50 separate directories, comprising the most complete assembly of information about the radio and TV business ever published . . . yet all compacted with editorial skill into a single, easy-to-use volume.

The 1964 BROADCASTING Yearbook (biggest yet) will have nearly 650 pages, two-thirds of a million words, all tabbed for instant reference under six main sections:

- A. Television Facilities
- B. AM/FM Radio Facilities
- C. Broadcast Equipment/FCC Rules
- D. Codes/Program Services
- E. Representatives/Networks/Trade Groups
- F. Agencies/Advertisers/Billings

In short, this unique one-book encyclopedia covers every possible background fact needed by people who work with, and in, the world of broadcasting. No other reference work even approaches the thoroughness with which it documents the radio-TV business, including associated arts and services.

Your advertisement, strategically placed in the 1964 BROADCASTING Yearbook, will keep making multiple impressions throughout the whole 12-month life of this remarkable source book. It can be one of your most successful promotional investments because it delivers your story at the very times the people who buy are most receptive.

Circulation: 20,000 copies

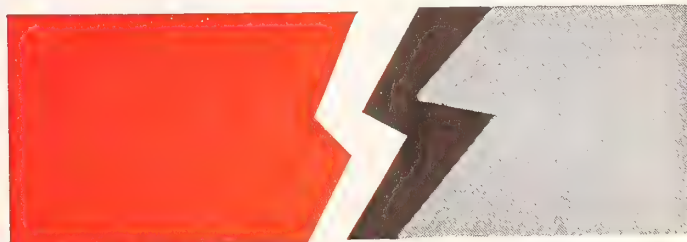
Publication: December 1

Rates: same as BROADCASTING Magazine.

Deadline: final date is October 1; if advance proofs are required, September 15.

Special Positions: subject to immediate space reservation. Write, wire or phone your nearest BROADCASTING advertising office (Washington, New York, Chicago or Hollywood).

Recommendation: Reserve the position you want—**TODAY**—before somebody else gets it!



BROADCASTING YEARBOOK

1735 DeSales Street, N.W., Washington 6, D. C.

New York — Chicago — Hollywood

plus the VHF in Santa Barbara. "Very shortly," George B. Storer, Jr. said, the three San Diego stations will be added, to give subscribers a choice of 12 stations. Mr. Storer also noted that the Thousand Oaks area, now with 18,000 people, is expected to expand in the next 10 years to 180,000.

Storer is the latest broadcast unit to enter the CATV field; others are the Cox stations, Broadcasting Co. of the South, RKO General and Triangle, as well as smaller broadcast groups.

Edison award nominations now being accepted

The Thomas Alva Edison Foundation announced last week that nominations can now be made for the ninth annual "National Station Award for Serving Youth." Since 1955, the foundation has given the award to the local television and radio stations whose programs were of the greatest benefit to the young people of their communities.

Each award carries a scroll and a \$1,000 Edison college scholarship which the winning stations present to a high school senior selected by a committee of local educators. The deadline for

the nominations is Dec. 15.

The winning stations for 1963 will be announced at a dinner at the Waldorf-Astoria in New York on Jan. 15, 1964. Last year's winners were WLOF-TV, now WFTV(TV), Orlando, Fla., and WSB Atlanta, Ga.

Media reports...

News network ■ WHEN-AM-TV Syracuse, N. Y., has started an exclusive News Correspondents Network in central New York to serve the stations' newly formed news service, a separate department made up of former WHEN newsmen. The network covers events within a 100-mile radius of Syracuse which includes 15 cities. The results of the expanded news gathering network is expected to be especially evident for the radio outlet's *News Beat* programs and WHEN-TV's expanded *Channel 5 Report*. More documentary programs are also expected.

Blakeslee awards ■ The American Heart Association has named NBC-TV and WFIL-TV Philadelphia as recipients of 1963 Howard W. Blakeslee awards for distinguished reporting on heart and blood vessel diseases. NBC-TV's hour documentary, *Breakthrough: Heart and*

Artery Surgery and WFIL-TV's half-hour *Man Made Heart* will be honored Oct. 26 during the association's annual meeting in Los Angeles.

ABC Radio agency ■ ABC-owned radio stations (WABC-AM-FM New York, KQV-AM-FM Pittsburgh, WXYZ-AM-FM Detroit, WLS and WENR[FM] Chicago, KGO-AM-FM San Francisco, and KABC-AM-FM Los Angeles) appoint Ketchum, MacLeod & Grove, New York.

Survey participants are average TV viewers

Persons who participate in diary surveys for TV audience measurements do not necessarily watch more television than those who are not part of surveys, according to a 24-market validation study by the American Research Bureau. The study revealed some audience characteristic differences between the cooperators and noncooperators, but no major differences occurred in viewing levels, ARB said.

ARB's study went into the effects of noncooperation in diary surveys on local market sampling. The emphasis was on the validity and reliability of research techniques employed by ARB in producing local market reports.

EQUIPMENT & ENGINEERING

Ampex introduces new portable VTR

ALL-TRANSISTORIZED VR-660 TO SELL FOR \$14,500

A new portable broadcast TV tape recorder, said to be priced substantially below any other comparable recorder, has been developed by Ampex Corp.

Weighing just under 100 pounds, the new Ampex VR-660 Videotape recorder is designed for mobile and studio use by network, commercial and education-

al broadcasters, according to C. Gus Grant, vice president and general manager of the company's video and instrumentation division. He declared its price of \$14,500 is well below that of any other television recorder of broadcast quality. "In addition, it is the only recorder of comparable size which may be used on the air with no additional equipment other than that presently available in most television stations," he said.

The all-transistorized VR-660 has the same basic design as the Ampex VR-1500 closed-circuit television recorder, but incorporates electronic advances which enable it to produce TV pictures which meet FCC standards for broadcast without additional equipment, according to Mr. Grant. The VR-1500 was introduced last December and is presently in production. The new recorder will be demonstrated for the first time for broadcasters in New York during mid-September, with deliveries beginning in early 1964. The VR-660 is available in both a 60-cycle version for operation in the U. S., Canada and certain other countries, and a 50-cycle

The new Ampex portable broadcast TV tape recorder (at left) is priced well below the \$35,000-\$45,000 of studio console models. The VR-660 weighs just under 100 pounds and is priced at \$14,500. It is designed for both mobile and studio use.





How to tell 'Opolis from Oranges!

Call it "megapolis" ... "interurbia" ... or whatever **your** market analyst prefers: it's a new marketing terminology to express current concepts. In Providence, we're in the heart of the East Coast Megapolis.

We stand out as a 14 county, Providence, Tri-State, **primary** television market. This excludes the three Boston metro counties and leaves 855,000 homes of the 1,606,000 credited to Providence by the 1963 ARB Coverage Study. Let's concentrate on these 14 primary counties. Here's what's new about them:

Total net weekly circulation has increased 47% from 1960 to 1963, up to 1,555,200 according to ARB's Coverage Studies.

Since 1960, these 14 counties have added 110,300 more TV homes able to receive Providence television stations.

In these 14 counties, WPRO-TV's net weekly circulation has jumped by 65,000 homes, up 13% over 1960.

For breakouts according to your needs, contact Blair TV or WPRO-TV sales manager, Al Gillen. Prepare to be impressed.

WPRO 12
TV
PROVIDENCE, R. I.

Empire State Building has room for seven more TV stations

The Empire State Building in New York has decided it has a stake in UHF television. If the upper band becomes successful, the managers of the 1,472-foot building see room for seven more TV stations on the 222-foot tall TV transmitting tower which already is carrying seven VHF and one UHF antennas. All rent space on the tower.

This is the optimistic reaction to a study recently submitted to the FCC by the Empire State Building. The \$10,000 test was conducted by RCA for the management.

One of the problems worrying electronics engineers was whether

the disturbance between two lobes of a UHF radiator—where one slot antenna is placed on one side of the tower and the other on the opposite side—would be sufficient to cause trouble. The RCA report, after an on-the-air test, says that the interference zone between the two lobes is so narrow that it is not significant.

One unusual aspect of the test, according to Dr. Frank G. Kear of Kear & Kennedy, consulting engineers for the New York skyscraper, is that the antennas were placed behind copper screening already in use for WNBT(TV), the educational station on channel 13. Openings were

cut in the screening to permit the UHF slots free access. The copper screening aided the UHF test and had no adverse effect on the radiations of WNBT.

In addition to all seven VHF stations in the New York area, the Empire State Building is carrying WNYC-TV on channel 31. Also allocated to the market are channels 25, for ETV which is held by the New York State Board of Regents; 37, for which three applicants are vying; 47 (construction permit held by WNJU-TV for Linden, N. J., but seeking a move to the Empire State Building).

version compatible with power standards elsewhere.

Mr. Grant pointed out that tapes originally recorded on VR-1500 closed circuit recorders can be played on the air with the VR-660.

Kodak introducing 2 audio tapes in fall

Two new Eastman Kodak audio tapes for sound recording will be introduced this fall, using a Durol polyester base, said to be 40% stronger than conventional triacetate. The tapes, to be marketed through conventional electronic supply houses throughout the country on an "off-the-shelf" basis, are types A303 and A304. Eastman Kodak has been marketing sound recording tapes for the last 18 months, but generally they were sold direct in bulk quantities.

Type A303 tape is basically a low-print tape with a signal to print ratio of 54 db. High frequency sensitivity and undistorted output have been increased 33% over conventional general purpose tapes. The A304 is a high output tape which has more than double the undistorted output of conventional tapes.

The new Durol base virtually eliminates stretching. In case of a recorder malfunction, the tape has a built-in "shear pin" effect—it breaks clean rather than stretching and snarling. Accidental breaks can be spliced with little, if any, program loss.

Cinerama gets rights to Telcan distribution

Cinerama Inc., developer of the Cinerama film process, has negotiated an agreement with a British company to develop and distribute that firm's proposed home television tape recorder in the U. S. and other countries of the

Western Hemisphere.

Under the agreement signed with Rutherford Engineering Partnership, Bermuda, Cinerama will have controlling interest in a new distribution company, Cinerama Telcan, to be based in New York.

Rutherford is affiliated with Nottingham Electronic Valve Co.'s Telcan Ltd. which has developed the equipment.

The recorder, called "Telcan," is planned for distribution in England at a price as low as \$182. It will permit home taping and replay of television shows or homemade TV tapes (BROADCASTING, Aug. 5). Cinerama says the unit will be "reasonably priced in the general consumer range." A spokesman for the company said a model would be ready for demonstration in the U. S. possibly within the next few weeks and that consumer distribution is expected to begin next year.

Address of Cinerama Telcan is 410 Park Avenue, New York.

EIA meeting to seek ways of aiding UHF

Help for UHF television will be a major element of the agenda for the consumer products division of the Electronic Industries Association at its meeting in New York Sept. 10-12.

The TV manufacturers' unit has been asked to undertake a series of tests which involve receiver characteristics for a plan of allocations which would reduce separations between VHF stations, and on the commission's new rules permitting reduced audio power for UHF stations.

The VHF mileage separation plan is that proposed several years ago by Dr. Kenneth A. Norton of the National Bureau of Standards. The allocations which do not meet current FCC standards, are based on a grid pattern which, Dr. Norton claims, would permit half

again as many VHF stations to operate. The tests would involve such elements of receivers as phosphors, automatic gain control, precision offset, cross-polarization and color.

The audio-to-video ratio tests stem from recommendations by the Committee for the Full Development of All-Channel Broadcasting as part of its move to lighten the burden for UHF broadcasters. The FCC last March amended its rules to permit UHF applicants to specify aural power as low as one-tenth that of the video power (BROADCASTING, April 1). Until then TV stations were required to have audio power not less than half of the picture power.

Other items on the EIA group's agenda: (1) slide films on UHF, prepared by the FCC for the education of TV servicemen; (2) repeal of 10% excise tax on all-channel receivers.

A major effort at the EIA meeting is designed to establish a program to combat destructive effects of imports of electronic components from low-wage countries.

Sylvania set sales up 16%

Sylvania Home & Commercial Electronics Corp., marketing subsidiary of Sylvania Electric Products Inc., Batavia, N. Y., has reported unit sales of television sets for the first seven months of 1963 as 16% ahead of the same period last year. Issuing the report last week, Sylvania noted that its Halovision model has continued to lead TV set sales.

What's in a name?

The name of the world's first radio company has been changed from Marconi's Wireless Telegraph Co. Ltd. to The Marconi Co. Ltd. The new title has been chosen to avoid the restrictive description "wireless telegraphy" as the main business of the company.

STAR TIME



1963-64 GUIDE TO TELEVISION'S FINEST SCHEDULE OF ENTERTAINMENT, NEWS AND INFORMATION

THIS 12-PAGE ADVERTISEMENT
CONTAINS EXCERPTS FROM THE BIG,
FULL-COLOR, 40-PAGE SOUVENIR
BOOK WHICH YOU'VE SEEN ON
THE NBC TELEVISION NETWORK



STAND BY-NBC NEWS



Huntley-Brinkley Report 7:00-7:30 pm in New York, WNBC-TV4

Somewhere in the world, news is always happening. And the intricate processes that bring the raw news to the point of broadcast, keep the lights burning at NBC News headquarters every night in the year. But what counts, finally, is what goes onto the air, into people's homes and heads. At NBC, this means that over one-quarter of the entire television network schedule, last year, was produced by NBC News—an unprecedented volume. To produce this volume NBC maintains the largest broadcast news operation in the world. In all, the NBC News organization numbers over 800 skilled professionals, based in some 75 countries. This year, it is undertaking a bold, new venture in broadcasting the news—the one-half hour, five-day-a-week Huntley-Brinkley Report.

For some time past, this news

show has been winning extraordinary critical and public acclaim. As a result, these two serious and untheatrical reporters have, like it or not, become TV “celebrities.” But they are the first to attribute the success of their show to something beyond what is called the “chemistry” of their joint appearances. As one of them has said, “We look only as good as the team is good.”

The team is good, and growing better—and bigger, to meet the challenge of providing 30 minutes of news every Monday through Friday. A staff of 45 is committed to the enlarged Huntley-Brinkley Report with field producers in London and Tokyo for specially produced news features; in addition to the regular overseas bureaus, and domestic bureaus in New York, Washington, Chicago, Los Angeles, and Miami.

For the first time, thanks to the work of many hands, the public may view the news via television in full depth and breadth on a day-to-day schedule. The new Report covers the news in the succinct style the two reporters have made famous. And it can probe into the background of the immediate news with documentary vignettes exploring personalities, underlying issues and contexts, as well as “features” on arts, fashion, sports and odd items in the news. Many reports, eventually, will be sent from overseas by regular instantaneous transmission via satellites. Between now and then, NBC News has increased its film facilities to handle the increased flow of information.

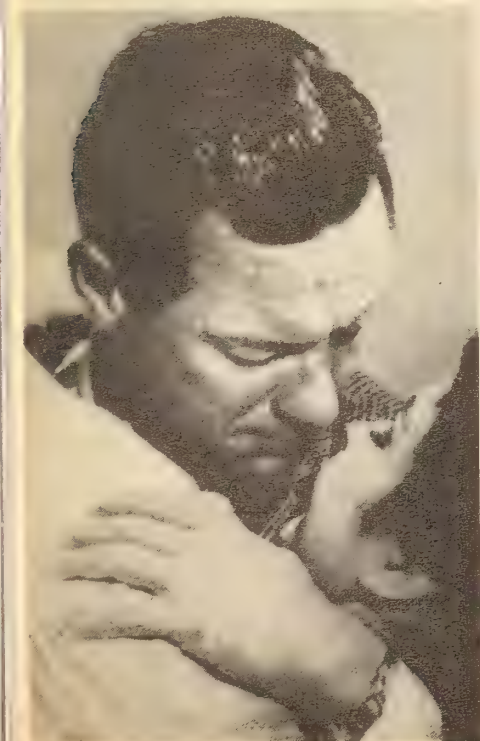
The pace quickens, the demand grows. The NBC News day has always raced the clock. Now it goes faster than ever.

MONDAY

As Monday goes, so goes the week...."



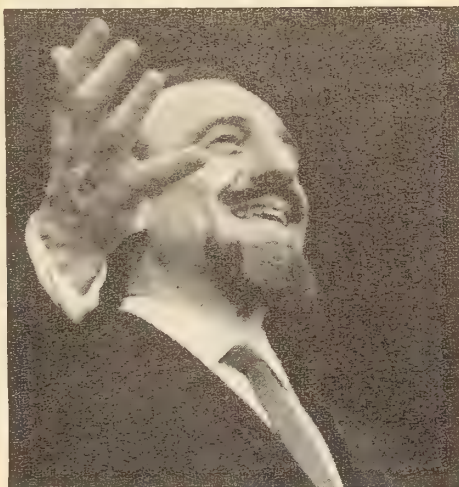
7:00 pm HUNTLEY-BRINKLEY (Sept. 9)



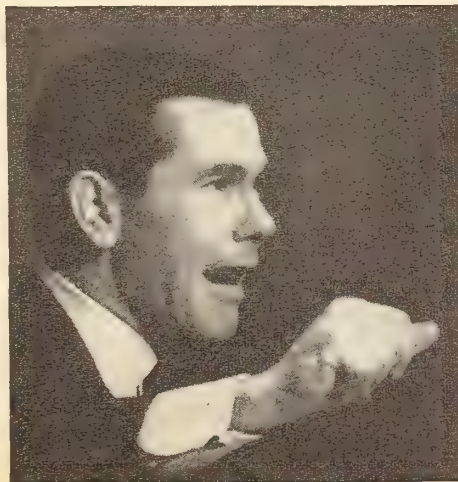
7:30 pm MONDAY MOVIES (Sept. 16)



9:30 pm HOLLYWOOD & STARS (Sept. 30)



10:00 pm MITCH MILLER (premiere: Sept. 23)



11:30 pm NYC, 11:15 pm LA: TONIGHT

True—and NBC's Monday brings **The Huntley-Brinkley Report**, the enlightened way to start your evening viewing, Monday through Friday. For Monday amusement, **Monday Night at the Movies** leads off our bill of fare, and it's a cinematic chef d'oeuvre. Here are the big films of the 50's: the ones you kicked yourself for missing, and the ones you wanted to see a second time. To whet your appetite, we'll say that the list begins with *Love is a Many Splendored Thing*, *David and Bathsheba* and *Executive Suite*. All are television "firsts," and when the originals are in color, that's how we'll broadcast them.

After the flicks, stay with us for **Hollywood and the Stars**, a new series of behind-the-scenes entertainments with Joseph Cotten as host-narrator. The love goddesses from Theda Bara to Liz Taylor... the great screen lovers, Bushman to Brando... the tough guys, including Bogart and Cagney... it's the whole, fabulous Hollywood story.

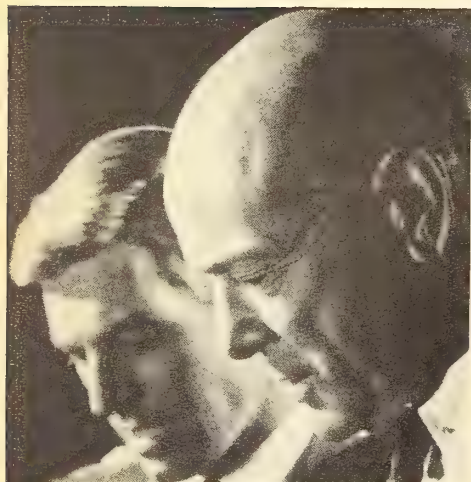
Sing Along with Mitch comes next, complete with tenors, baritones, basses and beard. Not to ignore Louise O'Brien and Leslie Uggams, who, with a line of TV's cutest chorines, complete Mitch's feast for the eyes and ears of us all.

NBC Television keeps up its late-hour liveliness every Monday (and Tuesday through Friday, too) with **Tonight**. Johnny Carson continues in the driver's seat, Skitch's gang operates in the tuneful realm, and the guests are people you've always wanted to meet. Meet some—tonight.

Reminder: listed times are correct for NYC & LA. See newspapers and TV GUIDE for your local schedule.

TUESDAY

"Tuesday is to be the day...."



7:30 pm MR. NOVAK (premiere: Sept. 24)



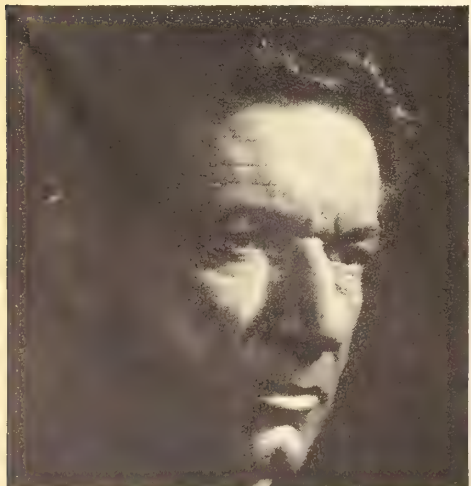
10:00 pm TELEPHONE HOUR (Oct. 8)



8:30 pm REDIGO (premiere: Sept. 24)



10:00 pm ANDY WILLIAMS (Sept. 24)



9:00 pm RICHARD BOONE (premiere: Sept. 24)



10:00 pm ACTUALITY SPECIALS (Jan. 7)

Thus, diarist Samuel Pepys noted that the world was expected to end on a Tuesday in 1667. It didn't, and so we have NBC Television, not ending the world, but taking you well-nigh out of it Tuesday nights. It starts with James Franciscus as **Mr. Novak**, who's a hip, handsome, two-fisted—high school English teacher! And extremely dedicated, too, although Dean Jagger as the canny principal sometimes has to curb his high spirits. This dramatic team gets a big assist from a live-wire student body of 1200, whose problems and escapades give the solid plots plenty of action.

Empire's many fans of last season will be hailing Richard Egan in **Redigo**, a new adventure program. It's true that station wagons outnumber stallions and skirts may be rustled more frequently than steers, but Jim Redigo proves weekly that today's West is still a man's world.

The Richard Boone Show brings television's first full-season repertory company in an extraordinary group of original dramas. Boone and playwright Clifford Odets are the creative dynamos behind this unique project, described in more detail elsewhere in these pages.

The Bell Telephone Hour returns on Tuesday, star-filled and various as always. This season, in addition, **The Andy Williams Show** will share the space with Bell, along with a number of Actuality Specials featuring prominent NBC News correspondents on camera. Whichever enterprise is holding forth on a particular Tuesday night, the hour bears close watching. So do all the others.

Reminder: listed times are correct for NYC & LA. See newspapers and TV GUIDE for your local schedule.

WEDNESDAY

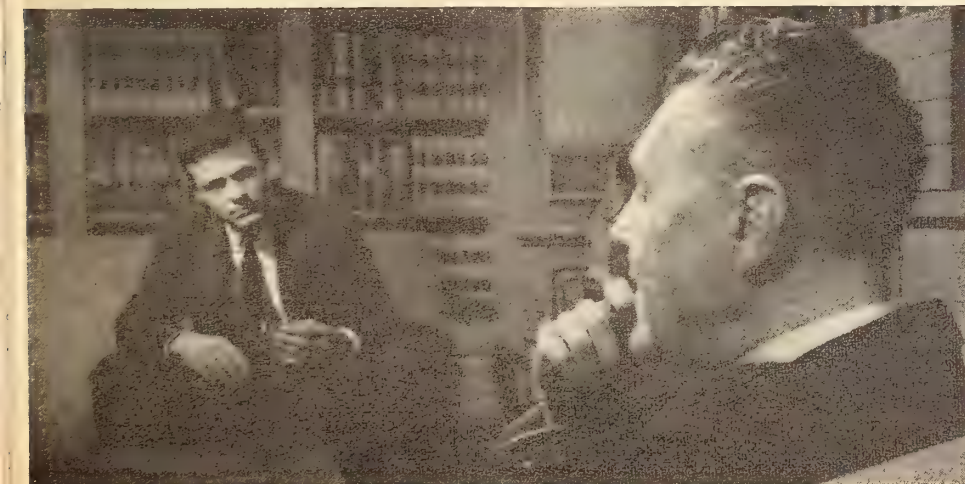
'Wednesday is the best of all....'



7:30 pm THE VIRGINIAN (premiere: Sept. 18)



9:00 pm ESPIONAGE (premiere: Oct. 2)



10:00 pm THE ELEVENTH HOUR (premiere: Oct. 2)

Best for wedding, according to the old English rhyme. Very good for watching NBC, too. Wednesday's a drama-lover's dream—adventure all evening long. First off, there's **The Virginian**, the famed fictional cowboy whose notable transition to television occurred last season. James Drury in the title role and Lee J. Cobb as Judge Garth head the strong cast of regulars, and guest stars are the standard policy. This Fall, the 90-minute series will shed light on the events that brought our mysterious hero West to Medicine Bow. A must for all who like action lean-in-the-saddle, and, as color set owners know, it feeds the eye as well as the imagination.

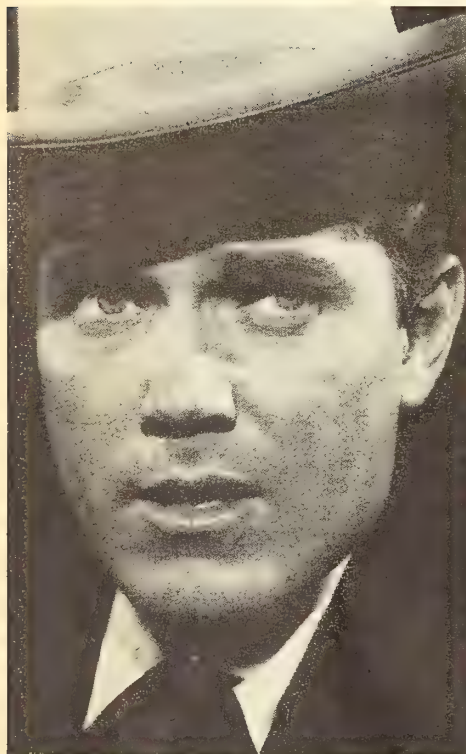
Espionage is the spine-tingling title of NBC's new Wednesday night suspense series, investigating the shadow-world of international undercover agents, soldiers in a deadly, secret war that never ends. These stories, shot in European locations, have the impact of newfilm and the tension of cloak-and-dagger drama. **Espionage** is probably the boldest profession, and if spies ever have a dull day, you won't see it here.

Some people stay right at home and lead dangerous lives. That, in short, is the dramatic premise of **The Eleventh Hour**, in which, this season, the distinguished actor Ralph Bellamy will play forensic psychiatrist L. Richard Starke. Jack Ging returns as Paul Graham, clinical psychologist. The two bring warm human understanding and psychiatric insight to crises that hit the troubled and emotionally ill, often at—the eleventh hour.

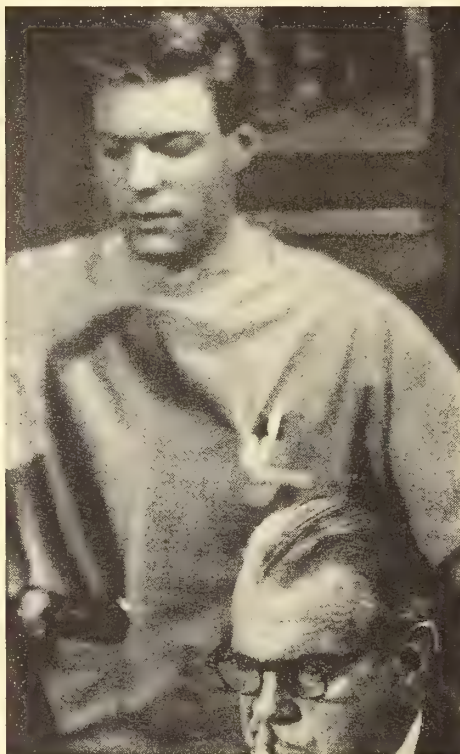
Reminder: listed times are correct for NYC & LA. See newspapers and TV GUIDE for your local schedule.

THURSDAY

"How thou dost prattle on of Thursday...."



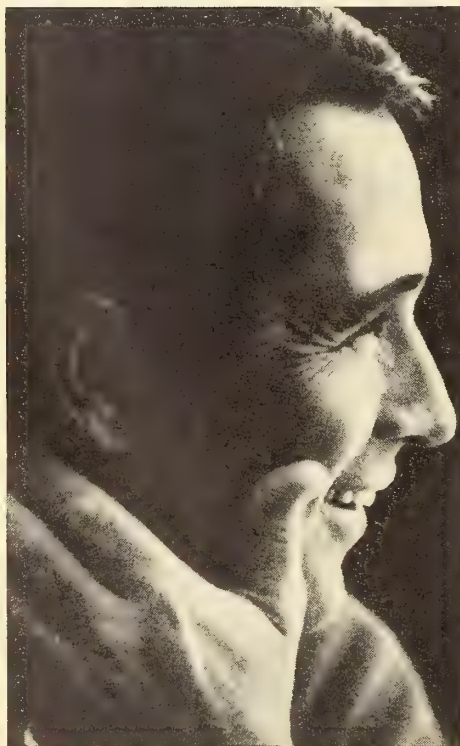
7:30 pm **TEMPLE HUSTON** (Starts: Sept. 19)



8:30 pm **DR. KILDARE** (premiere: Sept. 26)



9:30 pm **HAZEL** (premiere: Sept. 19)



10:00 pm **KRAFT** (premiere: Oct. 3)

Indeed we do, and with good reason. NBC's Thursday night is an enticing blend of all the entertainment arts—drama, comedy, music and variety.

Temple Houston, our first case in point, marks a novel path for the adventurously inclined. Hollywood's magnetic young Jeffrey Hunter limns the title role, as a young lawyer traveling through the Southwest practicing rough and ready frontier law before the circuit-riding judges of the post-Civil War period.

A residency at Blair General awaits **Dr. Kildare** this Fall. Although America's favorite young M.D. will still labor under Dr. Gillespie's keen scrutiny, this means more responsibility for Dr. Kildare and a broader scope for the scalpel-sharp dramatic series, starring, of course, Richard Chamberlain and Raymond Massey.

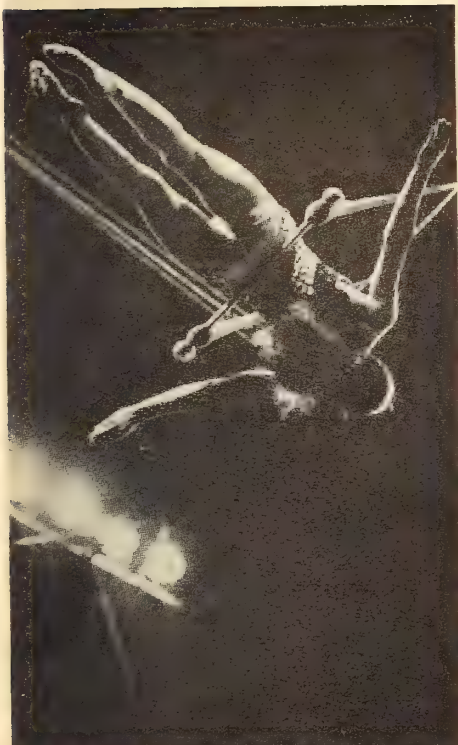
Svelte and glamorous she's not, but **Hazel** is nevertheless the favorite TV heroine of millions. As played by Shirley Booth, Hazel's a domestic gem beyond price—generous (she'd give you the shirt off Mr. Baxter's back), loving (what would Harold do without her?) and outspoken (thank goodness!). Hazel returns this Fall in a fresh series of comic adventures and as before, the Baxter family will share the pleasure with all of us.

Post-Hazel, Thursday brings the new **Kraft Suspense Theatre**—featuring top stars in original dramas with meaningful themes developed through action and suspense, and filmed in color. Seven Thursdays in the year, **Perry Como's Kraft Music Hall** takes over, with guest stars, spectacle, dancing, laughter, and songs, songs as only Perry can sing them.

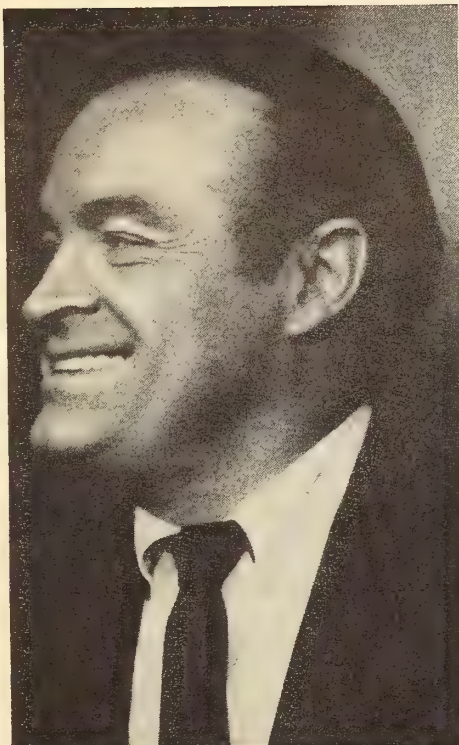
Reminder: listed times are correct for NYC & LA. See newspapers and TV GUIDE for your local schedule.

FRIDAY

"Right as the Friday...."



7:30 pm **INT'L SHOWTIME** (starts Sept. 13)



8:30 pm **BOB HOPE** (premiere: Sept. 27)



9:30 pm **HARRY'S GIRLS** (premiere: Sept. 13)



10:00 pm **JACK PAAR** (premiere: Sept. 20)

Chaucer's phrase from *The Knight's Tale* does service here to remind us that "right" is the right word for the NBC Friday night's tale, starting with **International Showtime**. Master of Ceremonies Don Ameche and his crew coursed two continents last summer, and you'll see fabulous finds from the circus capitals of Europe and the Far East on your home screens.

Meanwhile, back in Hollywood, the multitude of projects included in **The Bob Hope-Chrysler** series have been moving forward under Bob's benign eye. There will be a Hope show every week, ranging from the dramatic "One Day in the Life of Ivan Denisovich" to the razor-sharp wit of a typical Bob Hope comedy-variety show, with Hope as host on every one—and he'll also play a couple of dramatic parts.

A lighter part is Larry Blyden's in **Harry's Girls**, as the fast-stepping manager of three delectable dancers on European tour. The new show is Blyden's first TV situation comedy, and the girls—Dawn Nickerson, Susan Silo and Diane Williams—are talented, fresh and amusing newcomers, and very easy on the eyes.

The rightness and lightness of our Friday nights are neatly enhanced by **The Jack Paar Show**. This season as in the past, the brightest stars in show business will nowhere glow so brilliantly as in the presence of the Seer of Studio 6B, Jack Paar himself. This applies to conversation as well as performances, both of which will be doubly dazzling to those who see them in NBC's living color. But even in black-and-white, Jack Paar's a must—to see, and to talk about next day.

Reminder: listed times are correct for NYC & LA. See newspapers and TV GUIDE for your local schedule.

SATURDAY

How pleasant is Saturday night...."



8:30 pm THE LIEUTENANT (premiere: Sept. 14)



8:30 pm JOEY BISHOP (premiere: Sept. 14)



9 pm SATURDAY MOVIE (premiere: Sept. 21)

So wrote a lady poet, long before NBC got round to making Saturdays really special. This Autumn, the pleasantries get a crisp start with **The Lieutenant**, a new, stunningly realistic hour dramatic series on the peacetime Marine Corps, with Gary Lockwood as the young Looie whose assignments range from his base in California to the furthest reaches, and Robert Vaughn as his leathery superior officer. If you thought Marine Corps adventure ended with Korea, this will open your eyes.

We suggest you *keep* them open for **The Joey Bishop Show**, NBC's second Saturday night hit. Fall finds comic Joey Barnes and his spouse, Ellie (played by charming Abby Dalton), being proud but oftentimes puzzled parents. The newest member of the cast, Joey, Jr., weighed in at seven pounds, nine ounces—and he's out to steal twice his weight in scenes. But Joey, Sr., has an ace up his cuff—more stand-up comedy routines.

Survivors from pre-television times will recall when the Saturday night movie was standard American ritual, along with the Saturday night bath. NBC revived it (the movie part) last season, and this coming Autumn **Saturday Night at the Movies** will present a fresh package of films from the fabulous Fifties. Among them are such successes as *Daddy Long Legs*, *A Man Called Peter*, and *How to Be Very, Very Popular*; the stars include the likes of Richard Burton, Leslie Caron and Marilyn Monroe. These movies will be playing for the first time on television, and many, of course, will be in color.

Reminder: listed times are correct for NYC & LA. See newspapers and TV GUIDE for your local schedule.

SUNDAY

"All the calm Sunday that goes on and on...."



7:00 pm BILL DANA (premiere: Sept. 22)



7:30 pm WALT DISNEY (premiere: Sept. 29)



8:30 pm GRINDL (premiere: Sept. 15)



9:00 pm BONANZA (premiere: Sept. 22)



10:00 pm DU PONT SHOW OF THE WEEK (premiere: Sept. 15)

Calm, yes. But many other things, too, on NBC Television this Fall. Come sundown, Sunday's serenity will be rippled by laughter with a Spanish accent. The cause will be comic Bill Dana's happy creation, José Jiménez, as a hotel bellhop on **The Bill Dana Show**. Cry javoc!

On José's heels is **Walt Disney's Wonderful World of Color**. A suspense story from Paris, a musical of old Vienna, jungle adventures as only Disney can do them, and, of course, new miracles of animation. In other words, it will be the mixture as before: when you have a perfect blend, why change it?

And if you haven't, why not find it? Which is what Imogene Coca has done, ending a long search for a starring comedy role, with **Grindl**. Grindl is a free-lance gal-of-all-work—a specialist at finding closet skeletons and bel-frey bats on every job she holds.

Bonanza rides into view next, returning in full glory—and full color—for another season. Voted the nation's favorite series last Spring, it's the Western that's cooler, firmer, faster on the draw, more fully packed with adventure. Millions have switched to Bonanza, and you'd better, too. Or else.

After the Western, we go Eastern. **Du Pont Show of the Week** presents distinguished dramas that make it the Broadway of television, and they are matched by the keen actuality of its documentaries. In sum, Du Pont provides a grand climax to the pleasures of Sunday evening.

Reminder: listed times are correct for NYC & LA. See newspapers and TV GUIDE for your local schedule.

THE LIVE, LONG DAYS

Mondays through Fridays most fathers and children are out of TV range after the "Today" show, and women become the majority audience. We find that they fancy a bit of drama and a fair supply of

daytime news, but above all they enjoy meeting people. Audience-participation shows, built around a contest, a conversation, or a game, are welcome company in the housewife's busy (but sometimes

rather lonely) world. This Fall, she will discover two such additions to the NBC daytime schedule, "Missing Links" and a new morning program that brings back the popular Merv Griffin as host. Both shows are part of NBC's unprecedented three hours of color programs each weekday.



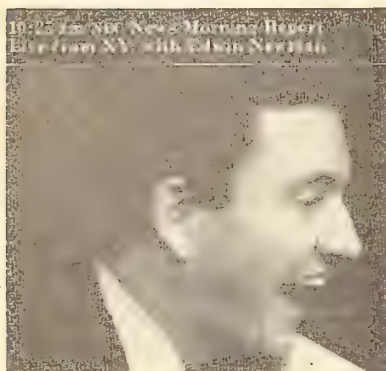
10:00 am SAY WHEN
Art James is host.



12:00 Noon YOUR FIRST IMPRESSION
Bill Leyden moderates (color).



3:00 pm THE LORETTA YOUNG THEATRE.
with Miss Young as hostess-star.



10:30 am WORD FOR WORD starring
Merv Griffin premieres Sept 30 (color).



12:30 pm TRUTH OR CONSEQUENCES,
with Bob Barker. (In color after Sept 30).



3:30 pm YOU DON'T SAY. Tom Kennedy
referees, with celebrities and guests (color).



11:00 am CONCENTRATION, with Hugh Downs.
A new time period, beginning Sept 9.



12:55 pm NBC News Day Report. Live
from Washington, with Ray Scherer.



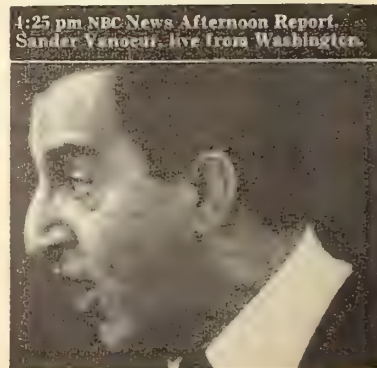
4:00 pm THE MATCH GAME, with Gene
Rayburn, celebrities and guests.



11:30 am MISSING LINKS. Game show,
premiering Sept. 9 (color)

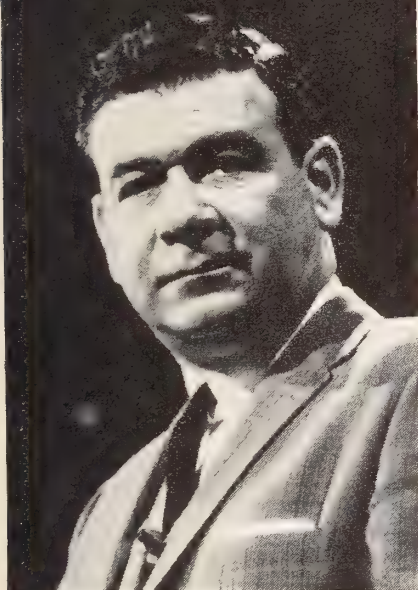


2:25 pm NBC News Mid-Afternoon Report.
Live from Chicago, with Floyd Kalber.



4:30 pm MAKE ROOM FOR DADDY. Situation
comedy, starring Danny Thomas.

Clever



4:00 pm SUNDAY, television's weekend news magazine with Frank Blair. Starts Oct 20.

On



5:30 pm G-E COLLEGE BOWL with Robert Earle. In Color. Starts Sept 22.

Sunday



6:00 pm MEET THE PRESS, weekly interviews with national and world leaders.

Sunday newspapers are very fat cats compared to the weekday editions—a phenomenon that once caused Wally Cox to wonder why The New York Times always found more news that was fit to print on the Sabbath. One answer is that Sunday is when most newspaper readers, like most of us, have the most time.

Television viewers, too, have time for more than the headlines on Sunday. There's leisure to lean back and let the TV set detail the newest novels, fashion's latest folderol, what's big in art galleries and sports stadiums across the country.

All this fits the premise of NBC's "Sunday," a one-hour week-end television news magazine that begins on October 20th. "Sunday" is aimed at a light, unhurried view of the week's happenings, with emphasis on music, art, sports, theater and other topics that regular news broadcasts seldom

have time to cover in much detail.

The new program's host is NBC Newsman Frank Blair, well known to early birds for his eleven-year assignment on the "Today" show. In keeping with the "magazine" concept, the "Sunday" program is establishing regular departments, conducted by staff members.

Veteran NBC News White House correspondent Ray Scherer is responsible for interpretive reports of the week's events. Younger viewers will be treated to a weekly explanation of a complex news subject, illustrated with film animation and narrated by NBC News correspondent Robert Abernethy. The Washington scene, including social notes and fashion news, will be covered by Nancy Dickerson, and the world of sports, by Joe Garagiola.

"Sunday" critics will appear regularly, to praise or bury new ventures

in their respective spheres of interest. Among the critics are Aline Saarinen, Cleveland Amory, and NBC's Edwin Newman. And behind the scenes, the worldwide resources of NBC News will be made available to "Sunday's" staff.

On the Fall NBC schedule, "Sunday" is a near neighbor of the newly arrived "G-E College Bowl," which last year won an Emmy as "the outstanding program achievement in the field of panel, quiz or audience participation." Sober as that sounds, it's a fast-paced show filled with as much excitement and competitive spirit as many a more muscular contest. And it will be seen in color.

Since "G-E College Bowl" in turn is followed by our long-running (and headline-garnering) "Meet the Press," it's clear that "Sunday" is in good company. In fact, NBC is wearing its Sunday best this Fall.



DATELINE, ANYTIME, ANYWHERE

When Greece was in her glory, Athens had a population of about 300,000. This Fall, perhaps 75 times that number will be watching a television program about the Golden Age of Greece. At NBC, the concept of news embraces all actuality, past, present, and probable future. The 40-odd subjects of one-hour news specials this year include the training of a professional football star, private art collections, the Paris-to-Istanbul railroad, developments on the frontiers of medicine, and the life and culture of India. Also this season the widely acclaimed portrait of "The Kremlin" will be rebroadcast in color.

When the chiefs of NBC News approve a program like "Greece: The Golden Age," or "The Kremlin" they commit over \$100,000—sometimes as much as a quarter of a million—to one production. Why do they do it?

The answer seems to lie in a mixture of pride and conscience. NBC News pioneered this type of programming when it still seemed off-beat and of limited public interest. Today the audiences for these shows are respectable, even by television's giant yardstick. As William McAndrew, executive vice president of the NBC News Division, says, "Our province as newsmen embraces anything of significance that happens anywhere at any time."

It has never been a newsman's style to count the costs or difficulties when important events are happening. Should he respond differently because the important events happened last month, or 2,500 years ago? NBC News thinks not.



"The Kremlin"

FCC STICKS BY ITS GUNS

Option time will go the way of the Model T
as commission refuses to reconsider decision

The FCC last week rejected requests of CBS, ABC and the ABC-TV Affiliates Association that it reconsider its decision to outlaw television option time. The order banning the networks' traditional practice of assuring station clearances goes into effect tomorrow (Sept. 10).

In its option-time order, issued May 28, the commission held that the practice isn't essential to TV network operations, is an artificial restraint of access to TV station time and is an abdication of licensee responsibility (BROADCASTING, June 3).

And in its order last week, the commission said the arguments advanced in requesting reconsideration were without merit. The vote was 6-1, with Commissioner Robert E. Lee dissenting. He was also the lone dissenter in the vote to bar option time.

CBS was concerned only with that portion of the order barring any practice "having the same effect" as option time. The network interpreted this to include its incentive compensation plan, which the FCC specifically held to be a rules violation in a separate order.

CBS said the "same effect" provision

is invalid because it's "too vague." The commission, however, said "the context within which" the provision is contained must be considered. It said it was concerned with option time "and devices of like restraining effect." Broadcasters, the commission added, are well aware of "the type of arrangement we have in mind."

Second Point ■ CBS also argued that "same effect" provision wasn't properly raised in the notice of rulemaking. But, the commission said, the rulemaking asked for comments on the form a rule should take to "effectuate the prohibition of option time." Eliminating only the specific practice of option time, the commission said, "would hardly effectuate the desired result."

In its separate order barring the incentive plan, the commission held it violates the rule prohibiting arrangements under which stations are penalized for refusing network programs. Under the incentive plan, an affiliate earns 10% of the station's network rate for the first 60% of the programs it carries and 60% of the rate thereafter.

ABC had held that the commission's order failed to consider the "competi-

tive imbalance which exists among the three networks because of station scarcity. The network also said that it was particularly handicapped in its effort to overcome its competitive disadvantage because the commission, a day after abolishing option time, rejected the proposal to drop in, at short spacing, third VHF channels in seven markets.

No Comment ■ The commission, which still has the drop-in case under consideration, would not comment on that aspect of ABC's argument. But in turning to the question of competition, it stuck by its position that option time has no "substantial connection with competitive equality among the networks."

The commission conceded that, since ABC has fewer affiliates than CBS or NBC, "any given number of 'defections' would be more significant, percentage-wise, in its case than with the other two." But the commission said there is no reason to believe that defections will occur in sufficient numbers "to jeopardize successful" network operations.

The commission said the ABC affiliates' contention that elimination of option time would restrict the flow of network programming "warrants little further comment." The commission restated its view, first expressed in its May 28 order, that networking "would continue without the restraining effect of option time."

Carriers say intrastate is out of FCC's bounds

The FCC has no jurisdiction over the activities of intrastate common carriers, 20 of the microwave services told the commission last week in asking for a declaratory ruling on the subject.

They voiced their belief that "the commission has exceeded its statutory authority over intrastate communication operations" in asking for the ruling.

"The carriers provide a video transmission service principally to subscribers engaged in the community antenna television (CATV) business," the carriers said, although they are available to serve other interests. The services of all the signing carriers, they said, were strictly intrastate, and cannot be federally regulated. "The commission has failed to recognize or accord any distinction whatever in the regulation of intrastate carriers as compared to its regulation of interstate carriers and has, in fact, asserted jurisdiction indiscriminately and without regard for the statute from which its authority emanates."

The carriers concluded by saying that "it is clear that the practices of the commission . . . have been in violation of the Communications Act of 1934" and should be ceased.

Interior wants a print as park site price

The Department of the Interior wants to revise its rules regulating commercial photography in the nation's parks so that the department may "increase [its] rather scanty film libraries."

The new regulations would exempt bona fide news photographers, including TV newsmen, but would require "motion picture companies desiring to take feature motion or sound pictures involving sets or professional casts and technical crews" to furnish the department one print of unused footage and a 16 mm print "of any completed film or television production."

Present rules do not require the furnishing of free footage. Andrew L. Newman, Interior's deputy director of information, explained that the proposed regulations, published in the *Federal Register* Aug. 20, are intended mainly "to codify previous regulations" affecting the National Park Service and "to liberalize commercial photography in the park areas." Mr. Newman said the department uses motion pictures in its

educational programs and would appreciate the free film "as a courtesy."

The proposal states that the film is "for noncommercial, administrative use by the department. . ."

Other provisions of the proposed regulations:

- No fees would be charged for the privilege of shooting film in park areas.

- A bond would be required to guarantee compliance with the regulation provision on free footage "in an amount to be set by the [park] superintendent."

- If a request for permission to film is denied by a superintendent "the applicant may request review . . . by the director of information."

- Applicants for permission to film must sign an agreement which includes the free film provisions.

- Credit must be given in the film to the department unless it requests otherwise.

The deadline for comments on the proposal, which Mr. Newman said are welcome from the public, is Sept. 20.

FCC's fairness policy attacked

SEN. THURMOND HITS AT HEARING; REP. HARRIS IN SPEECH

The FCC's July 26 public notice on fairness, which broadcasters have attacked since it was issued, was challenged by members of Congress last week, first in a Senate hearing and later in a major speech by the chairman of the House Commerce Committee.

Senator Strom Thurmond (D-S.C.), a member of the Senate Communications Subcommittee and a frequent critic of commission policies, Wednesday (Sept. 4) asked FCC Chairman E. William Henry why the commission had even issued the notice.

Senator Thurmond said he has received letters from broadcasters throughout the South who want to know what they must do to comply.

Chairman Henry said that the main reason for the notice was a House Communications Subcommittee hearing on editorializing where the FCC was told that licensees needed guidelines on editorializing and the broadcasting of controversial programs (BROADCASTING, July 1).

Senator Thurmond also tried to learn whether the commission would require broadcasters who carry sponsored controversial programs to provide free time

for opposing views. Chairman Henry answered that the commission "has never to my knowledge decided this" but has a study underway and would consider it "very soon."

It was understood that the commission would take up this question at its meeting Wednesday (Sept. 11).

Harris, Too ■ Meanwhile, Representative Oren Harris (D-Ark.), whose Commerce Committee is the parent of the subcommittee that has been conducting hearings on editorializing, bluntly told the FCC last week that it should review its fairness statement "to determine whether it is in conformity with the Communications Act. . ."

Representative Harris, in a letter sent to Chairman Henry Sept. 5 and in a speech before the Arkansas Broadcasters Association in Little Rock Sept. 7, said that the notice "if actually enforced . . . is likely to place an intolerable burden upon the members of the commission which the members cannot possibly discharge without neglecting other important responsibilities. . ."

Elements of the commission's notice, the congressman said, "can only result in obliterating [the] fundamental divid-

ing line of responsibility with regard to programing between licensees and the commission." The commission's primary responsibility in programing "is limited to a periodic overall review," Representative Harris said; the licensee is responsible for content on a day-to-day basis.

Only a week earlier the National Association of Broadcasters asked the commission to rescind its notice and said it had caused "widespread bewilderment" among broadcasters (BROADCASTING, Sept. 2).

Pastore's View ■ Senator John O. Pastore (D-R.I.), subcommittee chairman, was concerned that ability to pay for air time might determine whether the public would be able to hear opposing views. "Do you think for one moment that the fact that [a] group was able to propagandize the public and pay for it, that it should be prevailing without an opposite view being given a fair opportunity to express itself?"

Senator Pastore said he was "afraid we are going to be in serious trouble" if the commission decides that it would be necessary to pay for time to obtain



Listening to Senator Strom Thurmond (D-S.C.) question FCC Chairman E. William Henry last week on the commission's fairness statement (l-r): Ralph W. Horton, assistant chief clerk of the Senate Commerce Committee; Jeremiah J. Kenney Jr., committee assistant chief coun-

sel (minority); Senator John O. Pastore (D-R.I.), communications subcommittee chairman; Nicholas Zapple, committee communications counsel; Senator A. S. (Mike) Monroney (D-Okla.) and (partially hidden) Senator Thurmond, both subcommittee members.

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And Here's Why...

● EXCITING, COLORFUL LOCAL PROGRAMMING

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● GREATEST TV PERSONALITIES

Fred Hillegas, Joel Mareiniss, Jerry Barsha and experienced news staff of seven; Denny Sullivan and the WSYR Gang, musical variety show starring Eileen Wehner and Fred Krick; Bill O'Donnell, sports; Ed Murphy, movies and weather; Kay Russell, women; "Salty Sam," Popeye host. Central New York's greatest salesmen!

● BEST TECHNICAL FACILITIES

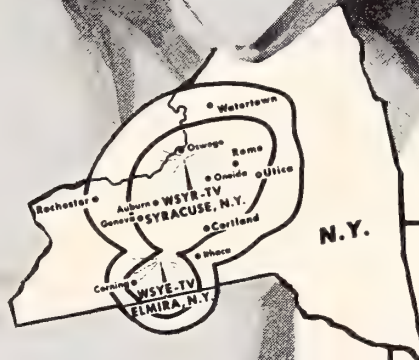
In Central New York — first with color; first with video tape; first with a modern, completely-equipped TV center and the only channel with maximum power at maximum height.

● EXPERIENCE AND "KNOW-HOW"

A top-flight veteran staff directed by executives averaging more than 20 years at WSYR-TV. No "Johnny-come-latelies," these.

● OVERWHELMING SUPERIORITY

*WSYR-TV delivers 38 per cent more homes than the No. 2 station.



24 Counties

656,700 TV Homes

2,470,800 in Population

\$4,813,849,000 in Buying Power

\$3,129,621,000 in Retail Sales

*ARB MARKET REPORT
MARCH, 1963

WSYR • TV



Channel 3 • NBC Affiliate • 100 KW

SYRACUSE, N. Y.

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS



Senator William Proxmire (D-Wis.) went to bat last week for his bill to prevent the FCC from considering ownership by members of Congress when reviewing license applications. The senator (l) is seated next to FCC

Chairman E. William Henry, who said the bill was not necessary. On the chairman's left is FCC Commissioner Kenneth A. Cox, who with Commissioner Frederick W. Ford (not shown) accompanied the chairman.

fairness. Chairman Henry agreed and said that this is the approach that the commission has usually taken. "The only thing I am unable to do is to say that there will be a majority of commissioners that will agree," the chairman added (CLOSED CIRCUIT, Sept. 2).

Senator Pastore showed special concern about the Citizens Committee for a Nuclear Test Ban, which has requested free time from more than 300 stations to answer attacks made against the treaty in programs provided by the conservatively oriented Manion Forum and Life Line Inc. (BROADCASTING, Sept. 2).

Senator Pastore is also chairman of the Joint Committee on Atomic Energy and is one of the Kennedy administra-

tion's key supporters of the test ban treaty.

Senator Thurmond's questioning of Chairman Henry occurred during a subcommittee hearing on a proposal of Senator William Proxmire (D-Wis.), who has tried since 1960 to require the commission not to give applicants special consideration because some of their principals may be members of Congress. Senator Thurmond supported Senator Proxmire's bill, S-708, and urged him to broaden it to prohibit members of Congress from holding any interest in broadcast stations.

"A member of Congress should not only do right, he ought to appear right," Senator Thurmond said. Congress requires stringent conflict of in-

Sen. Talmadge, too

Senator Herman Talmadge (D-Ga.) has labeled the FCC's controversial July 26 policy statement on a broadcaster's responsibilities under the fairness doctrine "an unwarranted infringement upon freedom of speech."

The senator's indictment was delivered in a letter to FCC Chairman E. William Henry asking for a commission explanation. He said the regulations outlined in the statement (BROADCASTING, July 29) are "unduly restrictive. . . . I have been in politics a long time and have been criticized many times." Senator Talmadge noted, "however I have always felt that such critics had a right to their opinion."

He pointed out that the FCC encourages stations to editorialize but at the same time "restricts stations so as to make it a virtual impossibility in some areas."

terest rules for members of the executive branch, he noted, but is very lenient with itself.

Broader Bill? ■ The senator received no encouragement on this point from other members of the subcommittee. Senator Proxmire said he was more interested in his limited goal but would like to work with Senator Thurmond on a conflict of interest bill at a later time.

But Senator Thurmond wasn't the only person interested in broadening the bill. Senator Pastore said it seemed to him the legislation unfairly singled out members of Congress. Senator Pastore said the bill "raises certain doubts about the qualifications" [of congressmen] and ought to be broadened to include any public official.

Senator Proxmire agreed. He first offered his proposal in 1960 when he learned that an FCC hearing examiner's initial decision favoring Capital Cities TV Co. for channel 10 Albany, had held that the applicant was "manifestly superior" in civic participation because, in part, five congressmen were stockholders (BROADCASTING, June 27, 1960). "It cannot be ignored," Senator Proxmire said the examiner wrote, "that some of these individuals have achieved civic and political prominence which denotes in them an ability to discern and be responsive to the interests of the people of their community."

The senator told the subcommittee last week that "we have fought hard for legislation to prohibit ex parte contacts by congressmen with the quasi-judicial agencies. . . . Now we learn that, far worse than making a phone call or writing a letter, a member of Congress

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music is used
every day on
every TV network
...105* shows
every week

MONDAY

David Brinkley's Journal	NBC
The Tonight Show	NBC
To Tell the Truth	CBS
I've Got A Secret	CBS
The Lucy Show	CBS
The Danny Thomas Show	CBS
The Andy Griffith Show	CBS
The Rifleman	ABC
Stoney Burke	ABC
Ben Casey	ABC

TUESDAY

Laramie	NBC
Empire	NBC
The Dick Powell Show	NBC
Marshall Dillon	CBS
The Lloyd Bridges Show	CBS
The Jack Benny Program	CBS
The Garry Moore Show	CBS
The Untouchables	ABC
Bell & Howell Close-Up	ABC

WEDNESDAY

Perry Como	NBC
Dobie Gillis	CBS
The Beverly Hillbillies	CBS
The Dick Van Dyke Show	CBS
U.S. Steel Hour	CBS
Armstrong Circle Theatre	CBS
Wagon Train	ABC
Going My Way	ABC
Our Man Higgins	ABC
Naked City	ABC

THURSDAY

Wide Country	NBC
Dr. Kildare	NBC
Hazel	NBC
Andy Williams	NBC
Fair Exchange	CBS
Perry Mason	CBS
Twilight Zone	CBS
Ozzie and Harriet	ABC
Donna Reed Show	ABC
Leave It To Beaver	ABC
My Three Sons	ABC
Fred Astaire-Alcoa	ABC

FRIDAY

The Price Is Right	NBC
International Showtime	NBC
Rawhide	CBS
Route 66	CBS
Alfred Hitchcock Hour	CBS
The Flintstones	ABC
I'm Dickens—He's Fenster	ABC

SATURDAY

Sam Benedict	NBC
The New Joey Bishop Show	NBC
The Defenders	CBS
Have Gun, Will Travel	CBS
Gunsmoke	CBS
Matty's Funnies	ABC
Mr. Smith Goes to Washington	ABC
The Lawrence Welk Show	ABC

SUNDAY

The Bullwinkle Show	NBC
McKeever & The Colonel	NBC
Walt Disney's Wonderful World Of Color	NBC
The Dinah Shore Show	NBC
Mr. Ed	CBS
Lassie	CBS
Dennis The Menace	CBS
Ed Sullivan Show	CBS
The Real McCoys	CBS
Candid Camera	CBS
Father Knows Best	ABC
The Jetsons	ABC
Major Adams	ABC
Sunday Night Movie	ABC

DAYTIME (Mon.-Fri.)

Say When	NBC
The Price Is Right	NBC
Concentration	NBC
Your First Impression	NBC
The Merv Griffin Show	NBC
Loretta Young Theatre	NBC
Young Doctor Malone	NBC
Make Room For Daddy	NBC
The Match Game	NBC
Calendar	CBS
I Love Lucy	CBS
The McCoys	CBS
(Nat.) College of the Air	CBS
Pete & Gladys	CBS
The Millionaire	CBS

The Jane Wyman Show	ABC
Yours For A Song	ABC
Tennessee Ernie Ford Show	ABC
Seven Keys	ABC
Queen For A Day	ABC
American Bandstand	ABC
Discovery '63	ABC

(Sat.)

The Ruff and Reddy Show	NBC
Fury	NBC
Magic Midway	NBC
Exploring	NBC
Captain Kangaroo	CBS
Mighty Mouse Playhouse	CBS
The Adventures Of Rin Tin Tin	CBS
Sky King	CBS
Top Cat	ABC
The Magic Land Of Allakazam	ABC
My Friend Flicka	ABC

(Sun.)

Lamp Unto My Feet	CBS
Look Up And Live	CBS

*(as of March 20, 1963)



*

BROADCAST MUSIC, INC. 589 Fifth Avenue, N. Y. 17, N. Y.

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BROADCASTING, September 9, 1963



YOUR MONEY IS WORTH MORE IN TAMPA ST. PETERSBURG

Your advertising dollar
goes three times farther
on **WSUN^{abc}TV**
the pioneer station

WSUN^{abc}TV

Tampa - St. Petersburg

Natl. Rep: VENARD, TORBET & McCONNELL
S. E. Rep: JAMES S. AYERS

Proxmire praises TV show

NBC-TV's three-hour Labor Day special on the civil rights problem was lauded last week by Senator William Proxmire (D.-Wis.), who called the show a "great contribution by private enterprise to better understanding in America." The senator, a frequent critic of television, noted that the program was carried "at an enormous cost to NBC, because it was necessary to forego all advertising."

"Many of us," the senator said, "have criticized the television industry for various things, but when the industry does something such as this—considering how well the documentary was done; being balanced, thoughtful and penetrating—the industry deserves commendation."

can influence decisions of the FCC by purchasing or accepting as a gift, stock in a company which intends to apply for a television license."

Henry Disagrees ■ Chairman Henry testified that the commission does not believe legislation is necessary because the Capital Cities case "states that the commission does not have nor has it ever had a policy of favoring or penalizing an applicant for a broadcast license because a member of Congress is numbered among the officers, directors or stockholders of such applicant." Nonetheless, he said, the commission endorses the basic purpose of the proposal.

Senator Proxmire also criticized Commissioner Frederick W. Ford, who was commission chairman at the time of the Capitol Cities decision. Commissioner Ford had told a reporter in 1960, Senator Proxmire said, that the commission "considers having congressmen as stockholders a 'favorable factor' in awarding television licenses."

Commissioner Ford told the subcommittee last week that congressmen who are stockholders should be identified as such because it is "better to put it there for the world to see."

A BROADCASTING study found this spring that 21 congressmen and senators or their relatives held interests in broadcasting stations (BROADCASTING, May 20, 6).

FCC Bills ■ In other business, the Communications Subcommittee heard the FCC support two bills it had requested: S 1005 would authorize the FCC to grant special temporary authorizations for up to 60 days for certain nonbroadcast operations; S 1193 would require that petitions for intervention

in certain FCC proceedings designated for hearing must be filed not more than 30 days after publication of the hearing issues in the *Federal Register*.

The subcommittee also heard testimony favoring legislation that would authorize the FCC to allow certain foreign radio amateurs to broadcast in the U. S. on a reciprocal basis. Proponents were to work out language of a letter that would be submitted for the hearing record and indicate an understanding of the operators' responsibility.

Objections to ETV band denied by commission

The FCC's plan to add the 31 channels in the 2500-2690 mc band to the present educational television assignments (BROADCASTING, July 29) moved steadily ahead as the commission last week denied petitions for stays and reconsiderations of the rulemaking. The two objections to the ETV reservations were filed by the Central Committee on Communications Facilities of the American Petroleum Institute and the National Committee for Utilities Radio.

The central committee argued that ETV already has enough space in the spectrum and the only thing that has kept the oil companies from a wider use of the band is the lack of FCC policy on the fixed stations.

The national committee said that the 1990-2110 mc band, originally proposed by the FCC as one of the two alternatives, is preferable from a technical standpoint. Although the lower band has only 20 channels, the national committee said, equipment to use the channels is much more readily available.

Both groups asked for a stay of the effective date of the rulemaking because, they said, the Sept. 9 (today) date meant that the commission could not properly reconsider the action because of its August hiatus.

The FCC's denial of the committees' petitions, to which Commissioner Robert T. Bartley was the lone dissenter, said that the supplicants did not "claim [or] show that failure to grant a stay will result in irreparable injury to the public or to their own interests," the criteria by which, the commission said, petitions for stays are judged.

Furthermore, the FCC noted, the 2500-2690 mc band was not being reallocated from the operational fixed services to the new Instructional Television Fixed Service on Sept. 9. Present users will retain their licenses, although the commission plans a three-year freeze on new applications.

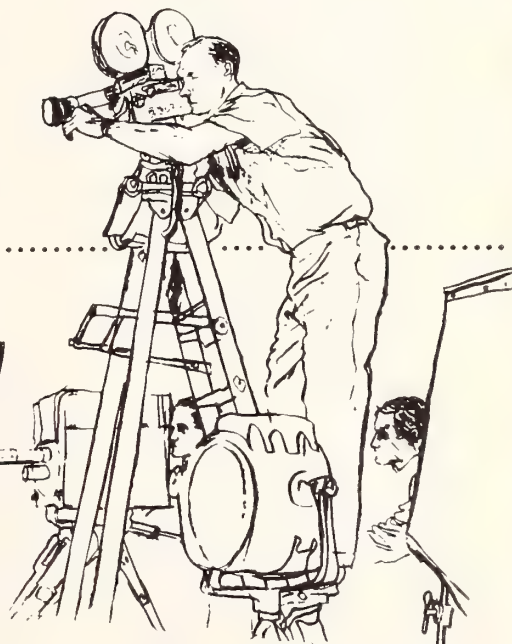
The committees' petitions, the FCC stated, brought up nothing that had not been considered in its earlier deliberations.

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**1ST RUN MGM
30/63 MOVIE**
11:30 PM
Friday



**NAKED
CITY**
10:30 PM Thursday
11:30 PM Saturday



**DICK POWELL
THEATRE**
11:15 PM
Sunday



**THE
FUNNY COMPANY**
8:00-9:00 AM
(M-F)



**DIVORCE
COURT**
1:30-2:30 PM
(M-F)



**BACHELOR
FATHER**
5:00-5:30 PM
(M-F)

wmal-tv abc

The Evening Star Broadcasting Co., Washington, D. C.

Government sets up communication system

EXISTING UNITS UNIFIED BY EXECUTIVE ORDER

A national communications system, comprising all the government's continental and overseas telecommunications circuits, has been established by President Kennedy.

The NCS, established by executive memorandum, will strengthen and unify all existing government communications systems. It includes the military Defense Communications Agency, the General Services Administration's Federal Telecommunications System and circuits used by the Federal Aviation Agency and other agencies.

Operating head of the overall federal system will be Secretary of Defense Robert S. McNamara, acting as executive agent for the President. Mr. McNamara has appointed Solis Horwitz, director of organization and management planning in the Defense Department, as assistant to the secretary for

this job, and Lieutenant General Alfred Starbird, director of DCA, as manager.

Responsible for policy in the development and operation of NCS will be the director of telecommunications management in the executive office. This position was held by Dr. Irvin Stewart, former FCC commissioner, until he resigned in April (BROADCASTING, April 22).

Dr. Jerome Wiesner, the President's science adviser, has assumed the responsibilities of the director of telecommunications management as they relate to NCS. Acting director of telecommunications management is Ralph L. Clark, former radio consulting engineer.

In the memorandum, the secretary of defense is given authority to request assignments of radio frequencies for NCS and to monitor for frequency utilization.

did promise, however, to consider the power hikes at a later date, and WCCO asked the commission to grant its petition and similar requests by other clear channels.

WCCO also noted that with increased power it could serve the nation's interior in times of emergency and as a voice of civil defense.

More than \$5 billion approved for space

Congress, which agreed on a \$5.35 billion space authorization bill last month, has helped loosen up a logjam of appropriations bills that includes fiscal 1964 funds for the FCC, Federal Trade Commission and the National Aeronautics and Space Administration.

At about the same time Congress also approved a continuing resolution which will allow the government agencies that have not yet had funds appropriated for the current fiscal year (1964) to continue to operate under their 1963 budgets until Oct. 31.

Appropriations bills for all independent agencies had been blocked while the House awaited passage of the space authorization measure (CLOSED CIRCUIT, May 20). The Independent Offices Appropriation Subcommittee planned to move quickly into "clean-up" hearings with a few agencies and was expected to release a report on the FCC and FTC budget requests later this month. The FCC is seeking \$16.4 million.

The final NASA authorization includes up to \$42,175,000 for communications satellites. NASA requested \$51,100,000; the House approved \$42,175,000, the Senate \$44,175,000.

An amendment written into the authorization requires the Communications Satellite Corp. to reimburse the space agency for all "exclusive" benefits it obtains from government experimentation.

'Town Meeting' lauded

Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, last week praised CBS-TV's *Town Meeting of the Air* program, broadcast this summer (BROADCASTING, July 15).

Senator Magnuson said CBS President Dr. Frank Stanton's "initiative and perseverance, and the resourcefulness and imagination of the executive producer, Fred W. Friendly, contributed enormously to this historic landmark in global communications."

"I congratulate those pioneers here and in Europe," the senator said, "who made this broadcast possible."

The program was the first of its kind to use a satellite relay between the U. S. and Europe.



Mr. Horwitz



Dr. Wiesner

WCCO asks FCC for 750 kw power

WCCO Minneapolis last week asked the FCC for permission to increase its power from 50 kw to 750 kw, citing its position in the central area of America and the "white" areas of radio coverage as justification.

The petition of the station follows a request by the Clear Channel Broadcasting Service for 750 kw power for all clear channels (BROADCASTING, April 15) and a brief in support of the CCBS petition filed by WSM Nashville (BROADCASTING, May 13). WLW Cincinnati, another clear channel station, has asked

for the 750 kw power for experimental use.

The Class IA Minneapolis station, which is licensed to Midwest Radio-Television Inc., noted that in spite of the proliferation of radio stations in recent years about half the nation is still not served by nighttime radio. Situated near the center of the country, the station said it is ideally located to serve the vast center of the land, and could do so easily with 750 kw.

The 830 kc station said that it participated in the commission's clear channel proceeding, and that it hadn't applied for the higher power earlier because the FCC said it wouldn't accept such applications at that time. The FCC



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WLCS-TV

KVOI-TV
WFLA-TV
Cable 10

Harris tells the FCC to turn around

HE DEPLORES FAIRNESS DOCTRINE, AD LIMITS, HORSE RACE BAN

The number one broadcasting authority in the U. S. House of Representatives as much as told the FCC last week to scrap its new fairness doctrine and its proposals to impose limitations on advertising time and on broadcasts of horse racing information.

Oren Harris, chairman of the House Commerce Committee, which is responsible for broadcast legislation, took public issue with the FCC in a speech prepared for delivery at a meeting of the Arkansas Broadcasters Association last Saturday (Sept. 7).

The speech was in an unusual form. It consisted mostly of the texts of two letters Mr. Harris had written, one to FCC Chairman E. William Henry and the other to a troubled but unidentified broadcaster who had told Mr. Harris he was on the verge of getting out of radio and television because of government harassment.

The letter to Mr. Henry, dated Sept. 5, was confined to the commission's recent policy statement on its fairness doctrine. Mr. Harris accused the FCC of assuming programming responsibility that was rightfully the broadcaster's, and he demanded that the agency reconsider its fairness policy.

In the letter to the broadcaster Mr. Harris took up

other subjects:

- He predicted that the FCC "may very well drop" its proposal to limit the amount of time that broadcasters may devote to commercial messages.

- He said the commission's proposal to ban most horse racing broadcasts, along with its new fairness policy and plan to impose commercial limitations, denoted a "new commission attitude [that] I regret."

- He did nothing, however, to allay broadcasters' fears of tough new regulations on editorializing. He said Congress ought to lay down the "ground rules" for editorializing, and he said he was "deeply disappointed" that broadcasters regarded attempts to do so as interference with free speech.

- He endorsed the National Association of Broadcasters' project to audit the program rating services and said that legislation to regulate the raters "should only be the last resort."

- He claimed for Congress the right to make policy on the regulation of community antenna systems in television and disagreed with the FCC's assertion of authority in that field.

Below are the slightly condensed texts of Mr. Harris's letters to Mr. Henry and the unnamed broadcaster:

Dear Chairman Henry:

On July 25 the commission adopted a public notice advising broadcast licensees concerning their responsibilities in connection with programming on controversial issues under the commission's so-called "fairness doctrine." In its notice the commission states:

"When a licensee permits the use of his facilities for the presentation of views regarding an issue of current importance such as racial segregation, integration or discrimination, or any other issue of public importance, he must offer spokesmen for other responsible groups within the community similar opportunities for the expression of the contrasting viewpoints of their respective groups. In determining compliance with the fairness doctrine the commission looks to substance rather than to label or form. It is immaterial whether a particular program or viewpoint is presented under the label of 'Americanism,' 'anti-Communism' or 'states' rights,' or whether it is a paid announcement, official speech, editorial or religious broadcast. Regardless of label or form, if one viewpoint of a controversial issue of public importance is presented, the licensee is obligated to make a reasonable effort to present the other opposing viewpoint or viewpoints."

The quoted passages, in my con-

sidered opinion, give to the public interest standard of the Communications Act an interpretation which is contrary to the basic pattern of the act.

Under the act the responsibility for broadcast programs rests with the individual licensee. In discharging this responsibility the licensee is called upon to establish and meet the needs of the community which he serves. At renewal time he must then give to the commission an accounting of his stewardship.

The authority and responsibility of the commission with regard to programs thus is limited to determining periodically whether or not the licensee on an *over-all* basis has performed in the public interest.

There are specific statutory exceptions to this basic rule. The Communications Act imposes a specific obligation upon a broadcast licensee who permits use of his facilities by a political candidate. Another specific obligation with regard to programming is contained in Section 317 of the act.*

These specific statutory obligations merely confirm the general pattern of the act that the licensee has the primary responsibility for determining on a day-to-day basis the content of programs and that the commission is

*Section 317 requires identification of sponsors or those who furnish program material.

limited to a periodic over-all review of broadcast programming.

The passages quoted from the commission's notice of July 25 can only result in obliterating this fundamental dividing line of responsibility with regard to programming between licensees and the commission. If the commission in an attempt to achieve fairness seeks to apply its "fairness doctrine" to the content of individual programs involving the discussion of issues of public importance, then, contrary to the policy of the act, the commission inevitably will inject itself into programming on a day-to-day basis.

Let us assume that a station broadcasts a regularly scheduled religious program. The minister in the sermon thus broadcast criticizes the policy of a local builder not to sell his homes to Negroes. He appeals to his congregation and to the listeners to support this stand by picketing the sales office of the local builder.

In conforming with the notice, must the station seek out the builder and offer him an opportunity to reply? Let us assume the builder desires to reply. In his reply he states that he alone cannot modify the mores of the community and he appeals for a modification of the presidential order aimed at the prevention of racial discrimination in housing financed under federal government programs. The builder

feels that the order should be extended to cover homes constructed with the aid of traditional loans advanced by banks or building and loan associations without recourse to veterans or FHA financing.

Other builders oppose the stand taken by this builder. They feel that the constitutionality of the President's order as it now stands should be tested in the courts and that under no circumstances should the order be extended to conventional mortgage loan financing. Should these builders then be given an opportunity to voice their views over the station?

A recent public opinion poll indicates that many more white Americans approve of nonsegregated schools and churches than approve of nonsegregated housing. Is the station to offer time for the presentation of this point of view as well?

What about the point of view advanced publicly by some prominent white persons that Negroes should be redistributed among the 50 states so as to approach a roughly equal distribution of Negroes in relation to white population in each of the 50 states? What about the often-publicized views of some prominent Negroes who favor concentrating all Negroes in some of the 50 states so as to allow Negroes to develop their own economic, social and cultural institutions?

Where is the discussion of public issues to stop which started with the broadcast of a regularly scheduled religious program?

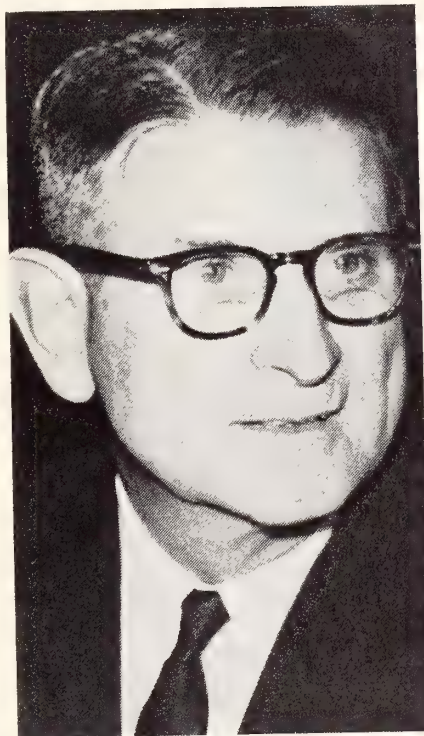
Will not the attempt to achieve "fairness" with regard to individual programs lead to a blue-penciling by broadcasters of all programs containing references to public issues, including sermons broadcast from churches? Will not stations want to avoid starting an interminable chain of argument and debate? Will they, therefore, be inclined to omit one of the sources of this danger, namely, religious programs?

All of the facts in the example are taken from recent responsible news reports concerning "contrasting viewpoints" which have been expressed on this particular "issue of current importance." I wonder how the commission proposes to deal with cases like these under its public notice of July 25?

The public notice, if actually enforced, is likely to have one further result: It is likely to place an intolerable administrative burden upon the members of the commission which the

members cannot possibly discharge without neglecting other important responsibilities placed upon them by the act. Thus, in order to meet the responsibilities under the public notice, the commission will have to discharge the day-to-day determination of what constitutes fairness in programs involving the discussion of public issues. Certainly nothing like this was ever contemplated by the framers of the Communications Act. On the contrary, the very purpose of the act is to leave primary responsibility for programing with the licensees.

I am, therefore, calling upon the commission to review the content of its public notice of July 25 in order to determine whether it is in conformity with the Communications Act of 1934, as amended. If the commission, upon review, determines that it is not



Chairman Harris

in conformity with the act, I trust the commission will appropriately modify its public notice.

In either case I request your early advice as to the decision reached by the Commission in this matter.

Sincerely yours,
Oren Harris, M.C.

The second letter was addressed to "one of the many broadcasters whom I have had the pleasure of meeting in the course of my 23 years of service in the House of Representatives":

Dear Friend:

I have been thinking about what

you told me during your last visit at my office. You said, I remember vividly, that you had your "belly full" and were about ready to sell your station. A broadcast station license, you felt, was tantamount to a hunting license for the FCC and the Congress to haunt broadcasters in connection with every aspect of their business.

Let me take the things you mentioned one by one:

First, with regard to the commission's proposed advertising limitations. I believe firmly that after the comments are all in and after the commission will have had an opportunity to think over this matter, it may very well drop the proposed limitations. In any event, Representative Walter Rogers of Texas, who is the chairman of our Subcommittee on Communications and Power, has introduced a bill which would clarify that the commission does not have any power to adopt rules limiting advertising. I take it that while the effect of the bill would be to eliminate the commission's rulemaking power in this respect it could still in granting a license take into consideration whether the program service offered meets the needs of the community and this inquiry would include the question whether such program service involves excessive commercialization.

I believe the bill constitutes a step in the right direction in that it would permit the commission to cope with excessive commercialization as one aspect of programing on a case-by-case over-all basis without letting the commission inject itself into the day-to-day program operation of all broadcast stations.

As to the second point—the commission's recent elaboration of the fairness doctrine—I have written a letter to the commission wherein I expressed some of my views on this subject. I expect to hear from the commission before long, and I shall send you a copy of their reply.

Thirdly, you have mentioned our committee's broadcast ratings investigation. This investigation has been concluded. I think you will agree with me—the facts are that many broadcasters have been taken in by many ratings services. Perhaps some of the broadcasters did not mind too much being taken in. However, I believe you will agree that broadcasters cannot meet the public interest standard of the Communications Act and at the same time use false or at least mis-

CONTINUED ON NEXT PAGE

HARRIS TELLS THE FCC TO TURN AROUND *continued*

leading broadcast ratings.

I have expressed before the view that legislation in this area should only be the last resort. Individual broadcasters, however, are not in a very good position to evaluate the adequacy of rating procedures and rating information. If broadcasters were required to shoulder this responsibility individually I venture to say that ratings would necessarily have to fall into disuse.

The only way in which broadcasters can audit rating services is to do so collectively as has been proposed by the National Association of Broadcasters. The association has made good progress in establishing an audit bureau for rating services and I hope the association has the full support of its members in taking this step.

This reminds me that you had some misgivings about your own trade association. Let me remind you that your association was responsible for the adoption of radio and television codes which contain specific provisions concerning the limitation of advertising. It is a fact that only about 38% of radio stations and 70% television have subscribed to the codes. I venture to say that had your association been in a position to exercise greater influence in this area the industry might not be confronted now with commission rulemaking on advertising.

I have already said that I don't agree with the commission's proposed rule, but I do believe that broadcasters individually and collectively can do more in this area than has been done in the past.

The last point which you made concerns our committee's hearings on editorializing. As you know, the Communications Act does not contain any specific provisions on this subject and many questions have been raised as to what should be the ground rules for broadcast editorializing. I am of the firm conviction that the Congress should concern itself with the estab-

lishment of such ground rules and that it should not leave this important question to the FCC without at least laying down specific guidelines to the commission. I am deeply disappointed that many broadcasters have viewed these hearings as an attempt on the part of Congress to interfere with free speech. Certainly, this was not our intention. As early as 1958, in speaking to the Connecticut Broadcast Association, I stressed the importance of broadcast editorializing and expressed the hope that this practice would become more widespread than it had been heretofore. I hold to the views then expressed.

The attitude of many broadcasters towards our hearings on editorializing seems symptomatic to me of the prevailing mood of broadcasters today. Broadcasters in general seem to feel on the defensive.

Let me suggest that the requirement that broadcasters must establish and meet community needs can be both your shield and sword. If you succeed in getting your communities behind you you need not fear greatly governmental criticism or interference. The commission's Omaha hearings seem ample proof of my contention.

I have a strong feeling that in recent months the commission may have forgotten an important principle which it alluded to in its statement on programing.* The commission stated "we do not intend to guide the licensee along the path of programing; on the contrary the licensee must find his own path with the guidance of those whom the signal is to serve."

The commission's notice of fairness, its proposed rulemaking on advertising, and the proposed ban on horse racing information, seem to me examples of this new commission attitude. I regret this attitude and I hope this trend will not continue.

There is one more thing I wanted

*Issued in July 1960.

to say to you since you are operating a television station in addition to an AM-FM radio station. It has recently come to my attention that community antenna television systems are increasing by leaps and bounds. In my own state there are now more than twice as many such systems as there are television stations.

The commission, without any specific statutory authority from the Congress, has attempted to regulate community antenna television systems and this regulation has met with a great deal of opposition. The commission has won an important judicial victory in the Carter Mountain case. In that case the court upheld the contention of the commission that it could use its power to license microwave operations for the purpose of regulating community antenna systems.

I don't agree with this approach but the court in this case upheld the commission's point of view. I am still old-fashioned enough to believe that basic policies should be laid down by the Congress, and not by commission fiat with judicial approval.

I just wanted to mention this because it seems to me that a basic conflict seems in the offing between local television stations on the one hand and community antenna systems on the other hand. Unless some steps are taken to resolve this conflict, the Congress may well be called upon to do the resolving for the two contending parties.

We just had some experience with resolving a management-labor conflict in the railroad industry, and I can assure you that none of us members of Congress cherish the thought of having to do the same thing with disputes of this nature on a continuing basis.

Thus you can see we members of Congress have a few gripes of our own and I don't expect you to be able to take care of ours. However, I shall do my best to take care of some of your complaints and I shall also be glad to hear from you.

Sincerely yours,
Oren Harris, M.C., Chairman

'SMUT' WAS INCIDENTAL, FCC SAYS

Robinson testimony was enough for renewal denial

The FCC vigorously defended last week its right to look at programing and claimed that court decisions and congressional legislative history upheld this view.

But, it added in its brief to the U. S. Court of Appeals for the District of Columbia in the WDKD Kingstree, S. C.,

case, even without the question of the "smut" and "vulgarity" of Charlie Walker's patter, its refusal to renew the WDKD license must be sustained because the licensee, E. G. Robinson Jr., misrepresented his knowledge of the questioned broadcasts.

The commission last year denied the

WDKD license renewal after a hearing in Kingstree. It held that Mr. Robinson permitted disc jockey Charlie Walker to broadcast programs that were "coarse, vulgar and suggestive of indecent double meanings."

Mr. Robinson in his appeal maintained that the FCC has no right to look at programing. He contended that the FCC decision violates the First Amendment and the "no censorship" provision of Section 326 of the Com-

“DESIGN IT THE BEST YOU KNOW HOW, AFTER WHICH WE WILL PRICE IT”

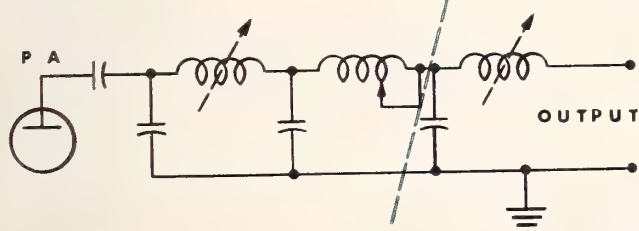
This was the instruction from Gates management throughout the development of the BC-5P-2 5000 watt AM broadcast transmitter. That this directive became a reality is now history, as 218 of these transmitters now operate world-wide. Several of the design features, responsible for this universal acceptance, are listed below. In preparing this analysis, Gates recognizes that the items it omits could be construed as weak points. Actually, this effort is to cover the points that are of major importance to a buyer who is going to invest several thousand dollars for a 5000 watt transmitter.

TRANSMITTER SIZE: A prime objective was to fit the transmitter into the smallest possible room size, while staying within good engineering practice. There was no sensible reason, however, to build it so small that: (1) it is hard to service, (2) it runs hot, and (3) it cannot be 100% self-contained. After all, few things are worse than finding room and protection of life for an outboard high voltage power transformer. BC-5P-2 is 100% self-contained in 3 cubicles, each with its own cooling system. Floor size is 73½" across and 39½" front to back. With the 78" height, BC-5P-2 has a total cubage of 135.6, a minimum for both good cooling and serviceability with common sense ease.

TRI-UNIT COOLING: The BC-5P-2 features a special 3-cabinet cooling system consisting of blowers, each with 270 C. F. M. air capacity and ¼ H. P. motor, plus ceiling suction fan. Blowers are shock mounted to assure minimum low frequency noise.

FULL TEE NET TANK:

Gates does not stop at the dotted line . . . (below). The



BC-5P-2 has a complete Tee network to guarantee meeting FCC harmonic reduction figures. FCC rules say this reduction is "as measured into a suitable load". Gates DOES NOT interpret a suitable load as an antenna coupler with its own network. The BC-5P-2 must meet FCC harmonic measurements at the transmitter output terminals into a pure resistance dummy antenna. Nothing else!

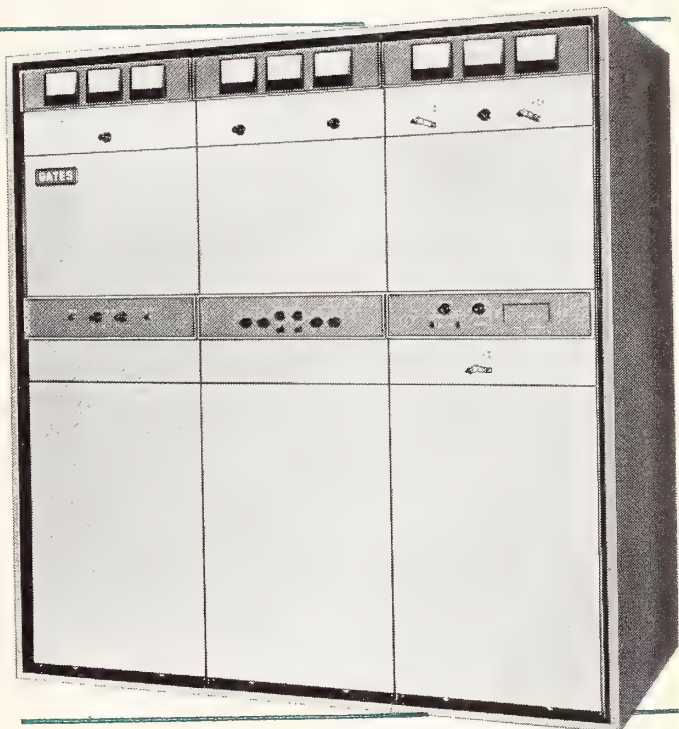
POWER AMPLIFIER COMPONENT VALUES: Lasting power is as important as output power. For this reason, Gates has installed what we firmly believe to be the largest power amplifier component list of any 5000 watt transmitter made. To prove this, we list these values for you to check.

Plate Tank Coil: Edgewound ribbon, Micalex insulated, rotating type for tuning, ⅛" x ½" ribbon, silver plated, 20 ampere rating.

Tank Vacuum Capacitor: Jennings Model M voltage 15,000 volts. Current: 21 amperes.

Shunt Capacitor No. 1 Tee Network: Ceramic insulated 5% Mica Type G3 rated at 15,000 volts and 21-27 amperes.

First Tee Net Coil: Edgewound, ribbon Micalex insulated, fixed tapped, ribbon 3/32" x ⅜" silver plated, 15 amperes.



Second Tee Net Coil: Rotating type continuously variable edgewound ribbon, Micalex insulated. Ribbon ⅛" x ½". Silver plated, 20 amperes.

POWER OUTPUT: Capable of 5600 watts, the transmitter provides ample margin for losses incurred in directional arrays. The ability to modulate an easy 100% (note easy) is very important. The same modulator tube complement is used in the BC-5P-2 as in the Gates 10,000 watt model and at the same plate voltage.

TUBE OR SILICON RECTIFIERS: Gates has both. What should I buy? As silicon rectifiers cost more and must never fail (they are not replaced like a tube) Gates feels that the very best is necessary and demands 3 times voltage and 15 times current safety factors. If the equipment is operator-attended, such as with directionals, tubes might be preferred.

TRANSFORMERS: The heart of any equipment. Here, the number is important, as distribution of load has much to do with transformer and transmitter heat, and heat has very much to do with transmitter life. BC-5P-2 has a total of 22 sealed transformers and reactors, spaciouly distributed throughout the three cubicles. They are all made for 50 cycle service — a 20% bonus safety factor for 60 cycle users.

CABINET RADIATION: All broadcast transmitters must pass critical cabinet radiation tests to obtain FCC approval. To assure absolute cabinet radiation compliance, the entire RF driver/tank and output network are constructed within an 11 gauge aluminum housing.



GATES RADIO COMPANY

A Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

Offices in: Houston, New York, Los Angeles, Washington, D.C.

In Canada: Canadian Marconi Company, Montreal • Export Sales: Rocke International Corporation, New York City



munications Act (BROADCASTING, July 15).

Coming to the station's defense, but on somewhat different grounds, was the American Civil Liberties Union. Although acknowledging that the commission has the authority to look at programs, the ACLU attack was on the vagueness of the standards by which it judged the Charlie Walker broadcasts (BROADCASTING, Aug. 26).

The commission's brief last week was the final one in the case. No date has yet been set for argument before the circuit court.

Right To Review ■ The FCC bolstered its contention that it has the right to review programs with a half-dozen court cases.

"It has long been settled," it said, "that the commission has authority to consider the past or proposed service of an applicant, and that a denial of license upon a ground reasonably related to the public interest, including the character and quality of the program service, is neither censorship within the meaning of Section 326 of the Communications Act nor an abridgement of the right of free speech."

While the First Amendment extends to broadcasting, the FCC said, "different rules are appropriate for different media of expression." The commission's concern with program content, it said, "does not stop with a decision that the material falls within the protection of the First Amendment; it necessarily extends also to consideration of whether the programing serves the public interest. . . ."

Answering the ACLU argument that the commission's standards were not sufficiently precise, the FCC said: "Since the commission was deciding a particular case of adjudication, the terms 'coarse, vulgar, suggestive and susceptible of indecent double meaning' take concreteness from the material which they describe."

The ACLU argument might apply to rulemaking or a general rule, the FCC said, adding: "The commission has a proper concern with a pattern of operations which is patently offensive and vulgar and which the licensee itself is unwilling to defend as in the public interest. It has a right to compel an applicant to prove that there is something more than naked commercial selfishness in his purpose. Misuse of a public trust is clearly relevant to the statutory objective. The commission's concern with the sensibilities of the housewife, teen-ager and the young child also has a legitimate basis in the context of radio broadcasting, and particularly in the case of disc jockey patter. The suggestion of the ACLU that the commission's decision may stifle creative programing is without substance. The commission was at

pains to limit its holding to the facts of this case, pointing out that the test it employed would not necessarily apply to other types of programing."

Other Grounds ■ At one point in its brief the FCC suggested to the court that it need not meet the constitutional issue of free speech; it could decide the case on the misrepresentation issue.

At another point it said that even if Mr. Robertson's plea that he was not aware of the material broadcast by his disc jockey was accepted, this showed he failed to exercise proper control over the station's programing and had thus

failed to meet "a most fundamental licensee obligation."

The commission agreed that its discretion in the program field is not "absolute or unbounded."

"We do urge that once the basic principle of congressional authority to require operation in the public interest as determined by the commission is accepted, the 'public interest' standard considered in the context of the radio medium provides an adequate standard for commission action and for judicial review in the program field," the commission stated.

March on Washington—broadcaster style

MOUNT OPPOSITION TO FCC COMMERCIAL TIME LIMITS

The nation's airlines have received unexpected dividends from a most unlikely source—a proposed rulemaking by the FCC.

This has come about through extra heavy traffic by broadcasters to Washington to line up opposition in Congress to the commission's proposal to adopt the commercial time standards of the National Association of Broadcasters' voluntary codes as government rules.

Latest state delegation of broadcasters to visit its congressional delegation was from Oklahoma last week (see picture, this page) while the North Carolina and Missouri associations will be on Capitol Hill next week. The Oklaho-

mans were successful in their crusade, with the Oklahoma congressmen agreeing unanimously to file a joint opposition with the FCC.

The North Carolina Association of Broadcasters, led by President Jac Starnes, WBAG Burlington, will visit its congressmen tomorrow (Tuesday) with Missouri broadcasters due the next day. Don Dailey, KGBX Springfield, and president of the Missouri Association of Broadcasters, will head that delegation. Other state associations from Tennessee, Georgia and West Virginia have also made trips to Washington in opposition to the FCC's plan.

In addition, 19 state associations have



Oklahoma's Democratic Senators (seated) Mike Monroney (left) and J. Howard Edmondson accept from Bill Morgan (standing center), KNOR Norman, and president of the Oklahoma Association of Broadcasters, comments in opposition to the FCC rulemaking to adopt commercial time standards during a meeting in Washington last week. Eight Oklahoma broadcasters met with their congressional delegation and obtained a com-

mittment from the five members present to file a joint opposition with the FCC. The others above include (l to r) Allan Page, KGWA Enid, and Representatives Page Belcher (R), Ed Edmondson (D) and Tom Steed (D). OAB members also present included Bill Searle, KGLC Miami; Jim Bellatti, KSPI-AM-FM Stillwater; Lewis Coleman, KGEA Durant, Frank Wimberly, KWKW Altus; Willard Mason, KFMJ Tulsa, and attorney Clee Fitzgerald.

ACCEPTANCE

...23 of the top 25 national spot TV advertisers bought KTVU last year.* Here is evidence of advertisers' acceptance of the San Francisco Bay Area's independent television station. Programming which meets the varied tastes of the Bay Area TV audience is one reason for this acceptance. Clean commercial scheduling with no triple spotting and no product conflicts is another. For greater effectiveness, join the advertising leaders and buy KTVU.

*Based on TVB estimates of top 25 national spot advertisers in 1962.



The SAN FRANCISCO-OAKLAND BAY BRIDGE, linking the East and West Bay cities is crossed by more than 100,000 vehicles each day. On June 14, 1963, a new traffic record was set when 141,354 vehicles passed through the bridge toll gates. Completed in 1936, the span is 8¼ miles in length, including access roads. Photo by Mike Roberts

The Nation's **LEADING**
Independent TV Station



SAN FRANCISCO-OAKLAND

Represented Nationally by H-R Television, Inc.

taken formal actions opposing the FCC rulemaking, according to Milt Magruder, NAB assistant director of public relations. NAB records also show that broadcasters from over 40 states have made personal, written or telephone appeals to members of Congress on the time standards rulemaking. Comments continued to come in at the FCC last week with the deadline a week from today (Sept. 16).

More oppose adoption of codes as FCC rules

A few more kicks were aimed at the FCC's backside last week in protest against the commission's proposed adoption of the National Association of Broadcasters' radio and television code commercial time standards as FCC rules (BROADCASTING, May 20).

Broadcasters have been objecting right along (BROADCASTING, Sept. 2, Aug. 19), but some other groups got into the act last week. Identical petitions signed by four organizations from Opelousas, La.—the St. Landry Parish Farm Bureau, the St. Landry Parish Cattlemen's Association, the Opelousas Junior Chamber of Commerce and the Opelousas Lion's Club—scored the proposal to turn the codes into FCC rules as contrary to the American system of free enterprise.

Radio stations operate in the public interest under strict federal supervision, the groups argued, and even formed the NAB, which serves as a self-regulatory

body for broadcasters.

The Advertising Club of Chattanooga criticized the proposed rulemaking as an infringement of free speech and contrary to the Bill of Rights. Broadcasters, it said, are perfectly capable of self-regulation.

KMUL Muleshoe, Tex., the only broadcast interest to comment on the proposed advertising restrictions last week, said that the station generally conforms to the NAB code, but sometimes it is more in the public interest to go over the voluntary limits when a public service is rendered by a commercial. Thus, the station said, the rules, if adopted, would actually discriminate against the businessmen who necessarily would be refused advertising time on such occasions.

The same commission proposal was the subject of a letter from the Texas Association of Broadcasters to its members. The letter scored the proposed rulemaking as unconstitutional and urged support for a bill recently introduced in the House of Representatives by Representative Walter Rogers (D-Tex.). The bill (BROADCASTING, Sept. 2) would forbid the FCC to make rules limiting broadcast advertising.

HEW gets new requests for ETV station funds

Three new applications for federal grants to build or improve educational TV stations were accepted last week by the Department of Health, Education

and Welfare, which administers the program.

The new applications, seeking a total of \$267,163, were filed by Des Moines, Iowa, School District for \$43,886 to expand the facilities of KDPS-TV (ch. 11); Santa Barbara, Calif., ETV for \$139,043 to activate a new station on channel 20, and St. Louis ETV Commission for \$84,234 to improve the facilities of KETC-TV (ch. 9).

HEW approved the first five grants 10 days ago, totaling \$858,152 (BROADCASTING, Sept. 2), and now has 14 additional requests pending.

Some equal time changes please Prohibitionists

The Prohibition party bar has endorsed suspension of equal time requirements for the 1964 presidential and vice presidential candidates and urged broadcasters to follow the guide of fairness.

Adopting a resolution by acclamation at its annual convention in St. Louis, the Prohibition party noted that broadcasters, "mature members of the American community," have shown an "increasing awareness" of their obligations.

The Prohibition sentiments were transmitted to the Senate Commerce Committee which has Section 315 changes under consideration.

The resolution called on broadcasters to provide "adequate time for discussion of campaign issues, without lumping so-called third parties in one 'variety package' type of program."

FINANCIAL REPORTS

Capitol reports one of its best years

In the fiscal year ended June 30, Capitol Records had its highest sales since 1959 and the second highest in the company's 21 years, Glenn E. Wallich, board chairman and chief execu-

tive officer, told a board meeting in Hollywood Aug. 23. He credited the sales increase to across-the-board success with albums, whose sales reached an all-time high, and single records, which had their best sales since 1957.

Electra Megadyne Inc., Capitol's electronics subsidiary, in its second year

of operations doubled the previous year's volume, Mr. Wallich reported. EMI TV switching and/or broadcast systems have been installed at four universities and four airports in addition to TV stations throughout the country.

Twelve months ended June 30:

	1963	1962
Earned per share	\$2.17	\$0.76
Net sales for year	\$48,604,946.00	\$41,857,465.00
Profits before taxes	1,968,016.00	522,488.00

United Artists' first half

United Artists Corp. has reported a drop in earnings of 67 cents a share for the first six months of 1963 as compared to 1962 first half earnings.

Six months ended June 30:

	1963	1962
Earnings per share	\$0.44	\$1.11
Net earnings	802,000	2,003,000
Gross income	49,971,000	62,066,000

Republic's earnings increase

Increasing activity in all divisions paced sales and earning gains for the Republic Corp., Victor M. Carter, president, said last week in releasing financial figures for nine months of fiscal

New York indicts broker for stealing

The New York state attorney general's office reported last week that Bernard M. Kahn, a New York broker-dealer, has been arrested on charges of stealing \$65,000 from two clients who had bought shares in Home Entertainment Co. of America, Santa Monica, Calif., a pay TV organization. Home Entertainment Co. is not involved in the charges, the attorney general's office said.

An affidavit by the attorney general stated that the money given to Mr. Kahn was to have been placed in

a special escrow account in the Bank of America in Los Angeles. It said Mr. Kahn had the bank deposit the \$65,000 in his personal account in the bank's Beverly Hills branch. The attorney general's office said Mr. Kahn has been indicted on six counts in connection with the offering of \$3 million of Home Entertainment stock, which never was completed.

Home Entertainment Co. of America severed connections with Mr. Kahn last month (BROADCASTING, July 22).



FILMS

...leave sooner—get there faster!



It's there in hours...and costs you less!

Buses Daily Running Time 10 lbs. 20 lbs. 30 lbs.*

			10 lbs.	20 lbs.	30 lbs.*
NEW YORK— PHILADELPHIA	32	2 hrs. — min.	\$1.25	\$1.40	\$1.65
LOS ANGELES— SAN DIEGO	42	2 hrs. 30 min.	1.15	1.25	1.45
CHICAGO— MILWAUKEE	14	1 hr. 50 min.	1.20	1.40	1.60
CINCINNATI— LOUISVILLE	14	2 hrs. 40 min.	1.30	1.50	1.70
RICHMOND— NORFOLK	19	3 hrs. — min.	1.30	1.50	1.70

*Other low rates up to 100 lbs.

Save time! Save money! Ease those inventory control problems too! Ship via Greyhound Package Express! Packages go everywhere Greyhound goes, on regular Greyhound buses. Very often they arrive the same day shipped. Ship nationwide, anytime... twenty-four hours a day, seven days a week, weekends and holidays. Ship C.O.D., Collect, Prepaid, or open a charge account. Insist on Greyhound Package Express. **It's there in hours... and costs you less.**

**GREYHOUND PACKAGE EXPRESS, Dept. 8-V
140 S. Dearborn St., Chicago 3, Illinois**

Please send, without cost or obligation, complete information on Greyhound Package Express service...including rates and routes.

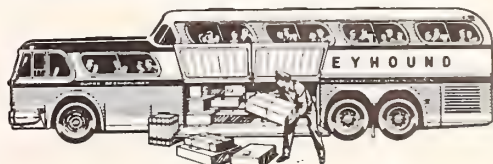
NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ PHONE _____

**CALL YOUR LOCAL GREYHOUND BUS TERMINAL
OR MAIL THIS CONVENIENT COUPON TODAY**



1963. Republic owns Consolidated Film Industries, Hollywood film processor, and has leased Republic studios for five years to CBS Television.

Thirty-nine weeks ended July 27:

	1963	1962
Earned per share*	\$ 0.48	\$ 0.34
Net sales	34,667,662.00	31,985,093.00
Net income	1,462,145.00	1,128,632.00

* Based on 2,443,448 common shares outstanding at end of period.

** After payment of \$300,000 in preferred stock dividends.

Rollins reports top 1st quarter in history

Revenues, earnings and cash flow for the first fiscal quarter of Rollins Broadcasting Inc. set a record for any quarter in the company's history, O. Wayne Rollins, president-treasurer, has reported.

Mr. Rollins also reported a regular quarterly dividend of 10 cents a share on common and 5 cents a share on

Class B common, payable Oct. 25 to stockholders of record as of Sept. 25.

Three months ended July 31:

	1963	1962
Earned per share*	\$ 0.27	\$ 0.18
Revenues	2,126,160.00	1,928,715.00
Operating expenses	1,331,116.00	1,221,081.00
Depreciation and amortization	290,259.00	336,124.00
Operating profit	504,785.00	371,510.00
Other deductions (Interest, miscellaneous, both net)	28,177.00	31,176.00
Earnings before federal income taxes	476,608.00	340,334.00
Estimated federal income taxes	220,869.00	171,692.00
Net earnings	255,739.00	168,642.00
Cash flow	546,998.00	504,766.00

* Based on average 958,271 shares of both common and Class B outstanding during the 1963 period and 956,496 in the comparable 1962 period.

Financial reports . . .

Paramount dividend ■ Paramount Pictures Corp. will pay a quarterly dividend of 50 cents a share on common stock Sept. 20, to stockholders of record Sept. 3.

Disney dividend ■ Walt Disney Productions announces quarterly dividend of 10 cents a share payable Oct. 1 to stockholders of record Sept. 11.

Universal dividend ■ Universal Pictures Co. has declared a quarterly dividend of 25 cents a share, equal to last year's dividend for the same period. It's payable to stockholders of record Sept. 20 on Sept. 30.

Decca dividend ■ Decca Records Inc. last week declared a regular quarterly dividend of 30 cents a share payable Sept. 30 to stockholders of record Sept. 16. The dividend is equivalent to that paid for the same period last year.

PKL dividend ■ The Papert, Koenig, Lois, New York agency, has declared a quarterly dividend of nine cents a share on "A" stock for the period ending August 31. The dividend is payable on Oct. 1 to stockholders of record as of Sept. 15.

PROGRAMING

CRC enters transcription library field

NEW 'MONEY MAKER' SERVICE HAS VARIED REPERTOIRE

Commercial Recording Corp., Dallas, a jingle and station ID producer since 1956, is branching out this year into the transcription library field.

Called "The Money Maker," the new service with more than 1,000 cuts in the basic library will be available to stations in November, on one, two or three contracts. Included in the service is a set of customized ID jingles.

The library with commercial jingles, inserts, punctuators, backgrounds, seasonal and holiday jingles, production aids, sound effects and electronic sound effects is called by CRC the first service of its kind designed for the '60's.

There are a minimum of 100 sponsor-identified open-end jingles in the library for such national brands as General Electric, RCA, Firestone, Texaco, Humble Oil, Sears, Roebuck & Co.,

Western Auto and all the domestic auto manufacturers, plus Volkswagen.

The series will be kept current by addition of a minimum of 15 cuts a month. The additional material and its category will be determined by questionnaires sent monthly to subscribers. The questionnaires ask what the stations need.

The "Money Maker" was created by John Coyle, president of CRC and KVIL Highland Park-Dallas.

Transportation program awards offered by ATA

Some station which broadcasts a program on metropolitan transportation this year will win an award of \$1,500 for the show's producer. The Ted V. Rodgers Awards have been established

by the American Trucking Association Foundation and the Trailmobile division of Pullman Inc., a Cincinnati truck-trailer manufacturer.

Prizes will be given in three fields—magazines, newspapers and radio-TV, with a special \$500 award for weekly newspapers. Second place winners will receive \$700 and third place will bring \$300. The entries will be judged by an independent panel of six members from the three fields and winners will be named on the basis of their contribution "to the understanding of metropolitan transportation problems."

Entries for the contest, which is named for the founder of the American Trucking Association, must be received by the ATA Foundation, 1616 P Street, N.W., Washington 36, D. C., no later than Dec. 31, 1963.

'Battle Line' getting slots in prime-time

The sales impact of Official Films' *Battle Line* series was pointed up in a report last week by Robert A. Behrens, vice president in charge of sales for OF, who noted that 15% of the 73 stations signed for the first-run series have pre-empted network shows in prime time.

The half-hour actuality program has been sold in 73 markets and will begin on many stations later this month, according to Mr. Behrens. Among the network programs being pre-empted by *Battle Line*, he said, are CBS-TV's *Twilight Zone*, *Petticoat Junction*, *Password* and *Mr. Ed*; NBC-TV's *Redigo*, *Temple Houston* and *Bill Dana Show* and ABC-TV's *Farmer's Daughter* and *ABC Special Reports*.

Film sales . . .

Rifleman (Four Star): Sold to WNBQ (TV) Chicago; WBTB (TV) Charlotte, N. C.; WIMA-TV Lima, Ohio; KATV (TV) Little Rock, Ark.; KTRG-TV Honolulu; KFMF-TV San Diego; WSSH-TV Portland, Me.; KVOO-TV Tulsa, Okla.; WHAS-TV Louisville, Ky. and WTVD (TV) Durham, N. C. Now sold in 62 markets.

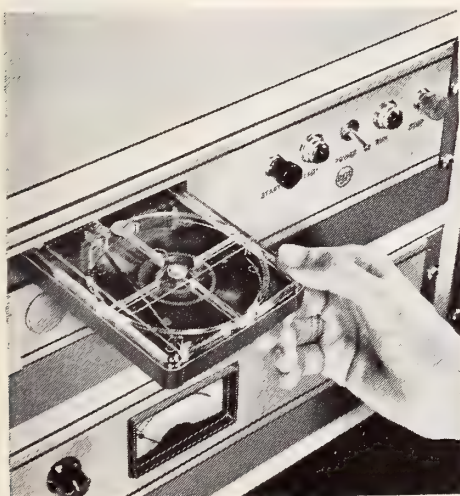
The Saint (Independent TV Corp.): Sold to WVUE (TV) New Orleans; WRC-TV Washington; KGW-TV Portland, Ore.; KPHO-TV Phoenix; WFDM-TV Beaumont,

Tex.; WTPA (TV) Harrisburg, Pa.; WTAP-TV Parkersburg, W. Va.; KEND-TV Fargo, N. D.; WFMV-TV Greensboro, N. C.; WHIZ-TV Zanesville, Ohio; WLBT (TV) Jackson, Miss.; KGGM-TV Albuquerque, N. M.; WREX (TV) Rockford, Ill.; WCOV-TV Montgomery, Ala.; KPLC-TV Lake Charles, La.; WTAF (TV) Marion, Ind.; WTVY (TV) Dothan, Ala.; KSWB (TV) Elk City, Okla.; WSLA (TV) Selma, Ala.; KCND-TV Pembina, N. D.; and WCAX-TV Burlington, Vt. Now in 48 markets.



RCA CARTRIDGE TAPE SYSTEM

Automatically Triggers Playback Units, Tape Recorders, Turntables, and Other Devices



Here's a unique built-in feature! The Recording Amplifier of the RT-7B Cartridge Tape System generates two kinds of cue signals. One is used to automatically cue up each tape, at the beginning of a program, the same as in ordinary units. The other signal, a special Trip-Cue, can be placed anywhere on the tape. This will cause the playback unit to trip and start other station equipments.

You can preset two, or a dozen or more RCA tape units, to play sequentially. You can play back a series of spots or musical selections, activate tape recorders, turntables, or other devices

capable of being remotely started. (In TV use Trip-Cue is ideal for slide commercials. Tape announcements can be cued to advance the slide projector.)

You'll like the RT-7B's automatic, silent operation, its compactness, high styling, perfect reproduction. Cartridge is selected, placed in playback unit, forgotten until "air" time, then instantly played. Cueing and threading are eliminated. Cue fluffs are a thing of the past!

Transistor circuitry, good regulation for precise timing, low power consumption, are among other valuable features.

See your RCA Broadcast Representative for the complete story. Or write RCA Broadcast and Television Equipment, Dept. AB-22, Building 15-5, Camden, N.J.



THE MOST TRUSTED NAME IN ELECTRONICS

SHAPING UP: '64 POLITICAL SHOWS

Nominating conventions will be more streamlined than ever in effort to keep radio-TV audience listening and watching

When the Democratic and Republican parties pull the wraps off their national conventions next summer, the nation will find that the historic nominating machinery has been streamlined more than ever for the television and radio audience.

Politicians and broadcasters have learned from experience that the electronic media have changed these conventions. No longer can the parties afford the archaic, long-winded, delegate-oriented pageants of the past. The national audiences, as the parties have seen, will dial away.

And the broadcasters, for their part, are planning supplementary programing to insert when the conventions become dull and tedious. Video tape has given broadcasters an opportunity to switch away from the proceedings on the convention floor and turn to reports and interviews recorded when the floor activity was more interesting.

Convention coverage of 1960, con-

ceded the best to date, will be improved and surpassed in 1964, according to predictions. (See page 88.)

Radio-TV Boost ■ Broadcasting's convention coverage has become a welcome boon to the party treasuries—four or five days of constant prime time attention focused on the parties, one at a time, with only an occasional baseball game or old movie to distract the audience. Broadcasters and their sponsors pick up the tab, and the politicians provide the show. If it's a winner, the well-done convention can give a presidential candidate such a boost that its momentum can go a long way in carrying him to victory.

But if the show is a bore and the national audience begins to flip dials in a desperate search for anything but the convention, politicians admit that this can bring on punishment in the ballot box.

Work on the 1964 conventions is underway. The men who will direct the

major coverage (network and large station chains) have met with the party convention planners and already have conducted on-site inspections of facilities at the convention cities—San Francisco July 13-17 for the Republicans and Atlantic City, N. J., Aug. 24-28 for the Democrats.

In Washington, meanwhile, party workers are wading through stacks of requests for working space at the convention halls, more studio and working space at the convention hotels plus rooms for the thousands of newsmen and technicians, and parking space for the hundreds of mobile units and private vehicles required for these mammoth special events.

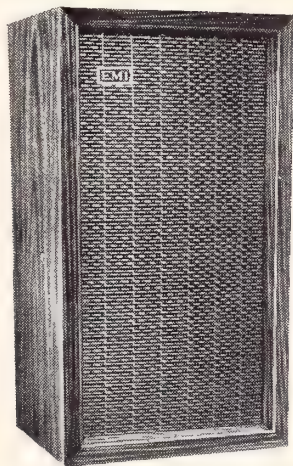
Those In Charge ■ The White House is awaiting the right moment to announce formally what some broadcasters have known for months—that J. Leonard Reinsch of Atlanta, executive director of the Cox stations, will again be in charge of the entire Democratic



The democrats will be meeting in Atlantic City's Convention Hall, which will be host to a national political convention for the first time. Looking over the hall are (l-r) William Eames, CBS News editorial director; Leonard Reinsch, convention manager for the Democratic Na-

tional Committee; Jack Christie, committee co-coordinator for radio-TV; Robert Wussler, CBS News production director; and Alvin Thaler, CBS News production manager for convention coverage. CBS will handle the TV pool for the Democratic convention.

Your money back
if this EMI speaker system
does not outperform
your present monitor!



EMI Model DLS-529: the ideal broadcast monitor

- 🔊 Much higher efficiency than offered by other sophisticated systems of moderate size.
- 🔊 Unique elliptical 13½" x 8⅞" woofer with patented aluminum center cone and molded polyvinyl chloride (PVC) suspension.
- 🔊 Large undistorted woofer excursion, with outstanding transient recovery.
- 🔊 Very low fundamental bass resonance.
- 🔊 Exceptionally flat mid-frequency response plus one of the smoothest 1000-to-2000-cps response characteristics ever measured, resulting in extremely pure midrange quality.
- 🔊 Two specially damped 3½" tweeters, with smooth response all the way to 20,000 cps.
- 🔊 Wide high-frequency dispersion, with polar response characteristic far superior to that of conventional tweeters of similar size.
- 🔊 4,500-cps LC dividing network.
- 🔊 Rigidly constructed cabinet with woven metal grille.
- 🔊 Impedance: 4 ohms. Size: 24" x 13" x 12½" deep. Weight: 45 lbs.

Harvey Radio Company will cheerfully refund
the net price of \$159.00 if you do not find the
EMI Model DLS-529 superior to your present monitor.



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Harvey Radio Company, Inc.
103 West 43rd Street, New York 36, N. Y. B
Please enter my order for ☐ one ☐ a pair of EMI Model
DLS-529 loudspeaker system(s), with the understanding
that I may return the speaker(s) within 30 days for a
full refund of the purchase price if not satisfied.

Name _____
Title _____ Station _____
Address _____
City _____ Zone _____ State _____

Networks will use 'everything' in covering conventions

The people responsible for network television coverage of the 1964 national political conventions pledged last week they will give the Republican and Democratic events everything they've got in manpower, time and equipment.

All agreed that the emphasis this time will be on putting the convention story in perspective for the viewer at home, a change from previous coverage which tended to stress proceedings on the convention floor (see page 86).

NBC News, which won critical praise for its 1960 coverage (BROADCASTING, Aug. 1, 1960), "will use every resource possible" to stay on top, said Julian Goodman, NBC News vice president. The network will call on many of the key men who were responsible for NBC's 1960 performance. Working under the direction of William R. McAndrew, NBC News executive vice president, and Mr. Goodman will be Reuven Frank, producer, and George Murray, director.

There will be some technical innovations that the network is not yet ready to reveal, Mr. Goodman promised. The NBC wire service, inaugurated during 1960's conven-

tion coverage and recently put into fulltime operation (BROADCASTING, Aug. 5), will be utilized, he said. The network also intends to assign reporters to each of the state delegations as it did in 1960, a device that kept NBC unusually well informed on breaking news developments, Mr. Goodman added. And, of course, he said, Chet Huntley and David Brinkley will be the anchor-men.

CBS Plans ■ CBS News has done some reorganizing since 1960 and will employ the special election unit that it formed in January last year and which covered the 1962 elections for CBS. Headed by Bill Leonard, executive producer, the unit is presently operating with a permanent staff of eight "which will probably expand to 95% of CBS News by July," commented William Eames, the unit's editorial director.

"Our prime goal will be to work from now until then on methods whereby we can tell the story better," Mr. Eames said. Perhaps the story has been lost in past concentration on technique and machinery, he suggested.

The convention viewer can look for great improvement in portable

cameras, more sophisticated coverage and better pictures—and a real improvement in internal communications, "one of the big bugaboos," Mr. Eames said.

Anchor positions will be handled differently next year, he said, but he did not explain how.

At ABC ■ Elmer Lower, new president of ABC News (BROADCASTING, Aug. 26), had a large share of responsibility for CBS's 1956 convention coverage and NBC's in 1960. "I will be giving a lot of personal supervision to ABC's coverage," Mr. Lower said while in Washington conferring with his capital news team last week. "ABC expects to be fully competitive in every way," he said. The network has about a dozen men at work on convention planning right now, Mr. Lower added. Robert Quinn, the news department's executive producer, also will be executive producer for the convention, and Bill Lindon will be principal director, Mr. Lower said.

Like the other networks, ABC is developing material for use when interest wanes on the floor. The network will use an anchorman, Mr. Lower said, but he has not been named.

convention (CLOSED CIRCUIT, Aug. 12). Mr. Reinsch has handled broadcasting arrangements for Democratic conventions since 1944 and has directed the party's national conventions since 1956.

The Republicans, who rely less on professional media personnel for this work, already have named Robert R. Snodgrass, an Atlanta businessman and veteran national committeeman from Georgia, to handle radio and television arrangements.

Both already have guided media representatives through the convention halls and hotels. Decisions on who'll get what space probably won't be made until the first of next year.

But the parties have assured broadcasters that they will do everything they can to cooperate and ease the sizeable problems of convention coverage.

Intramural Competition ■ Convention coverage has become a prestige battle for broadcasters and for the networks especially. The conventions have become tests of their enterprise, mobility and endurance. But despite the intense competition—or perhaps because of it—broadcasters will again form pools to avoid impossible congestion at key points on the convention floor and at the hotels. NBC drew the TV pool responsibility for the Republican con-

vention; ABC passed up its chance to handle the Democratic convention so CBS will be in charge at Atlantic City. Mutual is taking care of radio pools at both conventions.

The parties report that broadcasters are asking for more convention space than in the past. Requests for credentials also are up.

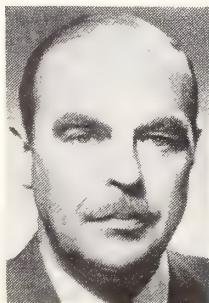
For the Democrats next year's convention will pose some of the problems faced by the Republicans in 1956—little contest for the nomination. "This is the first time since 1944 that we've had a convention with predictable results," Mr. Reinsch said.

The Big Contest ■ The Republicans will have a situation comparable to the

1960 Democratic convention—a wide open contest. The GOP believes this very contest gives their convention "an inherent interest" from the point of view of a national audience, said William Sprague, director of public relations for the Republican National Committee.

"As far as making a good television show is concerned," Mr. Sprague said, "we have long been aware of the importance of that audience. . . . We will try to make it as easy as possible for the media to get the work done that they know best how to do. I will be hoping to see that the media get every possible advantage, but we do have to leave room in the hall for the delegates."

Mr. Reinsch predicts the Democratic convention "will be the most streamlined political convention anybody's held in years. We are mindful of the 1956 Republican convention which went overboard in entertainment and when . . . President Eisenhower's motorcade from his hotel to the convention hall took precedence over some of the speeches being made in the hall by cabinet members," he said. Scheduling of events will be critical, he added, but Democrats "have geared their conventions in a way that places emphasis



Mr. Pierce



Mr. Snodgrass

GOP's planners

on voters in the audience rather than on the hall" where attention formerly was focused.

TV's Dangers ■ Mr. Reinsch, an experienced broadcaster, noted that "convention coverage on TV can also be dangerous—pre-empting too many programs, upsetting viewing patterns—this can develop resentment which will show up in the ballot box.

"Radio did away with the newspaper extra and television did away with the deadlocked convention," he said. Looking off to some future convention, certainly not next year's, Mr. Reinsch said that a deadlock would cripple a campaign if television stayed with it and continued to pre-empt shows.

A major Democratic innovation will be the elimination of a headquarters hotel, Mr. Reinsch said. "This is intended to make it easier for all media and the Democratic National Committee." It will save duplication because the media normally set up double facilities, one at the convention hotel and the other at the convention site, he explained. This move should save time, money and crews, especially for broadcasters, he said. The networks "are all thrilled" about it, Mr. Reinsch commented.

This also saves the national committee "from the ticklish job of obtaining accommodations for VIPs," Mr. Reinsch noted. "Everybody wants to stay at the headquarters hotel," he said.

Another Democratic innovation has been proposed: the presidential nominee's acceptance speech, which usually precedes the selection of a vice presidential candidate, will be held off until the end of the convention.

GOP 'Amateurs' ■ Republican sources have been less specific on their 1964 plans, mainly because most of the party people involved are relative amateurs in media. Mr. Snodgrass is first

a businessman in auto finance and second a Republican party leader. Robert L. Pierce, national committeeman from Wisconsin, in charge of all convention arrangements, also has no media experience. But this is the way Republicans have always handled their conventions, a party spokesman said, and it's always worked out.

"We will do everything we possibly can to interest the TV audience because we reach so many people that way," Mr. Pierce said last week. "We got a lot of ideas from their [the Democrats'] 1960 convention in Los Angeles and I think we learned from some of their mistakes . . . maybe I'm biased," Mr. Pierce said.

Both parties are sure to place time limits on the length of demonstrations and have for years limited nominating and seconding speeches.

One of the major innovations in convention programing has been the use of film to illustrate the party platforms.

Both parties did this in 1960, and as Mr. Reinsch noted, the Democrats were first to use pictorial devices. In 1956 then-Senator John F. Kennedy narrated "Pursuit of Happiness," a filmed history of the party that served as a "warm up" for the keynote address by Tennessee Governor Frank Clement.

Pictorial Reports ■ Mr. Pierce said 1960's pictorialization of the GOP platform was "a great expense and it wasn't worth what it cost. . . . I don't think it was terribly pleasing to an awful lot of people. My judgment is there will be no such program as in 1960."

Mr. Reinsch declined to reveal what the Democrats plan for their 1964 program but he said the party intends to provide interest in the convention with pictorial reports of some kind.

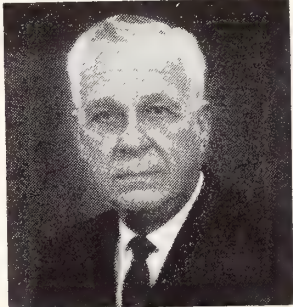
One thing is sure: the platform committees of both parties will again meet in the week prior to the convention. As Mr. Reinsch sadly recalled of the 1952 convention, "We lost control. . . . The convention began with full live TV coverage, but the platform committee was still at work trying to hammer out its platform, and the convention was 12 hours old before it could be presented—and that had been planned as one of the first orders of business."

The Democrats lost much of their TV audience, he noted. They realized they could not afford to keep the country "waiting around again while a committee worked," and have scheduled the platform committee to meet prior to the convention, Mr. Reinsch said. The Republicans have followed suit.

Location of the conventions on opposite coasts won't present quite the logistical problem broadcasters faced in 1960. Then they had one week to pick up all their equipment and crews from where they were scattered throughout

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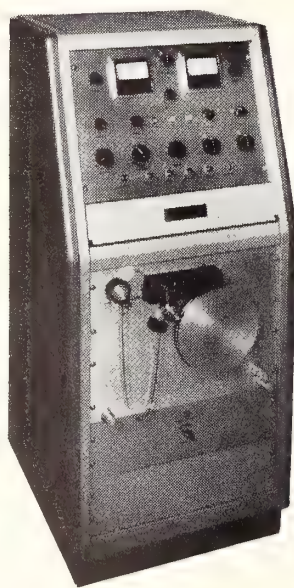
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Los Angeles and rush them to Chicago. Next year there will be six weeks between the starts of the convention.

Timing will be a factor for the convention planners, however. The Republicans are expected to hold late afternoon sessions in San Francisco to reach the largest possible audiences throughout the country. The Democrats, convening in Atlantic City, probably will conduct night sessions to take advantage of prime time.

RTNDA convention begins Wednesday

Over 300 broadcast newsmen are expected in Minneapolis this week for the 18th annual convention of the Radio-Television News Directors Association, Wednesday-Saturday (Sept. 11-14).

A highlight of the sessions at the Radisson hotel will be the presentation of the RTNDA awards for excellence in various categories of electronic journalism.

A record total of 334 entries were submitted for the awards competition. Winners to be honored Thursday (Sept. 12) in separate radio and TV categories include:

Spot reporting, WNEW New York, WRCV-TV Philadelphia; reporting community problems, WDSU New Orleans, KBOI-TV Boise, Idaho; documentary editorial, WIND Chicago, WSB-TV Atlanta; daily editorial, WTOP Washington KWTW (TV) Oklahoma City; single subject editorial, KING-TV Seattle, single editorial documentary, WFBM Indianapolis.

Special citations: KVOR Colorado Springs for documentary, WRCV-TV for reporting community problems.

Robert Hurleigh, president of Mutual, will be the speaker at the awards luncheon.

RTNDA President William Garry, newly-appointed editorial director of WBBK (TV) Chicago, said the convention

also will feature a session devoted to the subject of keeping newsmen healthy under the pressures of deadlines. Dr. Edward Litin, head of psychiatry at the Mayo Clinic, will speak on the subject.

Ted Koop, CBS Washington vice president and former RTNDA president, will deliver the keynote address Wednesday morning and Sol Taishoff, editor-publisher of BROADCASTING and TELEVISION magazines, will deliver the annual banquet address Saturday night.

Don Jamieson, president of the Canadian Association of Broadcasters, will speak at the Saturday luncheon and that afternoon Professor Harold Nelson, University of Wisconsin, will tell the newsmen "How to Keep the Boss Out of Jail."

New officers will be elected Friday morning with 1st Vice President Edward Ryan, WTOP-AM-FM-TV Washington, scheduled to be named 1964 RTNDA president.

Four Star sets record with August sales

Four Star Distribution Corp. completed more individual sales during August than during any month of the year, grossing more than \$500,000, Len Firestone, vice president and general manager, reported today (Sept. 9).

He noted that the total did not top March and April, both of which were "million dollar months," but said the 42 sales constituted a unit record for 1963. Mr. Firestone added that August usually is a "slow month," but explained that this year some stations delayed buying during June and July and made their final decisions in August.

Among the stations which bought Four Star programs during August were KSL-TV Salt Lake City; WLWT (TV) Cincinnati; WLEX-TV Lexington, Ky.; KXLY-TV Spokane, Wash. and KVOO-TV Tulsa, Okla.

The series involved were the *Dick Powell Theater*, *Zane Grey Theater*, *Rifleman*, *The Detectives*, *Target: The Corruptors* and *Stagecoach West*.

Negro variety show scheduled on WPIX(TV)

An all-Negro TV variety show using commercials with Negro talent will begin on WPIX (TV) New York under the sponsorship of Posner Distributing Corp. on Sept. 20 and subsequently will be placed on stations in Chicago, Los Angeles, Detroit and other major markets.

The half-hour film show, *Showtime at the Apollo*, will present such Negro performers as Nipsy Russell, Duke Ellington, Sarah Vaughn, Count Basie,

Lionel Hampton and Nat King Cole. The films were produced by Pathe Productions several years ago at the Apollo Theater in New York's Harlem, but, according to a spokesman for Posner, have not been shown on TV or in any other medium.

Hamilton Posner, president of the Posner organization, which manufactures and distributes hair preparations for the Negro market, bought the rights to the 26 half-hour films from Pathe Telefilms Inc. Posner's agency is Boardman and Blackman, Parsippany, N. J.

The program will be carried on WPIX on Saturday, 11:30 p.m.-12 midnight.

Roberts to head new Triangle syndication

In an expansion move in program production and distribution to stations, Triangle Broadcasting has created a syndication arm, Triangle Program Sales, with headquarters at 320 Park Avenue, New York. The telephone number is HA 1-2770.

Triangle Program Sales is headed by Mike Roberts, who recently was vice president and general manager of WBC Program Sales Inc. The first staff appointment to Triangle Program Sales was made last week by Mr. Roberts who named Keith L. Andre a sales representative. Mr. Andre has resigned

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as regional director of the Radio Advertising Bureau to accept the new post.

A major program project in which Triangle is involved is a series of half-hour programs, *This Is America*, films of festivals, fairs and fiestas. The color programs will be filmed by WFIL-TV Philadelphia and the first episode on the Pennsylvania Dutch Folk Festival at Kutztown, Pa., already has been produced. Other segments will be devoted to the Danbury (Conn.) Fair; Old Spanish Days Fiesta in Santa Barbara, Calif.; Festival of the Pacific at Honolulu, and the Agricultural Futurama in Harrisburg, Pa., among others.

Triangle also has signed an exclusive contract to film a performance of the Podrecca Piccoli Theater (marionette troupe) for Christmas release to TV stations as a one-hour program. Triangle Program Sales will handle syndication of *This Is America* and the Christmas special to stations in the U. S. and abroad.

Revue uses live music for all its TV series

A total of 21 film composers and arrangers and scores of copyists and musicians from AFM Local 47 are averaging more than 1,000 man hours a week at Revue Studios, highest such activity in the TV film industry today. Revue uses live music in its 11 series, according to studio music supervisor Stanley Wilson and Harry Garfield, head of post-production.

In explaining the studio policy on music, Mr. Garfield declared that "our way of thinking has always been that foreign tracks cannot compete quality-wise with the creativity and craftsmanship which we have in the United States. We simply have never had any use for them. Even today, the lower basic cost of 'runaway recordings' is no longer a deciding factor. Our needs are so immediate and so complex that

it pays us to go with the highest caliber TV and motion picture screen scoring available. Live music is no longer enough. It must be original in concept and execution in order to satisfy the taste of today's sophisticated television viewers."

Mr. Wilson reminded that television has become an important musical outlet and in the era of continually rising standards "we feel that the high quality of films we are producing deserve the best scoring talent in the business." He pointed out that besides four Emmy nominees, under assignment at Revue are four Oscar winners.

Program notes...

New regional network ■ The Virginia Good Music Network—WRVC-FM Norfolk, WSLs-FM Roanoke and WFMV (FM) Richmond—has started a Sunday afternoon series of complete operas. The programs originate at WRVC-FM, which tapes the operas and rushes them to the other stations. The network is exploring the possibilities of expanding the chain of stations and also lengthening its classical music programming.

Tennis film ■ A half-hour documentary on the history of tennis narrated by Chris Schenkel and sponsored by Philip Morris as an industrial film has been completed and is intended for distribution to TV stations in America and abroad. Producer was Robert Bendick.

Sullivan and satire ■ CBS-TV's *The Ed Sullivan Show* (Sunday, 8-9 p.m.) has obtained an option to "What's Going On Here?" a series of satirical sketches by British performers, and will utilize a segment on Oct. 6. The sketches satirize the news in a news-broadcast format. The Sullivan program intends to use the segments, ranging from six to eight minutes, on various telecasts during 1963-64.

More news for NET ■ Beginning in

October, National Educational Television will offer to its 73 affiliates a new one-hour program of news interpretation, *News Analysis*, produced in conjunction with *The New York Times*. Moderator-editor of the program will be *Times* Sunday editor, Lester Markel, and regular participants will be Washington correspondents Max Frankel and Tom Wicker.

New packaging firm ■ Adpro Production Advertising, with headquarters at Samuel Goldwyn Studios, has been organized by Maurice A. Krowitz and J. F. McCarter to package a radio show featuring Sylvia Holmes called *Sylvia by Candle Light*. Adpro reportedly is also in negotiations for a 15-minute sports show for TV.

Gambling special ■ Social and economic aspects of legalized gambling as a source of government revenue will be the subject of an hour television program scheduled for broadcast in October by WCBS-TV New York. Two production-research units have been sent abroad to conduct independent research and bring back film footage for the show. One unit is scheduled to join the New York State Assembly team in London, the other will contact New York City investigators studying legalized gambling in Wellington, New Zealand and Australia.

Veteran performer honored ■ Eddie Cantor, first national president of American Federation of Television and Radio Artists (1937), will be honored tomorrow (Sept. 10) in his Beverly Hills home when Jack Benny presents him with a scroll. The testimonial praises Mr. Cantor for his pioneering of AFTRA 26 years ago, at a time when he was a star in his own right and for his continued loyalty and dedicated service to his fellow performers of radio and television. The tribute was authorized at AFTRA's recent national convention in Los Angeles.

Churchill Portrait ■ Seven Arts Associated Corp. has obtained for TV distribution a half-hour documentary program, "Churchill, The Man," which was produced by Associated British-Pathe Ltd. The program was approved personally by Sir Winston Churchill at a recent screening. It may not be telecast during Sir Winston's lifetime.

Back to Work ■ Production on the CBS-TV's *Judy Garland Show*, has been resumed with the appointment of Norman Jewison as executive producer for the remaining 13 shows, and Gary Smith as producer. Other appointments include Arne Sultan and Marvin Worth as head writers, and Ernie Flatt choreographer and musical stager. Production of the show was suspended in early August when producer John Schlatter

WVMC editorials dry up teen-agers' beer supply

One small-town broadcaster in Illinois has no doubt that broadcast editorials work.

Teen-agers retaliated with a burning cross in the front yard of John Hurlbut's home in Mount Carmel Tuesday night because an editorial campaign on his station there, WVMC, has been successful in drying up local sources of bootleg beer and liquor for "parties" while the youngsters' parents were away.

Mr. Hurlbut said the campaign has produced widespread favorable reaction from local police and parents who have become alerted to the wild party problem this summer.

The affairs resulted in several juvenile pregnancies, including one eighth grader, all frankly discussed on the air but without names. The editorials also hit parental laxity.

Aside from such on-air editorials, WVMC also has ventured into the newspaper publishing field. Mr. Hurlbut, WVMC and the station's manager, Phil Tofani, are partners in the publishing of a new weekly tabloid, *Midweek*, which will have its third edition Wednesday. Printed by offset, the paper goes into competition with the city's only daily. Ads for it are sold separately from WVMC. Initial circulation is 6,200.

and his staff of writers resigned following the taping of five shows.

Doodles' latest ■ Morgan-Estey Productions, Hollywood, is preparing a series of 130 five-minute children's programs, *A Day with Doodles*, for syndication through Desilu Sales. Doodles Weaver plays all the parts and also does the narration for the slapstick series, based on the clumsiness of a good-natured, well-intentioned youth for whom everything goes wrong. The series is being filmed in 16mm full-color.

Two 'Roots' scheduled ■ Two hour programs in *The Roots of Freedom* series, produced by CBS News, will be broadcast in September. "Athens, Where the Theater Began," with Alfred Lunt and Lynn Fontanne, will be aired Sept. 11 (10-11 p.m. EDT). "The Golden Age of Greece," with King Paul and Queen Fredrika as guides, will be televised Sept. 22 (6-7 p.m. EDT). Both shows, filmed in Athens, were produced and written by Perry Wolff.

Series opener ■ "1492," first program in the ABC News series, *Saga of Western Man*, will be telecast in color Oct. 16 (10-11 p.m., EDT). The show traces the historic events of that year which helped shape modern man and his civilization.

NET folk series ■ WHY-TV Wilmington, Del., has produced a series of 15 half hours tracing the development of folk music in America for telecast by National Educational Television affiliates. The series, called *Lyrics & Legends*, is hosted by Dr. Tristram P. Coffin of the Graduate School of Folklore at the University of Pennsylvania.

New films available ■ *Headed for Trouble* and *Diabetics Unknown* have been released by the Public Affairs Committee Inc., New York. *Headed for Trouble* deals with police handling of juvenile delinquents and is available

in a 29-minute TV version. *Diabetics Unknown*, made to help find the 1.5 million undisclosed diabetics in the country, is being released to coincide with Diabetes Week, Nov. 12-18. It is in both 23 and 29-minute versions for TV.

Tandem college course ■ WCAU-TV Philadelphia and the educational WHY-TV Wilmington, Del., beginning today (Sept. 9) will work in tandem to present a college-credit television course run by the University of Pennsylvania. *Social Change and Social Problems* will be shown by WCAU-TV from 6:30 to 7 a.m. and by WHY-TV at 1 and 7 p.m. The Philadelphia station this fall is also showing an educational show on modern European drama. Students who register for the TV classes and complete the courses will receive credits toward their degrees.

Grandad documentary ■ The 90-minute version of the 26-episode *Victory at Sea* (dealing with World War II and a granddaddy among TV documentaries) will be repeated on NBC-TV on Dec. 7 (7:30-9 p.m. EST). The 90-minute film first appeared on the network on Dec. 3, 1960. The original episodic *Victory* appeared on NBC-TV in 26 weekly half-hour installments in the 1952-53 season and since that time

the episodes, now in syndication, have been seen on many stations, some playing *Victory* several times.

Administrative group ■ The Clayton Organization has been formed in Hollywood to administer operations of Clayton Productions and the Walton Co., it was announced by Billy Hester, president. Other principals in the new firm are Herman Saunders, former executive at Mark VII Productions, and Albert Moakler, production head of the Walton Co., who will manage the New York office. Plans call for widening Clayton's activities, which now include production of theatrical and TV films, promotion and representation. Clayton is located at 8272 Sunset Boulevard, Los Angeles 46.

Plus three ■ Promotion helping three companies, including couple of competitors (ABC-TV and NBC-TV), involves new Metro-Goldwyn-Mayer album entitled "Songs We Sang on the Andy Williams Show" (NBC-TV). Artists are the Osmond Brothers who will appear regularly on next season's *The Travels of Jaimie McPheeters* (ABC-TV, Sunday, 7:30-8:30), an MGM-produced show. MGM is supplying ABC-TV station promotion managers with album at no cost for mutually beneficial publicity, contests and the like.



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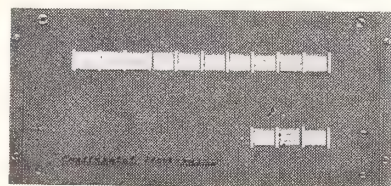


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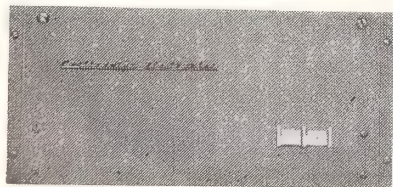
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40 years have seen a 'few' style changes

The early days of broadcasting, circa 1923, was a subject of discussion on WRC Washington between Joseph Goodfellow, vice president and general manager of the station, and Betty Groebli, hostess of WRC's *Capital Bylines*. The microphone, the same type the station used to

sign on the air with on Aug. 1, 1923, was noisy but operative. Throughout August the station presented *Focus on Forty*, Monday-Friday, 7:05-7:30 p.m., excerpts from programs over the past four decades. The program was then added to the station's regular schedule on Saturday nights.

Parks, zoos get nod for station parties

The end of summer is near, and radio and television stations are promoting last-minute flings-in-the-sun at parks and zoos. Among recent events:

■ WTOL-TV Toledo, Ohio, had its fourth annual "day" at the local zoo and drew a crowd of 55,600 "children of all ages" to see the antics of Yogi Bear, who was billed as the "Ace from Outer Space." The crowd was the largest of the year for the zoo.

■ WHC-TV Pittsburgh, had an estimated 25,000 for its annual "Family Day" at West View Park. Rides at the park were renamed for WHC and NBC-TV programs: "Hazel's Dips," "Grindl's Ferris Wheel," "Bob Hope's Tilt-a-Whirl" and others.

■ A "600th" birthday party for "King Fuddle," a puppet on the "Three Stooges" program on KTVU-TV Oakland-San Francisco, drew an estimated 7,000 children to Oakland's Children's Fairyland Park, the park's largest crowd of the year.

■ WHAT Philadelphia turned the grounds surrounding its studios into a carnival with pony rides, merry-go-rounds and game and refreshment booths for the amusement of some 5,000 of its listeners.

■ KMTV-TV Omaha had 15,000 "relatives" show up at the station's "Family Party." Held in the Omaha municipal stadium, the party celebrated KMTV's 14th anniversary.

Special screenings in fall promotion kit

Both NBC-TV and CBS-TV held closed-circuit news conferences last week to promote their new program series during the upcoming season.

NBC-TV presented the first in a series of live conferences Tuesday (Sept. 3), during which Chet Huntley and David Brinkley were interviewed by editors and reporters in New York, Los Angeles, Chicago, Philadelphia and Washington from 1-1:50 p.m. In addition, reporters in markets served by more than 200 NBC-TV affiliated stations were invited to local studios to

see and hear the conferences. Other NBC-TV personalities will be interviewed on future conferences.

NBC-TV telecast a news conference on the Sept. 5 *Tonight* show (midnight-1 a.m.). The expanded half-hour *Huntley-Brinkley Report* begins weekdays on the network today (6:30-7 p.m.). The interview program was opened and closed by William R. McAndrew, executive vice president in charge of NBC News.

CBS-TV utilized a video-taped closed-circuit telecast on Thursday (Sept. 5) with Danny Kaye and Phil Silvers, who discussed their new program series. For stations not able to utilize the closed-circuit feed on Sept. 5, filmed copies of the interviews are available through the press information department in New York.

Drumbeats . . .

Stay tuned ■ King Features Syndicate, to promote its three new TV cartoon series, "Beetle Bailey," "Barney Google" and "Krazy Kat," is sending customer stations a 16-inch double-faced disc with comic audio promos by the cartoon stars. The 35 spots include 10-second, 20-second and stay-tuned announcements. Also on the disc is an open-end comedy routine in which the local MC's can talk by phone with four of the "Beetle Bailey" principals, right on camera. The cartoons will premiere on most stations in early September.

Pro tips ■ Curt Gowdy, broadcaster of the Boston Red Sox baseball games and new owner of WCCM Lawrence, Mass., brought some of the Red Sox to Lawrence to show the town's Little Leaguers some of the fine points of baseball playing. Pitcher Dick Radatz, third baseman Frank Malzone, shortstop Eddie Bressoud and coach Bill Herman

were the instructors.

Racy station ■ WJMJ Philadelphia, which claims it is always fast out of the starting gate, has had a stake race named in its honor. The "Better Music" purse was held at Liberty Bell Park, the state's first parimutuel track.

Testing, 1-2-3 ■ A telephone strike in the Tampa-St. Petersburg, Fla., area gave Don Owens, WLCY St. Petersburg, the idea to collect string from listeners and make a two-mile long "Dixie cup-and-thread" phone system between the two cities. The hookup would stretch across the Gandy Bridge (Tampa Bay). The listener guessing how long the system will have to be wins 1,000 records.

Natal day ■ WTCN-TV Minneapolis-St. Paul celebrated its 10th birthday Sept. 1 with a party to which all children born in the twin cities on Sept. 1, 1953, were invited. The children received gifts, and a prince and princess chosen at the party on the *Dave Lee Show* each received a savings bond and transistor radio.

Green grow the calls ■ WIL St. Louis presented power lawn mowers to listeners who mowed the largest and most unusual set of the station's call letters. The largest set, which did not belong to anyone with a postage-stamp lawn, were nearly 100 feet high.

Early birds ■ WJAG Norfolk, Neb.,



Fiendish finery

The sweatshirt as a promotional gimmick has produced some pretty horrible garments, but the sweatshirts handed out by WNYS-TV Syracuse N. Y., at least have the advantage of being intentionally horrible—they are designed to promote the station's Saturday and Sunday nights horror programs.

The name of "Baron Daemon," host of the shows, is prominently emblazoned on the perspiration blouses, along with the legend "I'm a real cool ghoul" and a picture that resembles a son of Count Dracula and the Werewolf Lady. The channel 9 station is offering 10,000 such sweatshirts and tee-shirts to viewers.

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carried 10 bus loads of listeners to the Nebraska State Fair at Lincoln Sept. 1, for the 13th consecutive year. The caravan left the station at 6 a.m.

Audio plugs ■ Revue Studios has cut five-minute open-end radio interviews with stars and guest stars of the 11 TV series currently in production at the studios. The spots will be sent to more than 900 stations. Special 10, 20 and 60-second promo trailers for individual stations have also been cut. Nielsen city stations will be identified by call letters, and channel numbers will be used to identify stations in non-Nielsen cities.

Up in the air ■ Chicago's air is not only full of traffic news reports from the city's radio stations, but it is getting full of aircraft from which some of these reports originate. WGN announced last week that it is sending up a Cessna Skyhawk to report suburban traffic and augment the station's regular helicopter. WBBM last week announced it too is beginning regular helicopter reports for motorists. Other stations use ground check points.

Seeing red ■ WSJS-AM-FM-TV Winston-Salem, N. C., has purchased a 1923 fire truck and is using it at area schools to promote fire safety.

CBS • THE STARS ADDRESS



The 20th Century • Mister Ed • Lassie
My Favorite Martian • Ed Sullivan • Judy Garland
Candid Camera • What's My Line?



CBS-TV's card of Sunday information

It doesn't contain a ZIP code number, but CBS-TV was sure that its 192 affiliates which saw the postcard on a closed-circuit telecast got the message. The card lists the Sunday shows on network from 6 to 11 p.m. for the new season. CBS-TV's *Defenders*, E. G. Marshall and Robert Reed, are exhibiting the card.

In another fall promotion, the network said it is sure of a circulation "in excess of 6 million" for a 24-

page newspaper supplement which is scheduled to run today (Monday) in four newspapers.

The promotion—similar to the one used by CBS-TV in its 1962 new-season promotion—is running in the *New York Times* and *New York Herald Tribune*, the *Chicago Tribune* and *Los Angeles Times*. Copies of the supplement are being offered to affiliates for use in local newspapers or other promotion.

FATES & FORTUNES

BROADCAST ADVERTISING

Robert J. McMahon, VP of Fuller & Smith & Ross and manager of agency's Boston office, moves to Los Angeles Oct. 15 to assist in West Coast business development for agency. Mr. McMahon, former VP and group head for The Rumrill Co., Rochester, N. Y., has served as manager of FSR's Boston office for past two years.



Mr. McMahon

Ronald O. Kaiser, account supervisor at United Breweries of America, Pittsburgh, elected vice president.

Robert W. Adams elected VP of Leon Shaffer Golnick Adv., Baltimore, Md. Mr. Adams, former program director of WJTB Baltimore, has for past six months directed new business group of agency's automotive division.

Joseph G. Davis joins McCann-Erickson, New York, as VP and assistant to president. Mr. Davis was formerly VP and assistant to board chairman at D'Arcy Adv.

Lew Ground, formerly head of his own Dallas advertising agency, joins Wright, Allen & Ryan, advertising and PR agency, that city, as vice president.

John B. Collins, media supervisor for two years, promoted to media director of Papert, Koenig, Lois, New York.

Robert Furman, commercial producer with Wade Adv., Los Angeles, joins Lennen & Newell, Beverly Hills, in similar capacity. He replaces **Ed Serling**, who moves over to ABC-TV's *Jerry Lewis Show* as commercial coordinator.

Jerome T. Howard, for three years media director of Gertz & Sandborg Adv., joins Anderson-McConnell Adv., Los Angeles, as media buyer.

Milton H. Raymond, **Jo Foxworth** and **Ruth Stack** named VP's of Johnstone Inc., New York. Mr. Raymond also appointed senior account executive and head of new business development; Miss Foxworth, associate creative director; Mrs. Stack, account supervisor and merchandising director.

William J. Casey, VP and member of plans board of John W. Shaw Adv., Chicago, joins Gardner Adv., that city, as account executive.

William Lander, former information officer for U. S. Information Agency in Mexico City, and **Jefferson Rooks**, head of his own public relations agency in Charlotte, N. C., appointed account executives in PR department of Cunningham & Walsh, New York.

Arthur E. De Shon, formerly supervisor of sales for western region of Alberto-Culver Co., Melrose Park, Ill., appointed to new post of sales development manager.

George Ogren, assistant media buyer and media research analyst at Kenyon & Eckhardt, New York, promoted to media buyer.



Mr. Levy

Robert Levy, VP of Manning Public Relations Inc., joins Elgin National Watch Co., New York, as director of public relations. Mr. Levy will report directly to Norman Gladney, advertising and sales promotion director, and operate out of Elgin's advertising and PR headquarters in New York. He formerly served as senior editor of *Forbes* magazine, business writer for *Time* magazine and senior editor of *Tide* magazine.

Sara Fox, head of her own consulting company, Fox Consultants Inc., named consultant to Tussy cosmetics, division of Lehn & Fink Products Corp., on merchandising and new product development.

Thomas L. Sims, manager of special markets for Pepsi-Cola Co., joins New

York office of McCann-Erickson as member of marketing plans board.

Bruce Nicolaysen, copy supervisor at BBDO, San Francisco, joins creative staff of Fletcher Richards, Calkins & Holden, that city.

William Franke, copy chief at Tilds & Cantz, Los Angeles, joins copy staff of Young & Rubicam, that city.

Albert Boam, formerly of Ralph H. Jones Co., Cincinnati, joins S. E. Zubrow Co., Philadelphia, as copy chief.

Judson O. Ross, formerly head of Judson O. Ross Adv. Arts in Detroit, joins Geyer, Morey, Ballard, that city, as art director. Also joining GMB's Detroit art staff is **Nik Varkula**, who had been with Mr. Ross's art studio for 16 years.

Robert Becker, art director for three years with Earle Ludgin & Co., Chicago, joins Klau-Van Pietersom-Dunlap, Milwaukee, in similar capacity.

George I. Savage, catalogue copywriter on automotive products for Sears, Roebuck, joins Geyer, Morey, Ballard, Detroit, as copywriter on American Motors Rambler division account.

THE MEDIA

John L. McClay, VP and manager of broadcast division of Gannett Co., Rochester, N. Y., appointed director of operations for Taft Broadcasting Co. He will report directly to Lawrence H. Rogers, executive VP, who has been in charge of Taft Broadcasting operations since 1960. Mr. McClay, a 20-year veteran of broadcast industry, was previously associated with Westinghouse Broadcasting Co. for six years in various managerial capacities, including general manager of WJZ-TV Baltimore and special assistant to president of Group W stations.



Mr. McClay

E. R. (Dick) Westlake elected executive VP of Radio Associates Inc. and general manager of WEER Warrenton, Va. Mr. Westlake has been associated with WEER since 1960 and has served as acting general manager for past several months.

Kenneth A. Wood Jr., **Walter F. Torrance Jr.** and **Rutherford P. Lilley** elected VP, VP-secretary and treasurer, respectively, of Crystal-Tone Broadcasting Co., owner and operator of WBRY Waterbury, Conn. All three are also directors of corporation. Mr. Wood, former radio-TV account supervisor at Young & Rubicam, New York, is new WBRY general manager. Also elected directors are **Walter S. Robbins** and **Edwin S. Underhill**. **Robert S. Holczer** named WBRY station manager; **Murray**

L. Grossman, commercial manager.

Jim Francis, account executive in Chicago office of CBS Radio Spot Sales, named manager of San Francisco office.

J. Fred Perry, assistant manager in charge of sales at KCRS Midland, Tex., promoted to station manager.

Richard Meeder, account executive at WAVY Portsmouth, Va., promoted to national sales manager.

Peter M. Affe, station manager of WNBC-TV New York, appointed to board of directors of New York State Broadcasters Association.

Douglas E. Jones, formerly of H-R Representatives, joins New York office of Venard, Torbet & McConnell, radio-TV station representatives, as radio account executive.

Ronald Kempff, Midwest regional director for Radio Advertising Bureau, appointed general manager of WCOG Greensboro, N. C. Before joining RAB, Mr. Kempff served as general manager of KWIK Pocatello, Idaho.



Mr. Kempff

Carl L. Vann, assistant regional manager for Johnston International Publishing Corp., Chicago, joins KHJ-TV Los Angeles as account executive.

Don Welsh, account executive at WKBH LaCrosse, Wis., joins WBGY Minneapolis-St. Paul in similar capacity.

Harold Geary named manager of daytime sales service for ABC-TV sales department. Mr. Geary was formerly account representative in station clearance department.

William Rubens, manager of audience measurement at NBC, named director of newly formed research department for NBC's owned stations and spot sales division. Mr. Rubens joined NBC as assistant supervisor of ratings in July 1955 and was named supervisor

of ratings in June 1957. He became manager of audience measurement in June 1958.



Mr. Selby

David N. Selby, sales service manager of WLWI(TV) Indianapolis, appointed director of sales for WAIV(FM), that city.

Hal King, former sales manager, chief announcer and sportscaster at WHOP Hopkinsville, Ky., joins WCMI Ashland, Ky., as sales manager. Mr. King will continue doing limited amount of sports work at WCMI.

Marshall Karp, account executive, promoted to sales manager for ABC-TV network sales department. **Irv Wilson** named account executive for eastern division. Mr. Wilson was formerly supervisor of sports sales.

Barbara Sharp, of KMEO, KQAL-FM, elected president of Omaha chapter of American Women in Radio and Television. Other officers elected: **Marilyn Hayes**, Allen & Reynolds Adv., VP; **Patricia Nolan**, Bozell and Jacobs Inc., secretary, and **Joanne Lynk**, WOW-AM-TV, treasurer.

Dave Dixon, program director of KATZ St. Louis, elected president of National Association of Radio Broadcasters at organization's 7th national convention in Los Angeles.

Bob Costello, of KTPS-TV Tacoma, Wash., joins KAPA Raymond, Wash., as chief engineer and air personality.

Paul C. O'Harra, member of engineering staff of KNX-AM-FM Los Angeles since 1925, retires after 38 years at station.

Thomas W. Wilhelm Jr. appointed studio engineer at WPTR Albany, N. Y.

Steve Brooks appointed program director of WPET Greensboro, N. C.

Jonathan Schiller, former program director at WIAA(FM) Interlochen,

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Ballin, Bresee to head museum's ad committee

As a service to advertising agencies, the Hollywood Museum has organized a broadcast advertising resources committee and elected **Bob Ballin**, VP of Sullivan, Stauffer, Colwell & Bayles, and **Frank Bresee**, museum co-curator of radio and executive of The Mack Agency, as co-chairmen.

Services of the committee will be (1) to call attention to the great contributions of the advertising agencies in public service and education; (2) cooperate with advertising agencies in seminars on advertising in the museum's educational program; (3)

help obtain recognition of advertising's contributions to communications and the arts through calling attention to outstanding commercials; (4) be a repository for recording and film prints of outstanding commercials for study and reference by students of advertising and communications; (5) help identify advertising as an important part of America's free enterprise system; (6) be a repository of educational films of an institutional nature, produced by advertising agencies and provided free for school, clubs and other organizations and groups.

Mich., named coordinator of music communications for School of Music at University of Illinois, Urbana.

Mark Damen, former special projects director for WYES(TV) New Orleans, appointed staff producer-director at WUFT(TV) Gainesville, Fla. **Ray Carlton**, studio supervisor and lighting director at KLRN(TV) San Antonio, joins WUFT(TV) as facilities supervisor.

Deborah C. Sanders, host of *Coffee Time* at WBEC Pittsfield, Mass., appointed assistant account executive in station's sales service department.

Jerome J. Klasman, account executive at WTOP-TV Washington, named to New York sales staff of Television Advertising Representatives Inc.

Lee Marks, supervisor of engineers at KTCA-TV Minneapolis-St. Paul, Minn., joins WTVI-TV Charlotte, N. C., as chief engineer.

Lou Greco joins KCFI Cedar Falls, Iowa, as account executive.

Donald D. Allen, formerly of X-TRA News and sales development staff of KABC-TV Los Angeles, joins KNX-AM-TV Los Angeles as account executive.

Jon W. Ellison joins sales staff of WROC Rochester, N. Y.

Robert Lazar, with Chicago office of Paul H. Raymer Co. for past two years, to Bernard Howard & Co., that city.

Ray Mineo, air personality at WGLI Babylon, N. Y., joins WBAB-AM-FM, that city, as program director and host of *Circus Show* (12:15-1 p.m.).

Joe Thompson and **Mel West** open Dallas sales office of KCUL Fort Worth.

Robert Moses, formerly head of his own public relations firm in New York City, joins WPTR Albany, N. Y., as account executive.

Jack L. Feldman named production coordinator for radio-TV in program

department of Westinghouse Broadcasting Co., New York. Mr. Feldman was previously in accounting department.

Dick Kaplan, former media supervisor at D'Arcy Adv., New York, appointed assistant director of research for CBS Television Stations.

Charles Rogers named assistant production manager of KTVT(TV) Dallas-Fort Worth. **T. C. Van Vleck** joins KTVT's local sales staff.

Robert B. Cox, formerly art director, named director of creative arts at Metromedia Inc., New York.

Hugh B. White, formerly of engineering and production departments of WSyr-TV Syracuse, N. Y., joins Central Square (N.Y.) Central Schools as director of radio of educational WCSQ-FM.

Tony James, formerly of WBAB Babylon, N. Y., joins announcing staff of WTOP-AM-FM Washington.

James Delay, former assistant editor of *Life* magazine, appointed editorial director of WABC-AM-FM-TV New York.

Ken Weeks, staff announcer at KOLY Mobridge, S. D., joins staff of KMHL Marshall, Minn.

Leo Derrick and **Nat Tucker** appointed promotion-PR director and program-production manager, respectively, at WGHP-TV High Point, N. C. **Charles Harville** named sports director.

Marlene Carole joins WRAL-TV Raleigh, N. C., as weather girl.

John Rayburn joins KLZ-TV Denver as air personality.

John Hirschman, commentator and interviewer of Hollywood personalities, named entertainment editor of KRHM (FM) Los Angeles.

Joel Tall, audio technician for CBS Radio for 21 years and who invented EdiTall, a standard tape editing block, retired on Aug. 24.

Mitch Litman joins PR-publicity staff of WWDC-AM-FM Washington.

EQUIPMENT & ENGINEERING



Mr. Galuska

Edward Galuska, with Adler Electronics Inc., New Rochelle, N. Y., for past eight years in both engineering and sales positions, promoted to manager of engineering for company's industrial products division. Mr. Galuska will be responsible for all of division's development and systems engineering in fields of UHF TV broadcasting, TV repeating and instructional TV systems.

Albert M. Warner, industrial relations director of RCA International, joins Sylvania Electric Products, New York, as director of industrial relations.

H. Grignon appointed manufacturing manager for Reeves Soundcraft division of Reeves Industries, Danbury, Conn. Mr. Grignon joined company in 1957 and most recently was manager of production control.

Dan R. Cavalier, VP of E. F. McDonald Co., joins Philco Corp.'s consumer products division in Philadelphia as merchandising manager. Mr. McDonald replaces **Raymond B. George**, who will be reassigned within division.

PROGRAMING



Mr. Ticho

Charles Ticho appointed general manager at New York studios of Fred A. Niles Communications Centers. Mr. Ticho, who joined production organization eight years ago in its Chicago headquarters, formerly worked as staff director for United Film.

Dwight Case, former manager of KSBO San Diego, appointed coordinator of domestic and international sales for Richard H. Ullman Inc., New York.

Arthur Perles, editor of *Radio-Television Daily*, resigns to become press chief of MGM-TV in New York, effective Sept. 16. Mr. Perles replaces **Robert Chandler**, now with CBS News.

John Fante and **Frank Fenton** signed by Daystar Studios to write pilot episode of *The Magnificent Seven*, one of two new TV series production company is developing for CBS-TV.

Steve Binder, director of *Steve Allen Show* since it went into syndication 18 months ago, signed by ABC-TV as producer-director of *Edie Adams Show* which will alternate Thursday nights with *Sid Caesar Show* starting Sept. 26.

Bob Welch signed by Jack Webb, head of Warner Brothers TV division,

to produce half-hour situation comedy series, *No Time For Sergeants*. **Edmund Beloin** and **Michael Fessier** were signed to write show, slated for 1964-65 season.

Marc Daniels signed by Westinghouse Broadcasting Co. to produce and direct TV version of "The Advocate."

Christopher Knopf, in parting described as "amicable," has been released from his writing contract with Four Star Television. Contract was to have terminated next March. Release was at his request. Before departure however, and on free lance basis, Mr. Knopf will write pilot for Four Star series, *The Big Valley*, being readied for CBS-TV's 1964-65 season.

Mel Ferrer signed by Screen Gems to direct several episodes of *The Farmers' Daughter* for ABC-TV.

Bill Richmond, **Bob Howard** and **Dick Cavett** signed as writers for ABC-TV's *The Jerry Lewis Show*, two-hour series which starts Sept. 21, Sat., 9:30-11:30 p.m. Mr. Richmond has collaborated with Jerry Lewis on three theatrical motion pictures. Mr. Howard was head writer for Jack Paar along with Mr. Cavett, who also worked on *Merv Griffin Show* and the *Tonight* show.

NEWS

Bob Young named anchor man on *ABC News Report*, new series to start Sept. 15 (10:30-11 p.m. EDT). Program will highlight top news stories of week.

Edward Messina Jr., former combat photographer and photographic instrumentation specialist with U.S. Navy, appointed assistant director of film for ABC News.

Clete Roberts, for four years editor-in-chief of *The Big Three* news on KTLA-TV Los Angeles, joins KHJ-AM-FM-TV, that city, as news analyst and

commentator. In addition to thrice daily newscast on KHJ-AM-FM, he has nightly 30-minute news commentary *Clete Roberts News* on KHJ-TV.

Leo Adde, formerly of *Miami (Fla.) Herald*, joins news staff of WDSU-TV New Orleans.

Dave Wegerek joins news department of WFMY-TV Greensboro, N. C.



Mr. Newman

Yale Newman, veteran radio-TV newsman and producer, appointed director of news and public affairs for Metropolitan Broadcasting's WTTG (TV) Washington. Before coming to WTTG (TV) in newly created post, Mr. Newman served for 10 years as chief of ABC's London bureau.

Douglas Buck, news director of WSAV-AM-TV Savannah, Ga., joins news staff of WFGA-TV Jacksonville, Fla.

ALLIED FIELDS

John E. Shepherd, director of marketing at Opinion Research Corp., Princeton, N. J., forms his own firm, Scientific Marketing, in Madison, N. J. Mr. Shepherd is former VP in charge of marketing for Fletcher D. Richards Adv., New York.

Bella Manalo, writer-analyst at Schwerin Research Corp., New York, appointed service account executive.

INTERNATIONAL

E. L. Haywood, formerly of BMI Canada Ltd., Toronto, named sales promotion director of Radio Sales Bureau, that city.

Ed Ross, formerly of F. H. Hayhurst Adv. Ltd., Montreal, elected vice president of Stephens & Towndrow Ltd., Toronto and Montreal radio station representative firm.

Wally Shubat appointed director of sales of CJAD and CJFM-FM Montreal; **Bill Valentine** to sales manager of CJFM-FM and **Murray Morrison** to sales manager of CJAD.

David Bell, staff director with Scottish Television Ltd., joins BBC-TV in Glasgow, Scotland, in same capacity, effective Oct. 1. **Huw Wheldon**, director of BBC-TV documentary programs, named director of music production, succeeding **Lionel Salter**, who fills new BBC post of director of opera. **Humphrey Fisher** appointed BBC representative in Australia and New Zealand.

Harry Boyle, supervisor of outside radio broadcasts for Canadian Broadcasting Corp., Toronto, named executive producer of new weekly one-hour

CBC-TV network program, *The Observer*, sponsored by Warner-Lambert Canada Ltd., Salada Foods Ltd., and Royal York Hotel, all of Toronto.

Paul de Montigny appointed advertising manager for Quebec province of Dow Brewery Ltd., Montreal.

DEATHS

Mary Somerville, 65, a pioneer of educational broadcasts in Britain, died Sept. 2 at her home in Bath, England. Miss Somerville became interested in broadcasting while studying at Somerville College, Oxford, which was named after her family. She joined BBC in 1925 and served as director of schools' broadcasting from 1929 to 1947. Miss Somerville was appointed BBC controller in 1950, the first woman to hold that post, and retired at her own request in 1955.

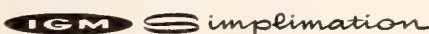
Axel Stordahl, musical director for TV series *McHale's Navy* and musical arranger for Frank Sinatra, died Aug. 30 at his home in Encino, Calif.

Louis MacNeice, 55, poet, playwright and radio producer with British Broadcasting Corp., died Sept. 3 in London. Mr. MacNeice joined BBC in 1941. Among feature programs he produced was that about Westminster Abbey during German blitz of England, *The Stones Cry Out*.



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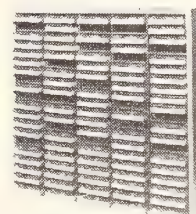
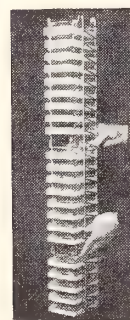


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'Hillbillies' and hockey on Saturday night

PRIME TIME ON CBC-TV NETWORK ALMOST SOLD OUT

A large list of Canadian and U. S. television programs will be seen under sponsorship this fall and winter on the national Canadian Broadcasting Corp. network.

On Sunday evening, Colgate-Palmolive Ltd., Toronto, (agency, Spitzer, Mills & Bates Ltd., Toronto) and Westminster Paper Co., Vancouver (James Lovick & Co. Ltd., Vancouver), sponsor *Hazel, Flashback* (Canadian origination) is sponsored by Sherwin-Williams Co., Montreal (Cockfield Brown & Co., Montreal) and Timex of Canada Ltd., Toronto (Ronalds-Reynolds & Co., Toronto).

The Ed Sullivan Show is sponsored by Studebaker of Canada Ltd., Hamilton, Ont., (McConnell, Eastman & Co., Toronto); Dominion Seven-Up Co. Ltd., Toronto (Vickers & Benson Ltd., Toronto); Quaker Oats Co. of Canada Ltd., Peterborough, Ont., (Spitzer, Mills & Bates Ltd., Toronto) and Beecham Products Ltd., Toronto (MacLaren Advertising Co. Ltd., Toronto). *Bonanza* will be shown, but the sponsor has not been announced.

Monday evening *Don Messer's Jubilee* (Canadian program) is sponsored by Massey-Ferguson Ltd., Toronto (Needham, Louis & Brorby of Canada Ltd., Toronto) and Colgate-Palmolive Ltd., Toronto. Kraft Foods Ltd., Montreal, (Needham, Louis & Brorby of Canada, Ltd., Montreal) will sponsor the *Garry Moore Show*. A Canadian show, *Playdate*, is sponsored by Tuckett Ltd., Hamilton, Ont. (MacLaren Advertising Co., Toronto); Chrysler Corporation of Canada Ltd., Windsor, Ont. (BBDO, Toronto); Sterling Drug Ltd., Toronto (Dancer-Fitzgerald-Sample, New York), and Clairol Inc. of Can-

ada, Toronto (Foote, Cone & Belding Canada Ltd., Toronto).

Tuesday evening *Patty Duke Show* will be sponsored by Chrysler Corporation of Canada, and Pepsi-Cola Canada Ltd., Montreal (BBDO, Montreal). *Ben Casey* is seen with sponsors Colgate-Palmolive Ltd.; Clairol Inc. of Canada; Noxzema Chemical Co. of Canada Ltd., Toronto (Young & Rubicam Ltd., Toronto), and Javex Co. Ltd., Toronto (MacLaren Advertising Co., Toronto). *Front Page Challenge* (Canadian program) has sponsors Du Maurier Tobacco Ltd., Montreal (Vickers & Benson Ltd., Montreal), and Gillette of Canada Ltd., Montreal (Spitzer, Mills & Bates Ltd., Montreal).

Wednesday evening *Red River Jamboree* (Canadian program) is sponsored by Colgate-Palmolive Ltd., and Kraft Foods Ltd. *Perry Mason* has as sponsors Gillette of Canada Ltd.; H. J. Heinz Co. of Canada Ltd., Leamington, Ont. (MacLaren Advertising Co., Toronto); S. C. Johnson & Son Ltd., Brantford, Ont. (Needham, Louis & Brorby of Canada, Toronto); and Sterling Drug Ltd.

Thursday evening *The Lucy Show* is sponsored by Lever Bros. Ltd., Toronto (MacLaren Advertising Co., Toronto), and General Foods Ltd., Montreal (Young & Rubicam Ltd., Montreal). *The Serial* has H. J. Heinz Co. of Canada and Sterling Drug Ltd., as sponsors. *Grindl* is sponsored by Procter & Gamble Co. of Canada Ltd., Toronto (Leo Burnett Co. of Canada Ltd., Toronto). *Parade* (Canadian program) is sponsored by American Motors (Canada) Ltd., Toronto (McKim Advertising Ltd., Toronto), and Beecham Products Ltd.

Friday evening *Country Hoedown* (Canadian program) is sponsored by S. C. Johnson & Son Ltd., and Procter & Gamble Co. of Canada, Toronto (Compton Advertising Inc., New York). *The Defenders* has as sponsors Sterling Drug Ltd., Chrysler Corporation of Canada, Colgate-Palmolive Ltd., and Philips Electronic Equipment Ltd., Toronto (Needham, Louis & Brorby of Canada Ltd., Toronto).

Telescope (Canadian program) will be seen at 9:30 p.m., Friday, but the sponsor has not been named.

Saturday evening leads off with *The Beverly Hillbillies* with Kellogg Co. of Canada Ltd., London, Ont., (Leo Burnett Co. of Canada Ltd., Toronto), and Coca-Cola Co. of Canada, Toronto (McCann-Erickson Canada Ltd., Toronto) as sponsors. *Hockey Night in Canada* is sponsored by Imperial Oil

Ltd., and Molson Breweries Ltd., Montreal (eastern Canada only) MacLaren Advertising Ltd., Toronto for both sponsors).

Juliette (Canadian program) is sponsored by Imperial Tobacco Co. of Canada Ltd., Montreal (McKim Advertising Ltd., Montreal) and Kraft Foods Ltd. *Sports Unlimited* (Canadian program) is sponsored by American Home Products Ltd., Toronto (Young & Rubicam Ltd., Toronto).

BILINGUAL PROBLEMS

BBG hears requests to ease restrictions on beer ads

Changes in beer advertising regulations, authority to broadcast in French as well as in English in Quebec City, and dropping network affiliations were among the problems aired at the public hearings of the Board of Broadcast Governors at Ottawa during the last week of August.

Beer advertisers requested radio spot announcements instead of having to sponsor at least 10-minute programs. BBG wants to change the present beer regulations for television from 60 seconds (with 12 seconds devoted to the product) to 30 seconds with all of it devoted to product and brand advertising. Beer drinking, however, is not to be encouraged in the advertising.

J. W. Murray, speaking for the Brewers Association of Canada, said there is no need for special regulation of beer advertising. Surveys, he reported, show that most Canadians do not object to beer advertising, and most are already subject to it from U. S. border stations. He felt brewers should be allowed 60 seconds of TV advertising to promote brand preference.

Prohibitionists appearing before the BBG were told by the Rev. Emlyn Davies, Toronto Baptist minister member of the BBG, that the problem was not one of for or against alcoholism, but "how to advertise this product through radio and television without producing the results you fear and most people wish to avoid."

Bilingual Opposition ■ CJQC Quebec City, English-language station, asked for permission to broadcast in French as well as in English. The request was opposed by other Quebec City bilingual, but mainly French-language, stations on the grounds that there were already four radio stations in Quebec City broadcasting in French. The CJQC license had been granted for an English-language station to serve the minority of English-speaking people in Quebec's capital city. Speaking for CJLR Quebec City, Jacques Laroche, its president, felt that if CJQC was permitted to broadcast in French, within three years half its

To the ramparts

BBC-TV is cooperating with the Danish television system in a production of "Hamlet" at the castle of Kronborg, Elsinore, the actual setting of Shakespeare's play.

The two-and-a-half-hour production will be screened by BBC-TV early in 1964 as part of BBC celebrations of the 400th anniversary of Shakespeare's birth. It will be shown about the same time in Denmark, Sweden, Norway and Finland.

The main cast is English with Danish television providing extras including an infantry platoon from the Danish army.

broadcasting would be in French.

CKAR Huntsville, Ont., appeared before the BBG, to sever its network ties with the Canadian Broadcasting Corp. because its network advertising rate was much lower in summer than its regular rate during the busy vacation season. CKAR is located in a heavily populated summer resort area 160 miles north of Toronto. CBC officials stated that the network rates had been established in the fall, but that they were already cutting down the time that CKAR had to be on the network. Its contract as an affiliate calls for 24 hours of CBC national programs weekly. This had been cut to 6 hours 50 minutes during July and August and might be cut more next year. But BBG Chairman Dr. Andrew Stewart said this was not the kind of adjustment approved by the BBG for it deprives listeners of the CBC national service. Allan D. Rogers, for CKAR, said the station's economic survival could be prejudiced if it had to continue its CBC network affiliation.

CKCO-TV Kitchener, Ont., asked for permission to drop the CBC national TV network because it is fenced in with other stations carrying the same CBC programs. The station wanted to join the CTV Television Network by Sept. 15, to allow more diversified programming for the area's viewers.

The BBG will make its recommendations early in September.

Welsh TV programers may merge operations

Directors of the financially hard-hit Wales, West and North Television Ltd. have sent letters to shareholders about a merger offer by Television Wales and West Ltd., another company in the commercial network.

There are about 900 shareholders with small holdings in WWN. The programming company began operations last September and covers about 110,000 homes. In its first three months the youngest of Britain's commercial television companies suffered heavy losses. Earlier this year it suspended local programming.

Television Wales and West directors have agreed to the terms of an offer to WNN. The offer is subject to approval by the Independent TV Authority.

TWN has been operating for more than five years and covers 800,000 homes in south Wales and the west of England. Last year it had a net profit of \$140,000.

TV continues advance in Japanese homes

There are an estimated 10,000 color TV receivers operating in Japan, out of a total of 12.6 million sets registered with the Japanese Broadcasting Corp.—

and another 500,000 which may not be registered, the U. S. Department of Commerce has reported in a survey of Japanese electronics output for 1962.

The television figures show that 61.1% of Japan's households owned a TV set in 1962, compared with only 44.8% in 1961.

In 1962, Japanese manufacturers produced 4,865,000 TV receivers compared with 4,585,000 in 1961. The 14-inch monochrome set accounted for 91% of total TV production; the other 9% was for 16-inch monochrome and color receivers. Over 4,000 color TV sets were produced in 1962.

One of the stimulants to TV demand, it is reported, was the abolition of the 20% commodity tax on transistorized TV receivers.

In the radio field, the production of transistor radios (three or more transistors) increased 7% in 1962 over 1961, totaling almost 13.3 million receivers. Tube radios declined to 1.26 million. It is estimated that there were 2.5 million "toy" radios (using one or two transistors) made last year, almost wholly for export.

Overall, the Commerce Department's Electronics Division estimates, Japanese electronics output totaled \$1.6 billion in 1962—up some \$200 million over 1961. U. S. electronics output for 1962 was \$11.5 billion, up \$100 million from the year before.

WORLD'S SMALLEST LIGHTEST TRANSISTOR TELEVISION RECEIVER

Compare the unmatched specifications below !
Dimensions are 6 in. wide x 6¼ in. deep x 4½ in. high.
Weight only 5½ lbs. (with A.C. power source 7½ lbs.)

Superior Local and Suburban Reception with build in Mesa-Transistor super high sensitive, which gives you a brighter, clearer picture plus rich contrasts between black and white shades.
Square-cornered tube prevent picture corners from being cut off.

MICRO 6 may be used outdoors as well, and within your automobile with MITSUBISHI's special car accessories. For the image is clear and vibration proof.

Enjoy your vacation with this handsome MICRO TV and take it along wherever you go.



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DATELINE: TV film overseas by Lloyd Burns

Past and future of overseas TV syndication

It wasn't too long ago that most people in our business described international sales of the U. S. television product as "negligible" and announced that as far as their companies were concerned, it was just "too early to get into" international distribution. Those of us who are heavily involved in overseas distribution—and Screen Gems has been in it with both feet since 1954—never held or have long since been disabused of this impression.

International business over the past nine years has been neither negligible nor meaningless, nor too insignificant to warrant anything but our complete efforts. Further, there is every indication that we will continue to accelerate our distribution, increase our sales and expand our overseas markets.

This is not to say that a foreign "bonanza" is just around the corner for every Tom, Dick and fly-by-nighter. Marginal operators won't find a pot of gold at the end of every ocean voyage to Europe, the Far East or Latin America. But the truly solid companies in our business will find ever-widening opportunities as international video develops at an ever-increasing tempo. We're making money in international distribution. Our sales are growing from year to year. And they will continue to do so just as long as television continues expanding around the world.

Expansion Abroad ■ There's no end to this expansion in sight. England, France, Germany have all added or are about to add new TV networks to their broadcast facilities. Brazil now has more than 50 television outlets with many more due to be added in the next few years. In Japan, set circulation is now in the neighborhood of 13 million, with several million sets being added each year. The total of TV sets around the world last year surpassed the U.S. total and will pile up its lead rapidly in

the years ahead.

As impressive as these facts and figures are, they become all the more astounding when we realize that the majority of the countries of the world are only now in their primary stages of TV development. Many countries—with such obvious exceptions as the major European powers, Japan, Canada, Australia, Brazil, Mexico—have not yet reached a position in TV broadcasting occupied by this country in 1950 or earlier. Many, having only begun telecasting during the last year or two, cannot be expected to approach full development for many years. It is in this context that we must assess our overseas business—present and future.

The ground rules under which U.S. distributors must operate vary from country to country. Based upon a country's stage of development, its economic system, its social mores, its monetary policy, its political stability, its cultural background, we are faced with quotas, government ownership, government-licensed monopolies and nationalistic feelings. While all of these factors deter the free play of competition we know in this country, through experience and additional effort we have managed in most instances to resolve our problems.

Artificial Prices ■ One result of these multiple factors is that we are often being paid artificially low prices for our product—prices which bear little if any relationship to what a substantially similar market in this country would pay for the same product. But this problem, too, is being slowly resolved to our benefit.

A quite general experience of the substantial overseas distributor is one in which he is paid a ceiling price of, for example, \$1,000 for a top half-hour program in a market where the station would have to expend perhaps \$3,500

to fill the half-hour with home-produced entertainment. The effect of such artificial price ceilings is that U.S. distributors are subsidizing local production to the tune of \$2,500 for each half-hour they buy from us. To a greater or lesser extent, we are subsidizing television development in almost every country in which the U. S. product is sold.

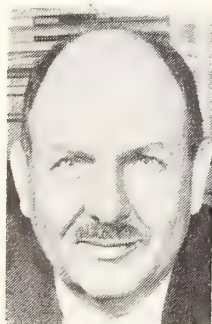
I don't mean to suggest that such subsidization is necessarily evil or unfair—in the long run it will work to our advantage since it allows a country to develop its TV facilities more quickly. The more rapidly they approach the competitive trading position of U.S. television—and this will happen more quickly than many could believe possible—particularly in terms of numbers of outlets and networks, number of hours on the air and number of available advertisers, the better market for our product they will become.

This subsidization is simply a fact of life to the U.S. distributor overseas. We, of course, would like to be able to give less of a subsidy by getting higher prices for our product and we negotiate toward this end constantly.

Relaxed Quota ■ In some small way it was the constant pressure of U.S. distributors and the long range negotiation of our trade associations which caused Japan to increase its budget to \$3.3 million for the next six months for the purchase of foreign TV film, the preponderant amount of which, of course, comes from the U.S. This is an important step forward. And even though the Japanese government has indicated it will continue to maintain a form of artificial price ceiling on each half-hour or hour, it is clear at this moment that higher pricing is already in effect.

Although the Japanese decision represents a liberalization of their previous position, in that applications for the purchase of TV film in excess of artificial price ceilings set by them will be accepted, it is not certain that the granting of such applications will be automatic. The principal effect, then, of their higher budget will be to allow them to buy more and more of the U. S. product.

A parallel situation may be brewing in Great Britain, where for years the Independent Television Authority has maintained a 14% quota on foreign TV product. Now there appears to be some possibility that this quota will be raised to 20% in the near future. Representing as it does another step forward, such a relaxation of policy is obviously



Lloyd Burns, born in Toronto and a graduate of McMaster University, was one of the pioneers of TV film distribution in Canada. A partner and general manager of Telepix Ltd., Toronto, Mr. Burns also became general manager of Screen Gems (Canada) Ltd. in the early fifties. After organizing and spearheading a major expansion of Screen Gems' branch offices, he relinquished his holdings and position with Telepix and moved to SG's New York offices in 1958. Mr. Burns became vice president in charge of international operations in 1959.

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welcomed by U.S. distributors.

Britain, in maintaining its quota over the years, has done so both to encourage its own producers and creative talents as well as to placate its trade unions. At the same time the quota has, in effect, limited the subsidy U.S. distributors were making to British TV. As long as prices paid for American films continue to be artificially limited—and the strong likelihood is that this will be so even under a 20% quota—the voluntary easing of the quota will mean more volume but not necessarily higher pricing. Most importantly, it is a progressive rather than a regressive move.

Canada, where Screen Gems produces more than ten hours of programming each week and where almost all of our network and many of our syndicated series are seen, elected to relax its 45% quota by 10% during the summer months. The comparatively liberal Canadian quota, partly a matter of proximity and of similarity of Canadian and American tastes, is governed primarily by the physical and economic factors of production. Canada simply doesn't have the means within the country to produce and fill more than 55% of its air time. The very fact of the quota, however, serves the same purpose as the British one in restraining free negotiations and open competition. It must be noted that as compared to Britain and Japan, Canada pays considerably higher prices proportionately than the other markets.

Rosy Future ■ Dealing daily, as we do, with quotas and pricing, we can see the situation changing appreciably and dramatically. Certainly everything points to more volume and higher prices in the future. Although U. S. distributors may be faced with artificial ceiling prices for the foreseeable future, the gradual amelioration of the situation gives a rosy glow to our worldwide prospects.

Presently, most international markets

BBC-2 falling behind

West Germany's third television network will be built faster than Britain's proposed third network, BBC-2, according to plans revealed by Richard Stucklen, minister for posts and telegraph, at the 1963 Grosse Deutsche Funkausstellung, this year's German radio, record, and television exposition in West Berlin (Aug. 30-Sept. 8).

He said that three third network transmitters would be built this year, with 40 more planned for 1964.

There are eight million TV sets in West Germany. The first network can be received by 90% of the population and 70% can tune into the second.

Mr. Stucklen said that it was hoped to relay the Olympic Games from Tokyo to Germany via an American satellite. The West German post office has built a satellite receiving station in Bavaria.

The West German post office has issued a commemorative stamp for the exposition.

need us to program at costs many times lower than their local costs for home-produced programs. Most U.S. distributors accept the present limitations and the low prices for a number of reasons: Like it or not (and when we think about it, we like it) we're aiding the development of international television; we're building an international appetite and acceptance for American programs; we're making money despite some of the low prices we're paid.

True relaxation of artificial barriers will come about gradually as each country develops more stations and networks in order to air more programs for more

viewers. Ultimately, this will bring about internal competitive buying situations. The end result will be higher prices for our product—prices which will finally bear comparison to the market situations we are accustomed to in this country.

Even with the tremendous strides in international TV development that we expect over the next five to ten years, not more than a handful of countries will develop adequate program production facilities to the point where they can depend upon local production to fill their program needs. American programs will be needed—perhaps even more than at present.

So we're not singing the blues in any shape or form. The international situation can only get better and international sales can only go one way—up. And the preponderant amount of those sales, as at present, will continue to be made by U.S. distributors. It's a prospect we can look forward to with equanimity, but not complacency. And it's one which in many ways we made possible.

CTV stretches ocean to ocean on Sept. 15

Canada's second television network, CTV Television Network Ltd., Toronto, goes live on microwave network on Sept. 15, when CJCH-TV Halifax, N.S., is linked with the rest of the network. To mark the inauguration of the complete national second TV network, CTV will air the one-hour *Something to Sing About*, originating in various parts of Canada. The ten-minute finale will have all the singers from cities in the five time zones, Halifax, Montreal, Toronto, Winnipeg and Vancouver, sing together in chorus.

The program is the first all-Canadian special show produced by CTV. It is being sponsored by the Trans-Canada Telephone System, which built the microwave network of 3,365 air miles across the country. The network between Montreal and Vancouver went into operation a year ago.

Abroad in brief...

Toll to pay ■ One of the pay TV companies which expects to get government permission to operate experiments in selected areas of Britain next year has changed its name from Toll TV Ltd. to Pay-TV Ltd. The company is a subsidiary of British Relay Wireless and Television Ltd. and British Home Entertainment Ltd. Associated British Picture Corp. has agreed to link with the company for the pay TV experiment.

TV sets multiply ■ The number of TV sets now licensed in West Germany is close to 8 million, according to figures released last week by the government.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 28 through Sept. 4 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw.—kilowatts. w.—watts. mc.—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc.—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

APPLICATIONS

*San Jose, Calif.—Office of Education. UHF channel 54 (710-716 mc); ERP 25.38 kw vis., 13.62 kw aur. Ant. height above average terrain minus 10 feet, above ground 92 feet. P.O. address c/o Robert A. Mason, 2700 Carol Drive, San Jose. Estimated construction cost \$172,803; first year operating cost \$68,146. Studio and trans. locations both San Jose. Geographic coordinates 37° 17' 18" north latitude, 121° 51' 50" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-27DH. Legal counsel Spencer Williams, consulting engineer John H. Atkinson, both San Jose. Principals: board of supervisors. Ann. Aug. 30.

Gainesville, Fla.—Platinum Coast Broadcasters Inc. UHF channel 20 (506-512 mc); ERP 16.8 kw vis., 9.09 kw aur. Ant. height above average terrain 273 feet, above ground 245 feet. P.O. address c/o Orrel R. Buckler, 725 Northeast 5th Terrace, Gainesville. Estimated construction cost \$155,627; first year operating cost \$84,000; revenue \$80,000. Studio and trans. locations both Gainesville. Geographic coordinates 29° 39' 02" north latitude, 82° 18' 40" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-21DL. Legal counsel Mallyck & Bernton, Washington; consulting engineer Donald W. Woollard, Green Cove Springs, Fla. Principals: Arthur D. Pepin, Emile J. Girolimon and Orrel R. Buckler (each 33 1/3%). Messrs. Pepin and Buckler are part owners of WPRY Perry, Fla.; Mr. Girolimon is businessman. Ann. Aug. 30.

Existing AM station

APPLICATION

KVNI Coeur d'Alene, Idaho—CP to increase daytime power from 250 w to 1 kw, install new trans., change ant.-trans. and studio locations and operate trans. by remote control from studios. Ann. Sept. 4.

New FM stations

ACTION BY FCC

*Brookville, N. Y.—C. W. Post College of Long Island University. Granted CP for new FM on 88.1 mc, channel 201, 125 w. Ant. height above average terrain 187 feet. P.O. address c/o Doctor Herbert H. Coston, Greenvale, N. Y. Estimated construction cost \$15,028; first year operating cost \$1,800. Principals: board of directors. Action Aug. 29.

APPLICATIONS

Jacksonville, Fla.—Rowland Broadcasting Inc. 92.5 mc, channel 223, 26.5 kw. Ant. height above average terrain 341 feet. P.O. address c/o WQIK Jacksonville 2. Estimated construction cost \$17,065; first year operating cost \$7,860; revenue \$7,200. Applicant is licensee of WQIK. Ann. Sept. 4.

Elwood, Ind.—Heart of Hoosier Land Inc. 101.7 mc, channel 269, 3 kw. Ant. height above average terrain 140 feet. P. O. ad-

dress Box 194, Franklin, Ind. Estimated construction cost \$11,425; first year operating cost \$21,600; revenue \$30,000. Principals: Dallas D. Montgomery, Charles Banks and Howell B. Phillips (each 33 1/3%). Mr. Phillips owns WIFN-FM Franklin; Mr. Banks is manager of WIFN-FM; Mr. Montgomery owns farm. Ann. Sept. 4.

Ownership changes

ACTIONS BY FCC

KPMC Bakersfield, Calif.—Granted acquisition of positive control of licensee corporation, Pioneer Mercantile Co., by Frank G. R. Schamblin, individually and as executor of estate of Florence Schamblin, through sale of minority shares to licensee; ownership remains essentially same. Consideration \$12,498. Action Aug. 29.

WLBE Leesburg-Eustis, Fla.—Granted transfer of negative control from Paul A. (49.1%) and Sally H. (.9%) Husebo and Wendell F. (49.1%) and Jean T. (.9%) Husebo to P. A. and S. H. Husebo (each 50%). Consideration \$50,000. Action Aug. 30.

WGMZ(FM) Flint, Mich.—Granted transfer of control of licensee corporation, Valley Broadcasting Co., to Mid-States Broadcasting Corp. Transfer constitutes merger, as Valley principals are also principals of Mid-States. For other information see KFEQ-AM-TV St. Joseph, Mo., grant. Action Aug. 30.

KLIK Jefferson City, Mo.—Granted transfer of control of licensee corporation, KLIK Broadcasting Inc., from Oscar K. and Jesse D. Fine (each 30%) and Isadore J. and Eugene P. Fine (each 15%) and Theodore M. Nelson (10%) to John P. McGoff (25.8%) and others, tr/as Mid-States Broadcasting Corp. Principals of Mid-States also have interests in WSWM(FM) East Lansing, WQDC(FM) Midland, WABX(FM) Detroit and WAMM and WGMZ(FM) Flint, all Michigan. Also see KFEQ-AM-TV St. Joseph, Mo., grant below. Action Aug. 30.

KFEQ-AM-TV St. Joseph, Mo.—Granted transfer of control of licensee corporation, KFEQ Broadcasting Co., from Oscar K. and Jesse D. Fine (each 30%), Isadore J. Fine (20%), Eugene P. Fine (12.5%), Theodore M. Nelson (5%) and Marvin Cohen (2.5%) to Mid-States Broadcasting Corp. Consideration for KFEQ-AM-TV and KLIK Jefferson City, Mo. (see grant above), \$1,750,000. Action Aug. 30.

WTIK Durham, N. C.—Granted transfer of control of licensee corporation, W & W Broadcasting Inc., from C. H. Wentz, Harry L. Welch and E. L. Sherman, d/b as Mid-Carolina Broadcasting Co., to same persons as individuals. Consideration \$31,500. Action Sept. 3.

KAMY McCamey, Tex.—Granted assignment of license from Joe Martin (100%), d/b as Sapphire Broadcasting Co., to Don Renault (66 2/3%) and Jack Bundrant (33

1/3%), tr/as Upton Radio. Consideration is cancellation of debt. Action Aug. 30.

APPLICATIONS

WCCB-TV Montgomery, Ala.—Seeks assignment of CP from Robert J. Thomas, receiver, to Cy N. Bahakel (100%), tr/as Montgomery Independent Telecasters Inc. Consideration \$100,000. Mr. Bahakel owns WABG-AM-TV Greenwood, Miss.; WKIN Kingsport and WDOF-AM-FM Chattanooga, all Tennessee; WWOD-AM-FM Lynchburg and WRIS Roanoke, all Virginia; WLBJ Bowling Green, Ky., and KXEL-AM-FM Waterloo, Iowa. Ann. Aug. 30.

KPLX(FM) San Jose, Calif.—Seeks assignment of CP from G. Stuart Nixon (100%) to Mr. Nixon (100%), tr/as KPLX Corp. No financial consideration involved. Application looks toward future merger with KSJO-FM San Jose. Ann. Sept. 3.

KDAD Weed, Calif.—Seeks assignment of CP from Jay C. Lemire (100%) to W. H. Hansen (100%). Consideration \$6,200. Mr. Hansen owns KCNO Alturas, Calif., and has interest in KDOV Medford, Ore. Ann. Aug. 30.

WOLE-TV Aguadilla, P. R.—Seeks transfer of control of licensee corporation, Western Broadcasting Corp. of Puerto Rico, from Hector Reichard and Winston-Salem Broadcasting Inc. (each 33 1/3%) to Du-Art Film Laboratories Inc. and WAPA-TV Broadcasting Corp. (each 33 1/3%); other ownership remains unchanged. Consideration \$165,000 by Du-Art to Mr. Reichard; WAPA-TV executed contract with Winston-Salem more than year ago. WAPA-TV, licensee of WAPA-TV San Juan, P. R., is wholly owned subsidiary of Screen Gems Inc.; Irwin Young (6.1%) is president of Du-Art, motion picture film processing and developing firm. Ann. Sept. 3.

WHEY Millington, Tenn.—Seeks assignment of license from Shelby County Broadcasters Inc. to Fred E. Jones, receiver. No financial consideration involved. Ann. Aug. 30.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Millard F. French issued supplemental initial decision looking toward affirming commission Jan. 19, 1962, grant of CP to WTSP-TV Inc. for new TV on channel 10 in Largo, Fla. Action Aug. 30.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petitions by CBS, ABC and ABC-TV Affiliates Association for reconsideration of May 28 action in abolishing TV option time. Comr. Lee dissented. Action Sept. 4.

■ By memorandum opinion and order, commission denied petitions by Central Committee on Communication Facilities of American Petroleum Institute and National Committee for Utilities Radio for stay of effective date of commission's action of July 30 in establishing new class of In-

Continued on page 110

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Excellent opportunity for experienced salesman. Established 5 kw network station. Send photo, full details first letter. WBCK Battle Creek, Michigan.

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Southern group — 5 Top-rated stations located in metro markets seeking 2 pro type executive salesman with excellent background and experience. High guarantee — insurance — moving expenses — opportunity for management. Send complete resume, late photograph, references, in confidence. McLendon Broadcasting Co., General Offices, suites 960-980 Milner Bldg., Jackson, Mississippi.

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Big opportunity. 2 announcer-salesmen needed at once. Salary plus commission plus bonus. Fast growing station in small mid Atlantic community with tremendous expanding market. Send tape, resume to Box L-9, BROADCASTING.

Wanted now! . . . Swinging format jock. Happy bright sound, tight board. One of Florida's major markets with #1 rated station. Beaches, palm trees and sun. Top wage, major medical and hospitalization. Send tape, resume and photo to Box L-13, BROADCASTING.

Announcer-engineer wanted for Illinois metropolitan station. Must have first phone, however, little maintenance involved. Emphasis on voice, personality, production ability. Aggressive, established, well equipped operation. Excellent salary, merit raises, good future. Write Box L-57, BROADCASTING with complete information.

Smart, established metropolitan station needs experienced announcer-production man. Good voice, clever personality and imaginative production will earn attractive salary, raises, recognition, good future. Write complete information to Box L-71, BROADCASTING.

Negro announcer for major market. Send tape and resume to Box L-72, BROADCASTING.

Negro air-personality with first phone license wanted. Please send tape and resume to Box L-108, BROADCASTING.

Announcer-salesman—experienced. One station market. Rich farming area. Good music policy. Salary open. Successful operation over 5 years. Box L-109, BROADCASTING.

Need friendly, folksy, country & western deejay for 44 hours, six night per week. Solid midwest operation with all the benefits. Rush tape and resume and salary requirements to Box L-113, BROADCASTING.

Announcers—(Cont'd)

Major market southwest has opening for experienced morning announcer with top delivery at good music independent. Send resume and tape including news to Box L-115, BROADCASTING.

Immediate opening for announcer. Ability sets pay. Contact Box L-123, BROADCASTING.

October opening for staff announcer with new 5 kw New Jersey AM station. Send tape and resume. Box L-136, BROADCASTING.

Florida-experienced top 40 announcer with mature voice. Salary open. Send tape and complete resume first letter. Box L-155, BROADCASTING.

You need not have long experience if you have ability and are willing to work hard, announcers or announcer salesman combination need now, KOLJ Quana, Texas.

Announcer-copywriter — experienced. Good music station. Salary open. Send complete resume, sample copy and tape to Joe Lobaito, KMAQ, Maquoketa, Iowa.

Top-rated Pennsylvania station wants personality dj with experience, tight board, solid commercial style, originality. If you like pop music, can make personal appearances, are industrious and enthusiastic—if you want in showmanship radio, here's a good job. Tape, photo and particulars to WCMB, Box 3433, Harrisburg, Pa.

All around announcer wanted. Morning man also strong on news. If you know sports, all the better. 6 day, 48 hour week. Send tape, references, photo and present salary to WCSS, Amsterdam, New York.

Announcer—Swingin' WHYIE in Roanoke, Virginia's lookin' for air man (p.d. possibilities) with sense of humor, timing and reason! Send resume, air check and photo immediately to P.D., WHYIE, Box 1187, Roanoke, Virginia.

Announcer with 1st phone for immediate and permanent position. Send tape, resume. WKXY, Sarasota, Fla.

WLPM needs an engineer-announcer with 1st class license. No maintenance required. If interested in joining staff of stable, aggressive, well equipped station playing up tempo big band music, send tape, picture and resume to: E. D. Beydush, WLPM, Suffolk, Virginia.

Wanted—quality announcer for quality good music station in Florida's most beautiful resort area. Must be qualified to write good copy and take charge of professional production duties—first phone desired but not required—rush tape with examples of production and copy and resume to WSAF, P.O.B. 305, Sarasota, Fla.

Mature, experienced (at least two years) disc jockey wanted. Send complete resume, tape and salary requirements to WTTF, 112½ Market, Tiffin, Ohio.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 516-TN8-4912.

Pro's needed. We serve 600 stations. Free registration. Pick your job. Broadcast Employment Service, 4825 10th Ave. S., Minneapolis, Minn. 55417.

Top-rated negro group—needs r&b man with teenage appeal immediately. If you are a real swinger—stuck in a small market and want to move up—send tape—resume—to Program Director, Box 197, Jackson, Miss. Preference to area applicants.

Help Wanted

Technical

Chief engineer, 1 kw, 100 miles from New York. \$125. Box K-77, BROADCASTING.

North Carolina daytimer has opening for chief engineer with announcing or sales ability. Sober, dependable and experience essential. Opportunity for qualified worker. Write Box L-125, BROADCASTING.

Outstanding opportunity for first class engineer at new 5 kw New Jersey AM station. Rapid promotion to chief engineer for qualified, technically competent individual. Box L-135, BROADCASTING.

First phone combo man—experience-maintenance—minimum air time 500 watt daytime operation in South Carolina coastal community—2 station market. Contact WGGO Radio, Post Office Box 129, Georgetown, South Carolina.

Two engineers with first phone, one for chief, salary open, contact W. A. Hughes, WTTF, Tiffin, Ohio.

Engineers needed, all broadcast categories. Jobs countrywide. Write: Broadcast Employment Service, 4825 10th Ave. S., Minneapolis, Minn. 55417.

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs Radio Transmitter and Receiver Operating and Maintenance Technicians for relay stations in Greenville, North Carolina; Marathon, Florida; Dixon and Delano, California; and Bethany, Ohio. These positions for operation and maintenance of high power transmitters and receiver stations require a minimum of five years of responsible technical operating and maintenance experience. Experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer is also qualifying. Salary determined by applicant's experience and ability. Present rate range is \$6344 to \$10,504 per year; promotional opportunity. Positions are in Career Civil Service, and therefore, appointments are made thru competitive examination. Must be American citizen. To apply for this nonwritten examination, please request Announcement No. 283B and application forms from your nearest U. S. Civil Service Commission Representative's Office or write to The Executive Secretary, Board of U. S. Civil Service Examiners, U. S. Information Agency, Washington 25, D. C.

Production—Programing, Others

News editor wanted for Ill. kilowatt metropolitan, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

Newsman wanted by Indiana station to collect, write, and deliver local news and special events. Station now has part-time local news coverage and desires person to devote time exclusively to local news. Excellent opportunity for beginner. In applying, give education, experience if any, recent picture, and approximate salary requirements. All replies will be answered. Box L-28, BROADCASTING.

Major midwest am-TV operation looking for bright, alert traffic girl. All employee benefits, and a wonderful market to settle down in. Send resume and salary range to Box L-29, BROADCASTING. Personal interview in Michigan required before job is filled.

News & special events director with new 5 kw New Jersey AM station. Box L-137, BROADCASTING.

Aggressive local news editor to gather, write, announce news in midwestern college town. Minor staff duties. Write Box L-142, BROADCASTING.

Sports director with news background for midwest radio and television stations. Duties include radio and TV sports programming plus news writing. Send resume, tape and picture to Box L-144, BROADCASTING.

Production—Programing, Others

(Continued)

Immediate opening for experienced director. Secondary market, southwest. Send photo resume, references with reply. Salary open to right man. Applicants East of Mississippi need not apply. Box L-147, BROADCASTING.

Experienced radio-television newsmen. Must be able to gather and write news for both radio and television. Must also be able to deliver radio newscasts. Send tape, photograph, complete resume in first reply to Meyer Broadcasting Company, Box 720, Bismarck, North Dakota.

Florida, East Coast, top station, has immediate opening for copy writer. Call Dick Clark 252-6491, Daytona Beach, Florida.

Situations Wanted—Management

Temporary management available to those who need it. Ticket. Box L-119, BROADCASTING.

Sales

Experienced broadcast sales engineer preferring midwest area for electronic firm. Box L-8, BROADCASTING.

Salesman—with heavy successful time sales, promotion, news, casting, experience, who can think, work, get money, desires combo percentage opportunity with radio adults. Box L-138, BROADCASTING.

Experienced salesman, excellent work, character, and credit references. Phone 816-351-2274. Box L-157, BROADCASTING.

Anxious to sell radio or TV time. Am 25, 1960 college graduate, married. Lieutenant in Air Force completing compulsory military service Nov. 1. Desire sales position local station, preferably in midwest. Despite inexperience am confident can do good job. Have picture and resume. Write Box L-101 or Lt. R. M. Coulter, 149-A Longstreet Drive, Smyrna, Tenn.

Announcers

Experienced, mature, friendly personality. Tight board. Clever production. Not a screamer, prima-donna or floater. Seeking security with progressive station. Presently traffic man at eastern 50,000 watter. Box L-30, BROADCASTING.

Adult music, 5 years experience. Family man, northeast, mature voice, 32. Box L-49, BROADCASTING.

Now that I'm writing for a living, I'd like to go back to announcing for fun. Part-time job wanted in N.Y.C. area. Box L-77, BROADCASTING.

Adult announcer, 10 years, ad-libber, no shouter, air salesman. Box L-90, BROADCASTING.

Experienced jock; production professional considering openings—medium, major markets only. Box L-91, BROADCASTING.

Attention: Virginia, Maryland, D. C. . . . Announcer-newsman presently employed by leading 5000 watt NBC affiliate seeks position within commuting distance of Washington. Box L-98, BROADCASTING.

Young announcer wanting position. Ready to move forward. One year experience. Will send tape and resume immediately upon request. Box L-99, BROADCASTING.

Personable dj, good diction, reads well, tight board. Limited experience (8 months), unlimited potential. Box L-100, BROADCASTING.

Staff announcer-newsman presently employed by leading southeastern NBC radio-TV affiliate desires position with progressive organization. Box L-102, BROADCASTING.

Bright air personality. 3 years experience. Married. Authoritative news, not floater or prima donna. Box L-103, BROADCASTING.

Top East Coast sportscaster. Experienced in all phases of sports production, play-by-play and sales. Management experience. Would like play-by-play position. Travel anywhere. Tapes, resume and picture sent upon request. Can invest. Box L-107, BROADCASTING.

Announcers—(Cont'd)

Announcer—6 years experience. Prefer northeast coast states. Married man. Box L-116, BROADCASTING.

West Coast just listen! Six years radio & television. D.J., newsmen and first phone. Experience in all phases of broadcasting operation. References. Box L-124, BROADCASTING.

Swinger, AM, FM, TV experience, wants southeastern AM market. Box L-127, BROADCASTING.

Newsmen, AM or FM experience, wants Eastern or Southern market. Box L-130, BROADCASTING.

Announcer-newsman for St. Louis area. First phone with dj and news experience. Will be available soon. Box L-132, BROADCASTING.

Top 40 morning jock. Happy, fast-paced delivery. Six years experience. Looking for permanent position with progressive organization. Box L-133, BROADCASTING.

Experienced! Creative! Ambitious! and smooth for any top 40 operation, medium or major markets. Presently with NBC West Coast, wants back into radio. 6 years top 40 experience, good markets. 23 yrs. of age. Box L-134, BROADCASTING.

Available now! Mature announcer. Good dj and newsmen. 7 years experience. Married, dependable. \$115 minimum. Box L-141, BROADCASTING.

Announcer and/or copywriter. Radio station and advertising agency trained and experienced deep voice. Quality copy. Audition tape, copy samples, references on request. Currently employed. Box L-145, BROADCASTING.

First phone experienced board seeking start as combo man on West Coast. Married, veteran, college. Box L-148, BROADCASTING.

Good music stations only! If you are a medium market station looking for a mature, warm personable, authoritative rich voiced personality with 3 years experience, presently employed, dependable, married. Write Box L-150, BROADCASTING.

Negro disc jockey, little experience, have had course in announcing, have done work with several disc jockeys and promoters. Want first position, prefer Eastern Coast, but will travel. Box L-151, BROADCASTING.

Announcer—first phone, experienced, strong on news, looking for play-by-play opportunity, available immediately Box L-154, BROADCASTING.

Experienced, versatile announcer wishing to settle family in West Coast area, for dossier and personal interview, contact J. Dempsey, first class engineer, Statler Hilton hotel 930 Wilshire Blvd., Los Angeles, California.

Announcer-radio school graduate—strong on news commercials. Extensive musical knowledge. Dan Robertson, 6545 S. Union, Chicago, Ill.

Announcer, 1st phone, 4 years experience, college background will do maintenance. H. R. Malone, Route 8, Box 358, Chillicothe, Ohio. Phone 66-35264.

Top rated "rock" dj. Number #1 three stations—same market. A personality. No shouter. College grad. Married—36. Tom Quain, 2663 Jenkins, S.W., Grand Rapids, Michigan. Tel 538-0313.

Situations Wanted

Technical

First class license. Presently radio operator. Desire broadcast engineering work. Box L-53, BROADCASTING.

Engineer with first phone, experienced, desires position with progressive station, up to 50 kw. Box L-95, BROADCASTING.

Engineer-announcer (first phone) with four years of solid experience in various formats is available for professional air shift and maintenance at station near college. Would like to take courses toward degree on part-time basis. Prefer Virginia and neighbor state area. Applicant is 22 years old and strictly "grade A" looking for the right situation. If interested, write Box L-114, BROADCASTING for tapes and details.

Experienced first phone, chief, dj in Mid-Atlantic area available. Technical or combo position wanted. No tape. Box L-140, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered, no announcing. Box L-143, BROADCASTING.

Experienced chief engineer. No announcing. Installations, proofs, directionals. Florida or vicinity only. No tapes, capable Box L-158, BROADCASTING.

Radio Engineering Institute graduating 10 first phone men—need jobs. 135 North Pine-apple Ave., Sarasota, Fla.

Production—Programing, Others

Newsman. College and announcing school graduate. Gather, write and air local news. Year experience. First phone, no maintenance. Box L-67, BROADCASTING.

Local newsman-reporter. Three years experience local news, for radio. Seeking radio or TV position, with future and benefits. Hard worker, married, young but experienced. Excellent references. Desire medium market, East Coast. Salary open. Box L-97, BROADCASTING.

Newsman seeking responsible position with established station. College degree . . . experience . . . presently employed at leading southeastern NBC radio-TV station. Box L-105, BROADCASTING.

Creative and original idea man wants to join progressive outfit to do programing or promotion work. Experienced in promotion, programing, air-personality work in major market. Box L-111, BROADCASTING.

Attention California! Now employed and number 1½ in well known medium eastern market. Four years Pulse and Hooper leader in this situation. 8 year background includes thorough knowledge of programing, production and music. Looking forward to re-locating at West Coast modern sound. Top performance ready for right market. Box L-120, BROADCASTING.

Gag writer original, generous sample assortment, \$1.00. Frankel. P.O. Box 983 Chicago, Ill.

Experienced pd/announcer. 10 years. Any format. Bright sound. Brad Harris, 277 Van Siclen Ave., Brooklyn 7, New York. Hyacinth 8-5479.

Class of hardworking B.I.A. graduates ready to go. Versatile and ready for small station duties—announcing, control board, news, copy, production. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana. Phone 891-7840.

TELEVISION

Help Wanted—Announcers

Experienced radio-television newsman. Must be familiar with news gathering, editing and film. Air sound on film or photo and audio tape, resume to Dick McDaniel, Program Director, KFEQ-AM-TV.

Help Wanted

Announcers—(Cont'd)

Southeast network affiliate needs man with experience in public affairs programing and news. Please send resume, picture, references and audio tape to Box K-13, BROADCASTING.

Charleston, South Carolina TV station needs staff announcer. Opportunity for advancement into TV for qualified radio announcer or secure position for experienced TV announcer. Reply with photograph, tape and resume Box L-153, BROADCASTING.

Top rated television station in area needs experienced television staff announcer. Send resume, picture and audio tape to Vic Miller, KOOK-TV, Box 2557, Billings, Montana.

Weatherman-newsman-announcer. Opening for professional performer to do nightly weather show and with proven versatility either in news gathering or commercial announcing. WSAV-TV, Savannah, Georgia.

Technical

Experienced TV studio engineer needed. Must be familiar with maintenance of RCA studio, microwave and vtr. Primarily maintenance work. Box L-152, BROADCASTING.

Chief engineer for VHF operations—programing lots of live shows. WLTV, Bowling Green, Kentucky.

Studio engineer. Experience in service maintenance and video tape recording. Contact Fred Edwards, WVUE, Channel 12, New Orleans, La. Phone 525-9011.

Help Wanted

Production—Programing, Others

Midwest radio-television station will soon have opening for capable newsman-announcer. Send photo, tape, resume and salary requirements to Box L-126, BROADCASTING.

Director-producer training program at major East Coast network affiliate has openings for trainees. Salary starts at \$50 per week plus overtime. College grads. preferred. Send photo and resume to Box L-159, BROADCASTING.

Experienced newsman for combination tv-radio operation. Send tape, photo, resume, references to Ray Lansing, KFBC TV, Cheyenne, Wyo.

California chain of TV-radio stations needs top flight experienced TV artist immediately. Must have thorough knowledge of on-the-air art as well as promotion art. Also need all around promotion-merchandising director who can handle all phases of station, market and client promotion and merchandising. Ideal working conditions in fast growing operation located in most beautiful part of California. Send complete information, resume and samples to Bob Klein, KSBW-TV, P.O. Box 1651, Salinas, California.

Producer/director wanted for midwest medium market TV. Salary commensurate with experience. Contact Operations Manager, WNEM-TV, Saginaw, Michigan.

Experienced traffic director needed for medium market midwest TV. Salary commensurate with experience. Contact Operations Manager, WNEM-TV, Saginaw, Michigan.

Newsman with AM & TV experience, preferably in Indiana or Michigan for staff opening (early shift) with top rated WSBT & TV. Send tape with photo, sound film or video tape to Personnel Director, South Bend Tribune, South Bend 26, Indiana.

TELEVISION

Situations Wanted

Management

Presently doing defense television systems evaluation, planning, engineering and implementation. Desire position in engineering, management, educational or commercial television. FCC licenses and DOD clearances valid. Please reply Box L-14, BROADCASTING.

Announcers

Announcer—5 years experience. Wish to enter television. Married man. Box L-117, BROADCASTING.

Technical

Looking for a competent man to add to your engineering staff? I am experienced in planning, construction, installation, operation and maintenance, 12 years as chief. Also have considerable radio experience. Especially interested in Rocky Mountain-west coast area. Box L-34, BROADCASTING.

Engineer, first phone four and a half years experience. Strong on board good references. Family man. Box L-146, BROADCASTING.

Production—Programing, Others

Seeking news or sports position, well versed in both fields, including play-by-play. Television newscast currently highest rated local program in three station market. (ARB survey). 29, married, college graduate. Tapes, resume and interview on request. Best references. Box L-106, BROADCASTING.

Producer director. Seven years commercial experience in medium midwest market. Seeking production management opportunity. Can direct and handle a crew, for live or video tape programing. Married, resume, best references Box L-129, BROADCASTING.

Reached top of ladder in medium size market. Thoroughly experienced production management and directing. College degree. Seeking solid rung on larger size East Coast ladder. Box L-131, BROADCASTING.

News and public affairs addict. . . . AB Dartmouth, Masters in TV, 4 years radio, 2 years TV. Strong on documentaries, young, married, determined, seeking challenge. Box L-149, BROADCASTING.

Top flight director-producer. Presently manager in 300,000 size market. Experienced as production head, supervising traffic, copy, and other all-around facets of television operation. Immediate. Ed O'Konski, 8113 Kathryn S.E., Albuquerque, N.M.

WANTED TO BUY

Equipment

Needed urgently—tower at least 150', audio console, microphones & allied equipment for new AM station in eastern U. S. Let us know what you have to sell. Box K-249, BROADCASTING.

Need instruction manual and schematic for Travis Tapak portable tape recorder. Will accept readable photocopy of same. P. O. Box 632, Ft. Pierce, Florida.

For Sale

Equipment

One only Collins 212Z-1, 4 channel remote amplifier. Like new, tested and ready to go, \$425. Box L-92, BROADCASTING.

Used Collins 300 G Transmitter with two sets of tubes and 630 kc crystal, only \$720. Box L-93, BROADCASTING.

Priced for quick sale 250 feet of rigid 1-5/8" transmission line 50 ohm. Best offer for all or part. Box L-94, BROADCASTING.

For Sale—Equipment

(Continued)

4-Magnecorder PT6-JAX recorders. \$200.00 each. 4-for \$700.00. 4007 Bellaire Blvd., Houston, Texas. MADison 3-4896.

Magnecord 816, 14" reel, tape player. Just returned from factory full overhaul with new heads, new motors, latest modifications. In factory carton—\$550.00. Alphas Music of Distinction, 1035 Westglen Drive, St. Louis, Mo. (63126).

Microphone, Sony condenser C-37A, complete with 25-foot cable and portable case. Perfect condition. \$200. Steve Blaine Productions, 59 Oviedo Court, Pacifica, Calif.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Harkins station monitor, FME-2 exciter, two sub carrier generators for 65kc. Ohio Music Corporation, 1399 E. 17th St., Cleveland 14, Ohio.

Xmission Line: Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Telephone 2-3527

Federal TV transmitter FT120B complete with duplexer, dummy load and frequency and modulation monitoring equipment. In good condition. For details write William S. Ward, 7505 Carroll Ave., Takoma Park, Maryland or call JU 7-5136. P.S. Immediate cash for all broadcast and associated test equipment.

1-kw-443-AL Western Electric transmitter. Also three magnecord tape recorders. Radio K-Dov, Medford, Oregon.

Gates model 51 CS Studioette complete with TW supply, tubes and service manual. \$100 as is 1st check takes. WASA, Box 97, Havre de Grace, Md., phone 301, 939-0800.

300 foot guyed tower, heavy type 300 Wind-charger, complete with base insulator, lighting and guys ready for shipment. Tower will go to 450 feet with extra sections. Price \$2,400. Contact Bill Engle, or G. Zaharris, WTIP, Charleston, W. Va.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

20 audition tapes duplicated \$25. 100 resumes \$5. National representation. Write the mad men at Darden Associates, Box 231, Roosevelt, N. Y. 516-TN8-4912.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue \$2.50. Show-Biz Comedy Service (Dept. BJ) 65 Parkway Court, Brooklyn 35, New York.

CP holders. Licensed-qualified engineer will build your station. Contract, or by the hour. Also, "clean-up" contracts for existing stations. Anywhere. Box L-118, BROADCASTING.

Instructions

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

INSTRUCTIONS—(Cont'd)

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure. 259 Geary St. Next class Sept. 16th.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting October 9 and January 8. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. For free brochure write: Dept. 3-B Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Pittsburgh. FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Instructions—(Cont'd)

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

Announcers

RADIO PERSONALITIES

Experienced disc jockeys good situations available with national broadcast group operating both radio and TV Stations in top markets. Salary open. Send resume, including selective tapes. Replies held confidential.

Box L-104, BROADCASTING

TELEVISION Help Wanted

Production—Programing, Others

ADVERTISING—

MIDWESTERN TELEVISION STATION SEEKING MAN 25 TO 35 TO WRITE ADS, LAYOUTS, CATCHLINES, PRESS RELEASES, ETC. ON TV SHOWS, MOVIES AND STATION NEWS. ARTISTIC ABILITY USEFUL BUT NOT NECESSARY. LIVE-WIRE EXPLOITATION IDEAS IMPORTANT. ONLY QUALIFIED MEN NEED APPLY. PLEASE SUBMIT TEAR SHEETS, RESUME AND PHOTO OF SELF. SALARY ABOUT \$8,000. BRIGHT FUTURE, PLEASANT WORKING CONDITIONS. BOX L-112, BROADCASTING.

Business Opportunities

LONG-TIME OWNER

of two profitable 5kw stations in major markets wishes to consider appropriate merger to achieve benefits of combined operations.

Box L-7, BROADCASTING.

For Sale Equipment

Moving To

HIGHER HOGBACK MOUNTAIN

Have for sale—350 foot Blaw Knox N. 28 Tower. Available in November. Contact: WSPA-TV, Spartanburg, S. C.

RCA TT 10-AH

transmitters, complete with operating tubes and spares and component spare parts. Like new (500 hours). Price \$47,500. Call or write: Walter Johnston, Newton 3-6311, P. O. Box NAL, International Airport, Miami.

RCA MOVIE PROJECTOR

(TP 6cc 16mm) with power supplies and variable density filters. Like new. Price \$4,500. Call or write: Walter Johnston, Newton 3-6311, P. O. Box NAL, International Airport, Miami.

WANTED TO BUY

Stations

I HAVE A FEW BUCKS

Want small market station in Southwest. Family man tired of big city. Lots of experience. Confidential. Let's work something out.

Box L-122, BROADCASTING

For Sale

Stations

RACE STATIONS

Chain operation spinning off 3 stations in metro markets Eastern half United States—Competitive and non-competitive situations. Answer only if financially qualified.

BOX K-85, BROADCASTING

CALIFORNIA KILOWATT

Daytime station in active growth area needs resident owner-manager for development of full potential. Total price of \$125,000 is 1½ times average annual gross. Excellent terms available.

BOX K-144, BROADCASTING

MAJOR MARKET AM

Southern fulltimer in top 25 markets now losing money under absentee ownership. Priced for immediate all cash sale.

Box L-76, BROADCASTING.

UPPER MIDWEST

AM Single market. Adult programed. 1KW. County retail sales 20 million. Total price \$37,000. This fulltimer ideal for owner operator.

Box L-121, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

For Sale—Stations

(Continued)

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

Maine	single	fulltime	\$140M	terms
Vermont	small	fulltime	100M	29%
Florida	single	daytime	70M	terms
Ky.	medium	fulltime	225M	35M
Mass.	medium	regional	185M	29%
Pa.	metro	daytimer	155M	25M
S.E.	metro	race	275M	cash

And others.

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

STATIONS FOR SALE

CALIFORNIA. Daytime. Priced at \$78,500. \$25,000 down.

NEW ENGLAND. Fulltime. Exclusive. \$40,000 down.

MIDWEST. Fulltime. Exclusive. \$25,000 down.

JACK L. STOLL & ASSOCS.

6381 Hollywood Blvd.
Los Angeles 28, California

Miscellaneous

FOR SALE

TV exercise Series

\$10,000 Cash

on 16 mm film.

Cost to produce

approximately \$175,000.

Reply to

Box L-20, BROADCASTING.

To reach everyone in BROADCASTING and its allied fields.

**You Can't Top A
CLASSIFIED AD**



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Miscellaneous

CALIFORNIA CHAIN OF TV-RADIO-CATV OPERATIONS

Outstanding opportunity for experienced Financial Officer or experienced accounting Supervisor with potential Financial Officer qualifications. Broadcast experience extremely helpful but consideration will be given non-broadcast applicants with broad ability and experience. Extensive accounting knowledge and experience essential. Must possess administrative and supervisory ability, resourcefulness and high standards of accuracy and thoroughness. Please give all vital statistics, complete resume of education and business background and specifics of general accounting experience of each position held. Outline experience, if any, in preparation and policing of operation budgets, income and expense projections, purchasing, collection systems, personnel supervision. Also, knowledge and actual experience with data processing, various accounting machines and a narrative statement of your opinion of how a Financial Officer can function to contribute most to a company's success. Include information on any other related experience or knowledge such as general business insurance, labor laws and general office management. Salary commensurate with qualifications. Ideal living and working conditions with immediate fringe benefits and long-range security. Write Department BR, Central California Communications, P. O. Box 1651, Salinas, California.

Continued from page 105

structional Television Fixed Stations to use channels in 2500-2690 mc band to transmit instructional and cultural material mainly to schools. Commission pointed out that effective date of Sept. 9 looks to future licensing and that petitioners' additional request for reconsideration will be considered subsequently. Comr. Bartley dissented; would have stayed on commission's own motion. Action Sept. 4.

■ By memorandum opinion and order, commission denied petition by WPRY Radio Broadcasters Inc. (WPRY), Perry, Fla., for reconsideration of commission May 7 grant of application of Eugene Ketrang for new daytime AM (WGKR) on 1310 kc, 1 kw, in Perry; waived Sec. 1.84(h) of rules to permit consideration of pleadings by Ketrang. Comr. Cox concurred in result. July 24 commission denied petition by WPRY for stay. Action Sept. 4.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Salem Broadcasting Co. (WJBD), Salem, Ill., to extend time to Sept. 6 to file exceptions to initial decision in proceeding on AM application and that of Leader Broadcasting Co., Edwardsville, Ill. Action Sept. 3.

■ Granted motion by Cherry Broadcasting Co. to extend time to Sept. 17 to file exceptions to initial decision in proceeding on AM application of Pinellas Radio Co., Pinellas Park, Fla. Action Sept. 3.

■ Granted motion by intervenor Deep South Broadcasting Co. (WBAM), Montgomery, Ala., to extent of making, with certain exceptions, suggested corrections to transcript of July 23 oral argument in proceeding on AM application of Thomas County Broadcasting Inc. (WKTG), Thomasville, Ga. Board Member Nelson abstained from voting. Action Aug. 30.

■ Granted motion by Ralph and Earlene Epperson to correct transcript of July 23 oral argument in proceeding on AM application of Stuart W. Epperson, Winston-Salem, N. C. Board Member Nelson abstained from voting. Action Aug. 30.

■ By memorandum opinion and order in consolidated proceeding on applications of KWEN Broadcasting Co. and Vidor Broadcasting Inc. for new AM stations in Port Arthur and Vidor, both Texas, respectively, (1) granted applicants' joint request to extent of approving agreement whereby KWEN would pay Vidor \$9,480 as partial reimbursement for out-of-pocket expenses in return for latter's withdrawal, and additional \$6,320 upon grant of KWEN application; (2) dismissed Vidor's application with prejudice, and (3) held in abeyance action on KWEN's application pending commission consideration of application by Woodland Broadcasting Co. for new station for facilities specified in Vidor application. Action Aug. 29.

■ By memorandum opinion and order in consolidated proceeding on AM applications of Rockland Broadcasting Co., Blauvelt, Rockland Radio Corp. and Rockland Broadcasters Inc., Spring Valley, N. Y., in Docs. 14510, 14512-3, denied motion by Rockland Broadcasters Inc. to reopen record. Board Member Nelson not participating. Action Aug. 29.

■ Granted petition by Radio Station KBOX to extend time to Sept. 6 to file exceptions to initial decision in proceeding on AM application of KPLT Inc. (KPLT), Paris, Tex. Action Aug. 29.

ACTIONS ON MOTIONS

■ Commission, by office of opinions and review, granted motion by Quality Broadcasting Corp., Supreme Broadcasting Inc. of Puerto Rico and Radio Americas Corp. to extend time to Sept. 30 to file pleading responding to July 29 show cause order in matter of revocation of licenses of commonly owned WKYN(AM) and WFQM(FM), both San Juan, and WORA-FM Mayaguez, all Puerto Rico, in Docs. 15139-15141. Action Aug. 30.

By Chief Hearing Examiner
James D. Cunningham

■ By order in proceeding of applications of Harry Wallerstein, receiver, Television Co. of America Inc., for renewal of license, assignment of license and transfer of control of KSHO-TV Las Vegas, in Docs.

BROADCASTING, September 9, 1963

15006-8, granted petition by Broadcast Bureau to change place of hearing from Washington to Las Vegas. Action Aug. 30.

■ Granted request by Broadcast Bureau to extend time from Aug. 26 to Sept. 23 to submit comment on proposed findings of parties in proceeding on NBC-RKO broadcast transfers and related applications in Docs. 13085, et al., and ordered answers to bureau's comments shall be filed by Oct. 20, all parties except Broadcast Bureau shall file, on Sept. 4, replies to proposed findings submitted July 23 with understanding such replies need not be exchanged among parties until Oct. 20, and further ordered, in view of exigencies present in case, additional extensions of time for submission of any of pleadings aforementioned will not be authorized. Action Aug. 29.

■ Granted motion by Carol Music Inc. and Broadcast Bureau for various corrections to transcript of hearing in matter of revocation of license and SCA of Carol Music Inc. for WCLM(FM) Chicago. Action Aug. 29.

■ Granted motion by Newton Broadcasting Co. to extend time from Aug. 26 to Sept. 10 to file corrections to transcript of hearing in proceeding on application and that of Transcript Press Inc. for new AM stations in Newton and Dedham, both Massachusetts. Action Aug. 28.

■ Granted petition by respondent Finley Broadcasting Co. (KSRO), Santa Rosa, Calif., to extend time from Sept. 4 to Sept. 9 to exchange engineering exhibits and from Sept. 10 to Sept. 12 for notification of witnesses to be called for cross-examination, and requests, if any, for additional engineering data, in proceeding on AM application of Bay Shore Broadcasting Co., Hayward, Calif. Action Aug. 28.

■ Granted petition by Hershey Broadcasting Inc. to extent that it seeks dismissal of application for new FM in Hershey, Pa., but dismissed application with prejudice and retained in hearing status remaining application of Reading Radio Inc. for new FM in Reading, Pa. Action Aug. 27.

■ Granted petition by Hershey Broadcasting Inc. to extent that it seeks dismissal of application for new AM in Hershey, Pa., but dismissed application with prejudice and terminated proceeding. Action Aug. 27.

By Hearing Examiner Millard F. French

■ Closed record in proceeding on AM application of Brush Broadcasting Co., Wauchula, Fla., and ordered proposed findings shall be filed by Oct. 16 and replies by Oct. 28. Action Sept. 3.

■ Scheduled oral argument for Sept. 17 on motion by Norristown Broadcasting Inc. (WNAR), Norristown, Pa., for continuance of hearing, and Broadcast Bureau's opposition, in proceeding on Norristown's AM application, and continued Sept. 23 and Sept. 9 dates for hearing and exchange of written case to dates to be set at conclusion of oral argument. Action Sept. 3.

By Hearing Examiner Arthur A. Gladstone

■ Granted request by Broadcast Bureau to extend time to Sept. 23 to file proposed findings and to Oct. 7 for replies in proceeding on AM application of Des Moines County Broadcasting Co., Burlington, Iowa. Action Sept. 3.

■ On own motion, continued Sept. 23 hearing to Sept. 26 in proceeding on AM application of O. L. Withers, Woodburn, Ore. Action Sept. 3.

By Hearing Examiner Jay A. Kyle

■ Scheduled further hearing for Sept. 23 in consolidated AM proceeding on applications of Jupiter Associates Inc., Matawan, Somerset County Broadcasting Co., Somerville, and Radio Elizabeth Inc., Elizabeth, all New Jersey, in Docs. 14755-7. Action Sept. 3.

■ Continued Sept. 9 prehearing conference to Sept. 16 in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco. Action Aug. 29.

■ Rescheduled Sept. 11 hearing for Sept. 17 in proceeding on application of Northern California Educational Television Association Inc. for new noncommercial educational TV on commercial channel 9 in Redding, Calif. Action Aug. 29.

■ In consolidated AM proceeding on applications of Calhio Broadcasters, Seven

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 4

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,825	42	149	331
FM	1,098	26	86	198
TV	522 ¹	54	84	123

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 4

	VHF	UHF	TOTAL TV
Commercial	484	91	575
Noncommercial	50	29	79 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31

	AM	FM	TV
Licensed (all on air)	3,810	1,091	522
CP's on air (new stations)	57	33	54
CP's not on air (new stations)	148	86	83
Total authorized stations	4,015	1,210	659 ¹
Applications for new stations (not in hearing)	190	174	69
Applications for new stations (in hearing)	142	13	53
Total applications for new stations	332	187	122
Applications for major changes (not in hearing)	235	87	40
Applications for major changes (in hearing)	56	5	10
Total applications for major changes	291	92	50
Licenses deleted	0	0	0
CP's deleted	1	0	0

¹ Does not include seven licensed stations off air

² Includes three stations operating on unreserved channels

Hills, Salem Broadcasting Co., Salem, and Tele-Sonics Inc., Parma, all Ohio, in Docs. 14973-5, (1) granted applicant parties' joint motion to extend time from Sept. 3 to Nov. 4 for exchange of exhibits, and (2) continued Sept. 23 hearing to Nov. 25. Action Aug. 29.

By Hearing Examiner Sol Schildhouse

■ Granted request by respondent Hudson Valley Broadcasting Corp. to continue Sept. 9 prehearing conference to Sept. 11 in proceeding on AM application of Dutchess County Broadcasting Corp. (WKIP), Poughkeepsie, N. Y. Action Aug. 27.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Coastal Cities Broadcasting Inc. for leave to amend application for new AM in Moss Point, Miss., by correcting typographical error, adding negative sign to phasing of tower #2. Action Sept. 3.

BROADCAST ACTIONS by Broadcast Bureau

Actions of Aug. 30

■ Granted renewal of licenses for following: WAST Albany; WHP-TV Harrisburg; WSBA-TV York; WJAC-TV Johnstown; WIIC Pittsburgh; WTPA Harrisburg, all Pennsylvania.

■ KRSA Alisal, Calif.—Granted license and specify main studio location same as trans. location and specify type trans.

■ WJMR New Orleans—Granted license covering installation of new trans. and re-describe main trans. location.

■ WTPA(TV) Harrisburg, Pa.—Granted licenses covering changes in main trans. and ant. system and installation of aux. trans. and ant. at main trans. site.

■ KLBK-TV Lubbock, Tex.—Granted license covering installation of new ant. system (main trans. and ant.).

■ WANT Richmond, Va.—Granted mod. of license to change studio location and remote control point.

■ WEEK-TV Peoria, Ill.—Granted CP to change frequency to channel 25; ERP to 357 kw vis. and 179 kw aur.; re-describe trans. and studio locations; make minor change in geographic coordinates, modify

present trans., change type ant. and make changes in ant. system; ant. height 712.56 feet.

■ *WMHT(TV) Schenectady, N. Y.—Granted CP to change ERP to 240 kw vis. and 120 kw aur., re-describe trans. location; change type trans. and make changes in equipment; ant. height 920 feet.

■ *WHYY-TV Wilmington, Del.—Granted mod. of CP to change type trans. and type ant., make changes in ant. system and equipment, make minor change in geographic coordinates and specify studio location; ant. height 900 feet, and extension of completion date to Feb. 29, 1964.

Actions of Aug. 29

■ *WBOE(FM) Cleveland—Granted CP to decrease ERP to 3 kw.

■ KBK Elk City, Okla.—Granted CP to change ant.-trans. and main studio locations, install new trans. and make changes in ground system; remote control permitted.

■ WCBS New York—Remote control permitted (main and aux. trans.); without prejudice to such action as commission may deem warranted as result of conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; (3) with respect to pending antitrust matters relating to CBS and (4) with respect to application of Secs. 3.658(a) and (e) of commission's rules to certain amendments to affiliation contracts proposed by CBS.

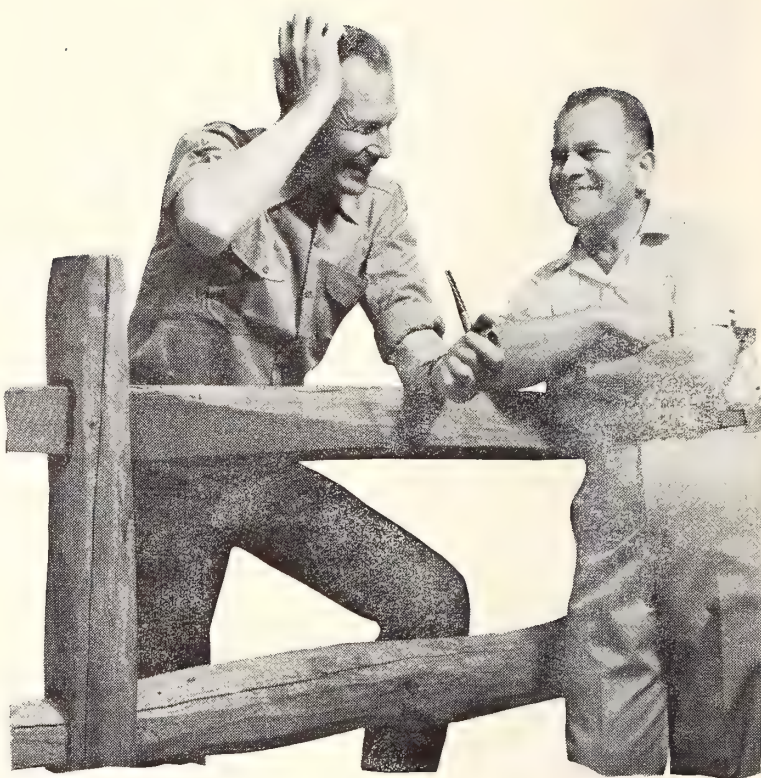
Rulemakings

PETITIONS FOR RULEMAKING FILED

■ Cocoa Beach, Fla.—James A. Bloor. Requests table of assignments be amended to assign commercial television channel to Cocoa, Fla., county of Brevard, assigned channel to be 43, 55, 56 or 63. Received Aug. 26.

■ Evansville, Ind.—Valley Hi Broadcasting Corp. Petition for amendment of rules to add channel 287 (105.3 mc) to Evansville. Received Aug. 22

CLEAR GROUND RULES HELP GOOD NEIGHBORS STAY THAT WAY



For many years the investor-owned light and power companies and the rural electric cooperatives have been, on the whole, good neighbors. They have worked together to bring electricity to rural America. About two-thirds of this electricity is produced by investor-owned companies who either supply rural customers directly, or supply the co-ops.

The REA

The two systems are, of course, different. One, as its name implies, is financed by investors. The other is financed by loans from an agency of the Federal Government, The Rural Electrification Administration (REA). REA loans are made at the low interest rate of 2%. Co-ops financed by The REA pay no Federal income taxes. The rural electric program was started during the Depression, in 1936, to help get electricity to farms more quickly.

But notwithstanding the fact that electricity now flows throughout our farmlands, requests for treasury appropriations to The REA continue

to get bigger and bigger. In 1952, appropriations amounted to \$175 million. The last budget called for \$425 million for loan authorizations, with the greater part requested for building generating plants and high-voltage lines.

This leads to a big question: does the nature and continued expansion of this program indicate, over and beyond necessary co-op improvements, a significant move toward federalizing the nation's power by making use of the farm economy?

That is the general issue. And against it, writers, editors, legislators, farm leaders and others are asking some pointed questions.

The Questions

Some ask if The REA in Washington is encouraging co-ops to build power plants that are not needed. Others ask if these loans are being made to some co-ops to develop a Federal power system not authorized by Congress. People both in and out of Congress are asking whether it is proper for a Federal Government

bureau to loan your money under such circumstances.

Also: are REA loans being used to finance expanded service to urban or industrial customers in contradiction to the original purpose of the rural co-op? Are they being used unnecessarily to finance equipment for business and industrial ventures locating on REA-financed co-op lines? Is it proper for The REA in Washington to lend public funds while keeping the economic basis for making the loans a secret?

Ground Rules Helpful

We in the electric light and power business are interested in these questions, too. We have good reasons for wanting them answered. We've worked with rural electric co-ops for many years, and we think that clearly understood ground rules would help both the co-ops and ourselves. We believe that such "clear ground rules" will help us to continue to work with our good neighbors to go on meeting the nation's power needs, wherever the power is needed.

Investor-Owned Electric Light and Power Companies ... more than 300 companies across the nation
Sponsors' names on request through this magazine

OUR RESPECTS to William George Garry

Broadcast journalists: Protect your professional rights

The big strides of broadcast journalism during the past dozen years or so are only the steps of a child compared to the achievements of radio and television news which may be possible in the years just ahead. But radio-TV newsmen will have to work for their prize and guard it.

If there is any who might so witness to the bright prospects of broadcast news—or testify to the professional accomplishments of the electronic media so far—Bill Garry could well qualify.

Formerly news director of CBS-owned WBBM-TV Chicago and newly appointed editorial director of ABC-owned WBKB(TV) there, Mr. Garry is concluding his year's tenure as president of the Radio-Television News Directors Association. He also will lead RTNDA convention activities this week in Minneapolis.

A veteran newspaperman and TV news pioneer, Mr. Garry served RTNDA for a number of years before becoming president. In 1957-58 he was RTNDA midwest regional vice president, 1958-60 board of directors, 1960-61 vice president for TV and 1961-62 first vice president.

'Be Alert' ■ Mr. Garry believes broadcast newsmen have achieved high professional stature on the local scene and compare favorably with competing newspapers. He feels radio-TV, however, must be alert to protect their freedoms from government and others.

"Never have I had so much assistance from so many—government, welfare agencies, doctors, lawyers, the man on the street," he says. "But rather than be discouraged by all this interest, I take courage in the fact that broadcast news has made so deep an impact as to elicit this concern."

William George Garry was born in Chicago April 19, 1911, the eldest son of one of the city's finest, Police Lieutenant George M. Garry, and the grandson of Michael S. Garry, eighth ward alderman. Should this not be sufficient to qualify him as true native, Mr. Garry enjoys playing his trump card: "Uncle Tom" Garry is Chicago's deputy commissioner of sewers.

His was the colorful "voice of the sewer" that *Time* magazine once described as the overriding clamor heard on the public address system at the Chicago convention of the Democratic Party which got the late President Roosevelt nominated for his third term. Mr. Garry's uncle was in charge of convention arrangements at that time, including the PA system.

No Overset ■ Young Bill grew up on Chicago's West Side and was graduated from St. Mel high school there. It was

here that he first became interested in journalism. He was editor of the student newspaper, *The St. Mel Magnavox*.

His journalism mentor, Brother Li-gouri, remarked in later years, "One thing about Garry, he kept the cost down. There never was any overset." Mr. Garry feels this early "tight writing" experience was of particular importance in helping him to make the transition to the broadcasting side of journalism. "I learned you can get a lot of good stories into a short period if you don't overwrite," he says.

In the summer of 1929 Mr. Garry got his first job: runner in the Chicago brokerage offices of S. B. Chapin & Co. It lasted about three years, just long enough for him to experience vividly at the scene of action the stock boom, bust and depression aftermath. Then his family moved to the northern suburban community of Niles Center (later Skokie) and Mr. Garry did public relations work for that community and worked parttime as reporter for the *Evanston News-Index*.

During this period Mr. Garry continued his formal education at night school. He took four semesters at De Paul University's School of Commerce, four semesters in foreign relations at Rosary College and another four in journalism at Northwestern University.

Grass Roots Editor ■ In 1938 Mr. Garry was named managing editor of the *Skokie News* and in 1941, after acquiring a part interest in the paper, he became editor and publisher. The following year, however, found him as a private in the Army Air Force where he soon became a photographer and a candidate for officer's training.



Mr. Garry

Commissioned in May 1943, Second Lieutenant Garry was assigned to Alaska. He served four years at Ladd Field, Fairbanks, in a variety of positions including base adjutant. Mustered out as captain in 1946, Mr. Garry continued there another year as civilian information specialist. He served first on the staff of Lieutenant General Howard A. Craig and for a short time with Lieutenant General Nathan Twining.

Returning to Chicago, Mr. Garry in 1948 became managing editor of the *Pickwick Papers*, a group of five suburban newspapers of Pickwick Publishing Co. serving several northwestern Chicago communities. The next year he joined Acme Newspictures as central division news editor and also as staff correspondent for Acme's parent organization, NEA Services.

Early TV News ■ One of Acme's principal clients at the time was WBKB Chicago, so Mr. Garry quickly became deeply involved in helping to package and produce the nightly pioneer TV news program for WBKB. He then conceived of a TV cartoon package to report baseball scores which Acme syndicated.

Mr. Garry was transferred to New York in 1950 as television news manager for Acme and he went to work on a similar cartoon package for football too. He continued as TV news manager there through 1952 although in the interim Scripps-Howard switched the operation to United Press Newspictures.

Appointed news director of CBS-owned WBBM-AM-TV Chicago in 1953, Mr. Garry headed both radio and TV news there until 1960 when the two station operations were completely separated by CBS. From 1960 until a health sabbatical earlier this year, Mr. Garry served as WBBM-TV news director with the TV news staff totaling 28. His appointment as editorial director of WBKB was effective Sept. 1.

On Keeping 'Fair' ■ Apart from Knights of Columbus and the Chicago Executives Club, Mr. Garry restricts his affiliations to the professional societies of his trade. His reluctance to be a "joiner" is based on his feeling that a newsman can lose his objectivity through too many personal affiliations and the "favors" they often elicit.

A bachelor, Mr. Garry devotes quite a bit of his spare time to his nephew, especially at Christmas when he enjoys fabricating all sorts of elaborate yuletide decorations, including a real sugar plum tree. Photography and model trains also are among his hobbies, he says, but they always will run a poor second to his first and only true love—news.

EDITORIALS

Good news

MORE than \$70 million has been committed by the three television networks to the production of news and documentary programs this season. That is a lot of money, and it looks even bigger to network managements that know that only a part of it will be recovered by the sale of advertising in the programs it will be spent to produce.

Yet it is not so big when measured against other standards. News and documentaries will represent no more than 15-20% of the total program expenses of the three networks. Considering the importance of the journalism function of television, \$70 million is little enough to spend. It is, we suggest, the best and the cheapest insurance against government controls that would hobble not only the journalism but also the entertainment functions of television.

That, of course, is the parochial appraisal of the significance of the \$70 million commitment. Of more importance is the effect a broadened journalism function will have on the television audience. Entertainment, the function on which the main effort of television is spent, is of undeniable value if measured by no other criterion than public demand. But it is in the field of information that television can perform its most useful social service. The performance of that service will be advanced by the invigorated network projects of this season, but it cannot be left to the networks alone. It is also a job for the stations.

There is no dependable way to calculate the amount of money that television and radio stations are now spending to produce news shows and documentaries of their own. But it unquestionably represents a substantial part of their total program budget, and it is growing. All over the nation stations are enlarging their news staffs and, of at least equal importance, are hiring professionals to whom journalism is a career.

Professionalism is as necessary to broadcast journalism as to journalism of any kind. The newsman who works for radio or TV must command at least as much respect for his training, his seriousness of purpose and his devotion to his craft as the newsman who works for the best newspapers and magazines. Without the quality of professionalism, broadcast journalism is not journalism at all. It is a shoddy branch of show business.

The professional status that broadcast journalism has already achieved is being recognized both within and outside the media. At the networks and at the more progressive stations top management is giving its journalists more time, more money and more responsibility. Outside recognition is exemplified by the President's agreement to sit for individual interviews on the new half-hour evening news shows of CBS-TV and NBC-TV.

Altogether the new surge of information programing is the healthiest trend to develop in broadcasting's recent history. It will do more than most others for broadcasting and for the country.

Now back to the program

THE FCC might as well give up right now on its proposal to invoke commercial time limitations in its rules. That would not only be the graceful thing to do but also would save the government and broadcasters the expense of proceeding with a go-round the FCC can't win.

The rulemaking was started in the first place only by a bare majority of commissioners, at least one of whom

indicated later he wasn't convinced it made sense. It was clearly another attempt to coerce broadcasters by threatening action the commission had no serious intention to carry out.

Now influential congressmen are taking an interest in the matter. Representative Walter Rogers (D-Tex.), chairman of the Communications Subcommittee of the House, has introduced a bill to prohibit the FCC from invoking advertising time limits. No doubt many of his colleagues can be persuaded to take a similar view.

Comments on the rulemaking are due Sept. 16. Once they are in and the FCC has made all that work for lawyers and all that expense for broadcasters, it ought to withdraw from this silly business and get down to productive work.

What comes out in the wash

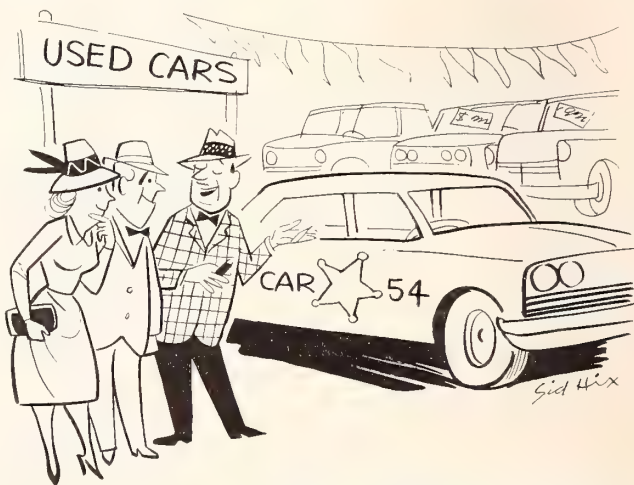
THE Norge Sales Corp. has sent to its distributors a handy manual that gives all the tricks of getting local rates for national advertising and beating down either local or national rates by inducing stations to bid against one another. The details of the Norge buying strategy for a campaign to introduce an automatic washer were reported in this publication last week.

No one can blame Norge or any other advertiser for trying to get the best deals it can. Broadcasting suffers only if stations respond to pressures by cutting rates by one means or another.

The root problem here is in the differential at some stations between local and national rates. As long as local business can be placed for less than national business, the temptation of national advertisers to work the gimmick of the local distributor will be strong.

Some years ago the Station Representatives Association undertook to persuade stations in both radio and television to adopt single rates for both local and national business as a deterrent to exactly the kind of gambit Norge is attempting now. There was merit in the SRA argument, but many broadcasters ignored it. To us the argument still has appeal, but we recognize the fundamental right of stations to decide for themselves whether two rates or one serve their best interests.

If they choose two, they must also be prepared to apply them with consistency.



Drawn for BROADCASTING by Sid Hix
"It was owned by a couple of actors who only used it to make TV films!"

Phony Ratings -

Any experienced broadcaster knows how to build phony ratings with money give-aways and gimmicks. They may temporarily help station sales or make cost-per-thousand look good — but, still, the advertiser is without results.

This policy has never been accepted by KSTP Radio. For nearly *forty years*, KSTP Radio has delivered the results that only honesty and integrity can assure. KSTP's *adult* radio programming has served its advertisers and the public more effectively, more efficiently than any other station.

That's why advertisers stay with us . . . many of them for nearly forty consecutive years. And that's why KSTP is still *your* best buy in Minneapolis-St. Paul.

REPRESENTED NATIONALLY

BY EDWARD PETRY & COMPANY, INC.



RADIO • 1500 K.C.

MINNEAPOLIS • ST. PAUL, MINNESOTA
HUBBARD BROADCASTING INC.

KSTP-AM & TV

KOB-AM & TV

W-GTO-AM

WE DIDN'T WIN THE CASE OF OLIVES!*



...BUT WE DID WIN A PRIZE!

WNBE-TV Channel 12

ABC in

**Greenville-NEW BERN-Washington
North Carolina**

First full time ABC-TV station in Eastern North Carolina

adam young inc.

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS



DETROIT • LOS ANGELES • ST. LOUIS • SAN FRANCISCO

REPRESENTING RADIO AND TV STATIONS

* The real winners were: Miss Nancy Dockery, Dancer, Fitzgerald & Sample, New York; Ralph S. Bing, Ralph S. Bing Advertising Co., Cleveland, Ohio; R. Todd Crane, WLAT, Conway, South Carolina; Miss Carol Center, Nashville, Tennessee. (In cases of duplicate correct answers, winners were chosen from earliest postmarks.)



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SEPTEMBER 16, 1963

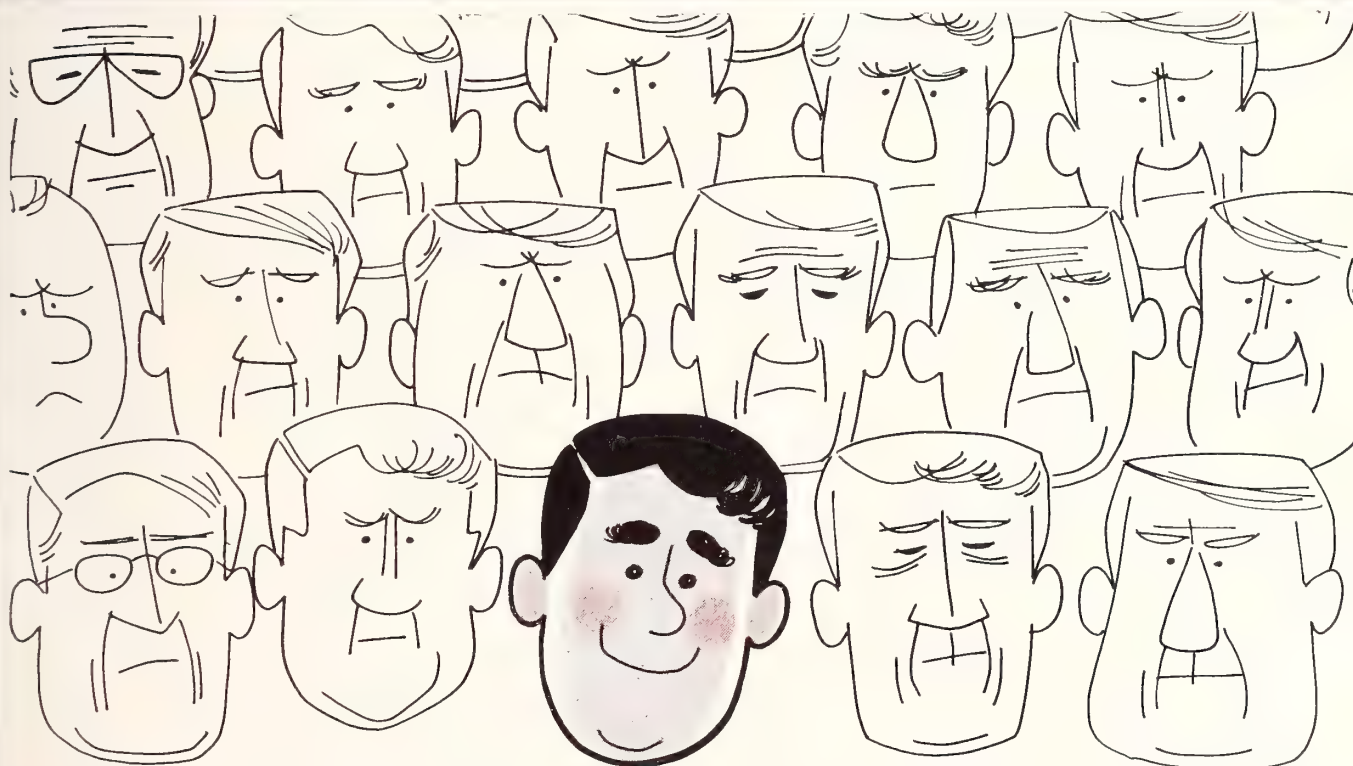
Broadcasters continue to grope their way through ratings labyrinth 27

\$10 million increase in radio-TV spending earmarked by car makers 30

Spot TV's 2d quarter exceeds expectations with increase of 18.5% 36

Giants-Dodgers toll TV to get Pat Weaver as president 48

COMPLETE INDEX PAGE 7



ONE STANDS OUT...

between "good" and "great" there is always a "PLUS" to make the big difference!

In the Minneapolis-St. Paul Market there are four commercial television stations.

All are good; but WCCO Television ratings and coverage have placed it first by far. The lead is even greater when you realize the Channel 4 SALES CLIMATE . . . a provable plus.

We're proud of the dominance our facilities have won in 662,820* family circles. Even more important to result minded advertisers is the degree of persuasion our personalities deliver for sponsors. Coverage makes a station good; A resultful Sales Climate makes it GREAT. We have documented the difference. Ask for it!

*audience
plus!*

WCCO

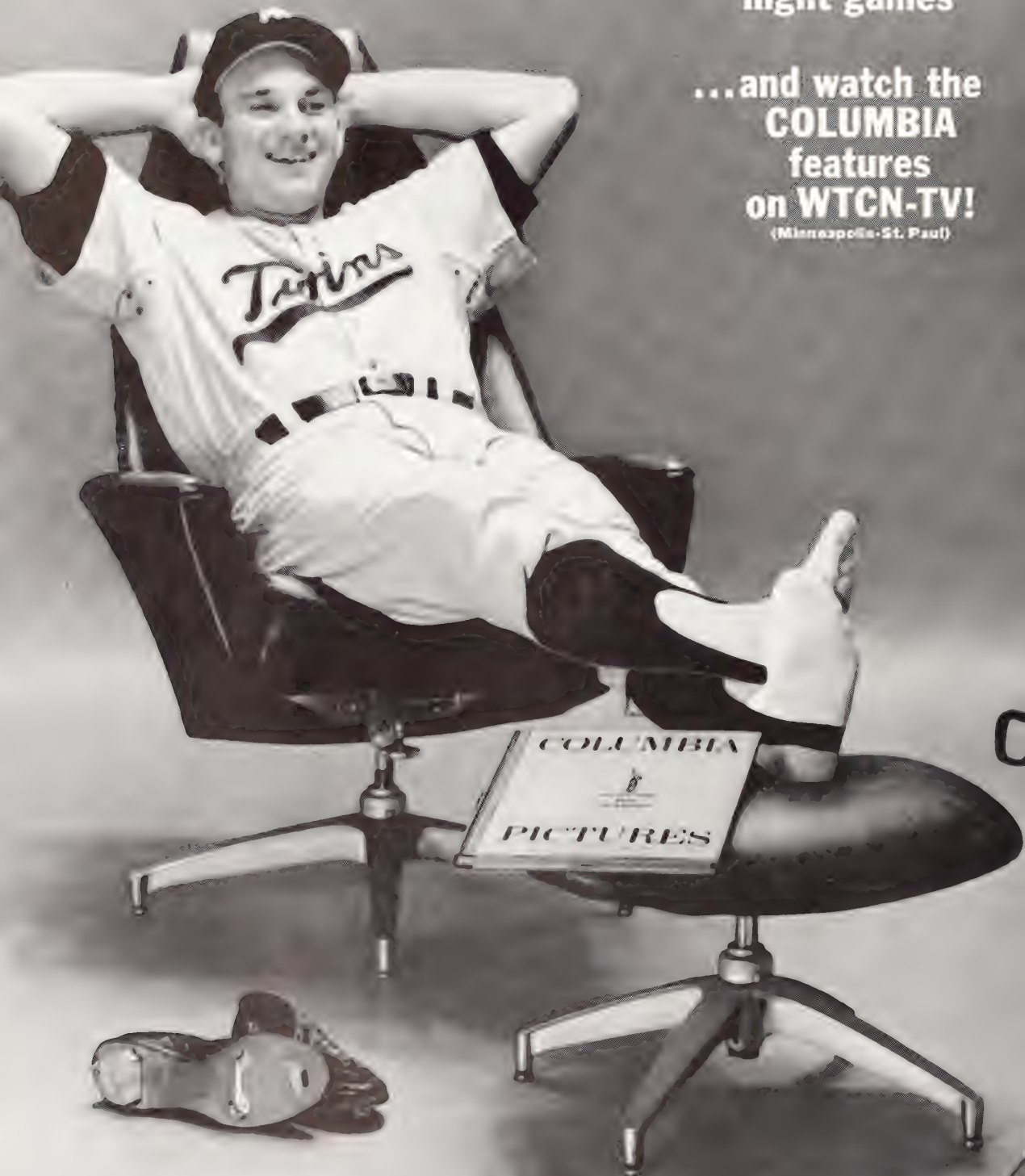


Represented Nationally by PETERS, GRIFFIN, WOODWARD, INC.

*NCS
ARB


Harmon Killebrew
would rather
sit out
night games

...and watch the
COLUMBIA
features
on **WTCN-TV!**
(Minneapolis-St. Paul)



The COLUMBIA features can be seen
currently in more than 130 markets.

Distributed exclusively by

SCREEN  **GEMS, INC.**

... and have you caught their *new* late afternoon programming for Mom and Dad, too? *Adventures in Paradise*, *Rifleman* and *Zane Grey Theatre*.

I can't wait to see that new *Jerry Lewis Show*.

KTVI's new Weather Girl is lovely. Even makes a rainy forecast sound good.

There will be more new shows this fall on KTVI

The Price Is Right moves to KTVI

NEW

Say "new"—when you say "KTVI"! Simple fact: KTVI leads in offering new programs to the St. Louis audience this fall. Start with the new ABC line-up.

Add KTVI's new programming. Include the continuing successful local leaders—

Steve Allen, Divorce Court, Chiller Theatre, True Adventure, etc. And all launched with a fresh, new promotion campaign that's got the whole town talking. When you think of St. Louis, think of the station creating the most excitement

KTVI 2 HR abc St. Louis



According to the July, 1963, Nielsen Station Index, KRLD-TV delivers more homes, 9:00 am-6:30 pm, Monday thru Friday*, than the next two stations combined in the 4-station Dallas-Fort Worth market.

With Channel 4 consistently delivering more homes, larger audience shares and higher ratings, where else but KRLD-TV can you get so much for your ad dollar? See your ADVERTISING TIME SALES representative.

*Excerpt from the Nielsen Station Index Report for the period ending July 28, 1963, which contains definitions of the data and reminders of their use. Copyrighted 1963 by A. C. Nielsen Company and reprinted with permission.



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS



Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

Spot overtakes network

Two significant trends in television at mid-point of 1963—on basis of statistics only now being made available—are: (1) Spot TV for first half year has stepped out in front of network in terms of gross time billings. (2) Bristol-Myers in mid-year has climbed from sixth position it had in 1962 in rank of top advertisers in TV (network and spot) to second. Procter & Gamble still is No. 1. Spot TV billings for January-June: \$442.8 million. Second quarter network gross total hasn't yet been released, but it's estimated six-month period this year won't reach spot's figure.

More money for news

To beef up its news operations under direction of Elmer W. Lower, newly appointed president of ABC news, special events and public affairs, network reportedly is giving him minimum budget of \$16 million, considerable increase over former level of news spending. Project contemplates immediate development of ABC's own camera crews abroad as well as in U. S. CBS and NBC are budgeting some \$30 million each for informative programing this year.

Mr. Lower, who was enticed away from NBC News, where he was vice president and general manager, is understood to be getting \$43,000 annual base, with \$50,000 salary assured by end of five-year contract.

Way out or way out?

Still groping for way out of a license renewal dilemma, FCC is considering new tack that would eliminate both program categories and commercial vs. sustaining breakdowns in radio (but not in TV) application forms. Tossed into discussion last week by Commissioner Fred W. Ford, plan would eliminate Part IV of radio renewal form and simply ask applicants to supply written statements on what had been done during preceding license period in interest of local community and what plans were projected for ensuing three-year license period. Also sought would be breakdown of amounts of time devoted to programing and to commercials, without category breakdowns, during typical broadcast week.

Notion is that, with 4,000 radio stations, interplay of competition would take care of any problems of over-commercialization, since advertisers would be disposed to use best programed, which presumably would be stations equitably balancing their schedules. Based on track records it's assumed that Commissioners Hyde,

CLOSED CIRCUIT®

Ford and Lee would go for proposal, and that Commissioner Loevinger, in view of recent hands-off programing pronouncements might be so disposed, too. Mr. Ford previously had proposed commercial check-off method in TV on ground that limitation of stations licensed makes for less rigorous competition than in radio.

Eternal sea

NBC's much-shown documentary, *Victory at Sea*, rolls on and on. Network already has sold out for Dec. 7, 90-minute special program, distilling highlights of 26-episode *Victory at Sea* series. Advertisers are Procter & Gamble (two-thirds) and American Tobacco Co., Pillsbury Co. and Vick Chemical Co. (each one-ninth). Series began on NBC-TV in 1952 and since network run has been continuously in syndication. Special 90-minute version was shown once before—on Dec. 3, 1960.

Foreign labels

Legislation—six identical bills—introduced in House to require identification of film made outside United States has aroused opposition not only of motion picture industry but of program syndicators supplying television with syndicated film, commercials and features. Two California congressmen, Everett G. Burkhalter (D) and Cecil R. King (D), were among authors of measure (Burkhalter bill is HR 7672) instigated by labor groups to meet so-called "runaway productions" problem involving production of film abroad by American producers. Problem, however, has ameliorated during last year, according to motion picture sources.

Legislation would require labeling as to country of origin of every foreign film segment used on air, as well as on motion picture screen. It's argued, moreover, that if foreign program were mentioned in daily newspaper log, copy would have to show where film was photographed. Legislation would amend Federal Trade Commission Act.

A new reason for inaction

Proposed \$400,000 sale of WROK-AM-FM Rockford, Ill., is stalled as result of FCC refusal to approve transfer until dispute between prospective purchaser and union representing employees is settled. National Association of Broadcast Employees and Technicians—which represents four of 20 station's employees—is demanding that WROK Inc. promise to grant union members benefits similar to those now contained in contracts with present

owner, Rockford Broadcasters Inc. WROK Inc. maintains it would be improper to negotiate with union until transfer is approved. Application has been pending since March, and sale contract, which was scheduled to expire Sunday (Sept. 15), has now been extended to Oct. 15.

In effort to expedite matters, commission last week called attorneys for NABET and WROK buyer and seller into unusual meeting with members of commission staff. At meeting it was decided that WROK Inc. would file additional information on its intentions regarding health, pension and savings plans now provided union members. Some FCC members are disturbed by agency's involvement in union contract matters. They feel these are responsibility of other government agencies. However, at least one commission member, supported by staff, reportedly argued that prospective purchaser's willingness to negotiate with union should be considered by commission in determining its qualifications to be licensee.

A special special

Novel promotion idea for introduction of new auto models reportedly is being discussed by Lincoln-Mercury Division of Ford Motor Co. and ABC-TV. Lincoln-Mercury is seeking to purchase entire hour of early morning network time for special promotional broadcast directed to dealers.

NAB-RAB accord?

Insiders predict that Radio Advertising Bureau stands better chance of receiving financial backing from National Association of Broadcasters for its research methodology study today than several months ago. Optimism is based on new RAB plans which place greater stress on overall audience measurement problem and less on singular radio problem of measuring out-of-home listening (see page 27). RAB says change in direction has been "evolution" resulting from five months of detailed planning in preparing for study. NAB Research Committee meeting is expected to be called soon to consider final answer to RAB.

Luncheon dates

Southern California Broadcasters Association will meet with two FCC Commissioners at separate luncheons during commission's visit to Los Angeles (story page 97).

Commissioner Kenneth A. Cox will be association's guest on Sept. 28. Commissioner Lee Loevinger will attend luncheon Oct. 2.

Statue of Robert Morris,
George Washington and
Haym Salomon, Wacker
Drive, Chicago



What makes a great salesman?



At the time of the revolution, two prosperous Philadelphia merchants were our nation's first and greatest salesmen.

The two—one born in Liverpool, England, the other from Poland—undertook the formidable task of raising money to back the revolution. Their personal indorsements and subscriptions encouraged citizens' confidence in the tenuous financial affairs of the young nation. The outcome of the struggle may very well have been determined by the financial acumen and personal salesmanship of the great Philadelphians, Robert Morris and Haym Salomon.

Vigorous salesmanship is a vital asset of the Philadelphia community. For over 5 years, dominating radio in the City of Firsts is WIBG, Radio 99 . . . first in listenership according to Pulse, Hooper and NCS. Of prime importance to every salesman!

Represented by Katz Agency

STORER BROADCASTING COMPANY	LOS ANGELES KGBS	CLEVELAND WJW	MIAMI WGBS	TOLEDO * WSPD	DETROIT WJBK	WIBG PHILADELPHIA
NEW YORK WJN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

WEEK IN BRIEF

Uncertainty and bewilderment increases for broadcasters in ratings muddle as government keeps pressure on but won't say what it wants. Problem: how to sell without risking FTC, FCC reprisal. See . . .

THE RATINGS MESS . . . 27

Subscription Television Inc. recruits one of TV's more colorful executives, Pat Weaver. He will be president of new venture that proposes to introduce wired pay TV in Los Angeles and San Francisco. See . . .

DODGER-GIANT PAY TV . . . 48

Indications are that auto makers will spend \$10 million more on radio and TV advertising this fall than they did a year ago. BROADCASTING survey shows plans call for about \$75 million for broadcasting. See . . .

AUTO MAKERS TO SPEND MORE . . . 30

Television Bureau of Advertising pleasantly surprised when second-quarter's spot TV billings turn out even better than TvB's earlier optimistic forecast. \$223 million for period includes auto's \$9 million-plus. See . . .

SPOT TV BETTER THAN EXPECTED . . . 36

Airlines' TV activity zooms in first half of 1963. Gross time billings in spot for two quarters comes to \$4.5 million, 219% more than same periods in 1962. Biggest spender is Eastern Air Lines. See . . .

AIRLINES' BILLINGS SOAR . . . 42

That congressional resolution lifting equal-time obligations in next year's presidential and vice-presidential race gets closer to fruition. With just two minor changes, it passes Senate Commerce Committee. See . . .

EQUAL-TIME CLEARS . . . 94

Broadcasting journalists today face gravest threats to their freedom, but in fight to remain unfettered must show responsibility and objectivity. This was one theme at last week's news directors' conference. See . . .

RTNDA MEETS IN MILWAUKEE . . . 54

College radio stations start to feel effects of tobacco companies' withdrawal from campus advertising. Spokesman for outlets says as many as 20 stations may have to discontinue operations. See . . .

THE CURSE OF NO TOBACCO . . . 34

Four top production executives tell why they like trend to longer TV programs. It permits better plot development, fits better into sponsorship pattern. Noted: two-hour and longer shows may be next. See . . .

IT'S EASIER WITH LONGER SHOWS . . . 83

Counsel for KWK St. Louis, facing death penalty for conduct of treasure hunt promotion, argues FCC's punishment is too severe. Commission's Broadcast Bureau contends revocation is warranted. See . . .

KWK REVOCATION CASE REARGUED . . . 92

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when you think

NEW YORK
RADIO

think

wmca

570

REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

BROADCASTING, September 16, 1963

WALA saved from possible revocation

ILLNESS ABSOLVES LICENSEE OF RESPONSIBILITY

FCC has lifted death penalty hanging over WALA-AM-TV Mobile, Ala., because of "severe health disability" of stations' licensee, W. O. Pape.

Commission instituted license-revocation proceeding in March as result of charges management demanded money from architectural firm to refrain from editorial attacks on it and had attempted to coerce local candidate to use WALA-TV exclusively for his political broadcasts (BROADCASTING, March 11).

Commission terminated revocation proceeding Friday (Sept. 13) in order in which it attributed alleged misconduct to actions of Mr. Pape's nephew, Wadsworth Pape, who was managing stations, and another employee, whom it didn't identify.

Commission said W. O. Pape is legally responsible for stations' operations but is excused because of his health. It said Mr. Pape, 71, victim of stroke and brain hemorrhage, has not been able to exercise effective control for past several years. Commission noted that

Wadsworth Pape and other employee, said to be responsible for irregularities, have left stations.

It also said Mr. Pape's infirmities present "no further problem" since voting trust agreement, pending before commission, "will provide diligent and attentive control" by four proposed trustees. These include Mrs. W. O. Pape, Thomas H. Wall, Washington communications attorney, and two Mobile lawyers, Thomas S. Twitty and Marion Vickers.

Commission said it will be able to consider misconduct allegations concerning Wadsworth Pape when passing on application for extension of time to construct WBVI-TV Panama City, Fla. Wadsworth Pape is stockholder and vice president of permittee corporation, Bay Video Inc.

Commission also said it would "review prior conduct and consider future conduct" of WALA-AM-TV directors when stations' licenses come up for renewal on April 1, 1964.

Nelson Rockefeller and rest split between Richard Nixon, Michigan Governor George Romney but 68% felt Republicans have no chance in 1964.

RTNDA membership elected Ed Ryan of WTOP Washington as president to succeed Bill Garry, WBKB(TV) Chicago. Other new officers: first vice president, John Thompson, NBC News, Los Angeles; TV vice president, Bruce Palmer, KWTB(TV) Oklahoma City; radio vice president, Harry McKenna, WEAN Providence, R. I.; treasurer, Lee White, KROS Clinton, Iowa. Elected to board: Bill Hutton, CFRB Toronto; Bruce Dennis, WGN Chicago; Norman Heffron, KOTA Rapid City, S. D., and Bob Gamble, WFBM-TV Indianapolis.

RTNDA presented its Distinguished Service Award to Mitchell V. Charnley, University of Minnesota. No Paul White Memorial Award was given this year. RTNDA board also accepted offer of Dean Leslie Moeller of University of Iowa for campus site to establish new RTNDA center. RTNDA convention will be held in Houston in 1964.

Delta's radio budget a sign of satisfaction

Delta Air Lines, Atlanta, increased its spending in radio from \$300,000 to more than \$11 million over past few years, Burke Dowling Adams, president of agency of that name in Atlanta, told

Radio Advertising Bureau's Management Conference held Friday (Sept. 13) in Georgia capital.

Mr. Adams also told conference that Delta learned that radio can relay quick message to public to meet immediate problems, noting specific instance when competing airline was on strike and Delta used radio to inform listeners that its planes were flying and many had seats open for passengers. That use of radio proved highly successful, and no other media was used, Mr. Adams said.

Singer, Elgin take new agencies

More than \$5 million in annual billings are involved in agency jugglings announced by Singer Sewing Machine Co. and Elgin National Watch Co., both New York. Singer switch comes after 26 years with Young & Rubicam. Singer will move account to J. Walter Thompson Co., and Elgin, which dropped McCann-Marschalk, New York, will move to unnamed new agency at start of next year.

Singer, at Y&R since 1937, spends about \$2 million of \$4 million consumer account in broadcast, largely daytime network TV. Spokesman said move was made to "provide a new approach" and to utilize JWT's "extensive array of regional offices." Singer's consumer division makes sewing machines, sewing accessories, fabrics, vacuum cleaners, portable typewriters, home entertainment products and floor care equipment.

Elgin account bills "in excess" of \$1.1 million year. Elgin said agency would

News directors rebel at 'fairness' doctrine

Strong protest against new FCC fairness doctrine and other government incursions into broadcast news field was expected to be adopted by Radio-Television News Directors Association at annual convention Saturday (Sept. 14) in Minneapolis. Indication of high interest for fighting federal inroads came Friday in delay of resolutions actions until last day of four-day meeting which heard frequent charges against rising threats of control (early story page 54).

Survey of RTNDA delegates by WCCO Minneapolis asking "Do you believe the FCC doctrine on fair handling of controversies inhibits your station's editorial freedom?" drew 62% "yes" replies. Survey results released Friday found also that 69% do not endorse FCC Commissioner Lee Loewinger's proposal that broadcasters establish their own exclusive news service.

Other results of survey (100 of 200 delegates replied): only 36% felt progress is apparent in fight to modify American Bar Association's Canon 35 banning courtroom coverage while 42% said no progress has been made and 22% said ground has been lost; 74% consider Senator Barry Goldwater to be leading Republican presidential candidate, 17% chose New York Governor

Good way to start

New FM station in Canada—CHUM-FM Toronto—was completely sold out in advance of air date to 25 advertisers for full year (52-week, noncancelable). Sales concept was developed by station's representative, Stephens & Towndrow Ltd., Toronto.

Rep went after specific group of advertisers, sold them with simple, 10-minute taped presentation on station's policy.

CHUM-FM was to begin operation yesterday (Sept. 15), is being programmed as "fine arts" station independently of associated CHUM-AM. Stephens & Towndrow hope to make pattern of selling out for full year in advance for other new FM stations.

McLendon hires an expert as consultant

Robert E. L. Richardson, chief congressional critic of radio-TV audience surveys, signed contract Friday (Sept. 13) as consultant on use of ratings to Gordon McLendon stations. Mr. Richardson, associate counsel of House Subcommittee on Investigations until Sept. 1, said consultancy would be on nonexclusive basis and that he would maintain law office in Weatherford, Okla.

"What with the FCC, Federal Trade Commission and other groups showing concern over ratings and their use, we feel we need expert advice," Mr. McLendon said in announcing Richardson agreement. Former congressional investigator will advise McLendon stations on how to use rating results without running afoul of federal investigations now underway. McLendon stations, heavy users of rating promotions, include WYNR Chicago, KLIF-AM-FM Dallas; KILT-KOST(FM) Houston, KTSA San Antonio, KABL Oakland-San Francisco and WYSL-AM-FM Buffalo.

Mr. Richardson devoted 18 months to investigations of ratings services prior to three months of public hearings last winter and spring. During hearings, he was chief questioner for subcommittee in attacks on various services. As result of these hearings and subsequent warnings by FTC and FCC, industry is confused over proper use of rating results (story, page 27).

McLendon was witness at hearing.

McLendon's new consultant returned to Oklahoma three weeks ago to open law office in his home town. He is chief architect of draft report to subcommittee which recommends legislation if industry does not voluntarily correct ratings abuses (BROADCASTING, Aug. 12). His final draft of report is being completed.

Mr. Richardson will be principal speaker Tuesday (Sept. 17) at Radio Advertising Bureau management conference in Dallas. He will discuss audience surveys and their use by stations pending solutions to present problems and questions.

continue to handle account through December, and that parting of client and agency would permit new marketing management in company to work with agency of its "choice." Elgin noted that McCann-Marschalk will not work on advertiser's TV special set for late February. New moves at Elgin have been expected since company's activity in new products (clocks, diamond rings, transistor portable radios), through acquisition of Helbros Watch Co. last month, and addition of broadcast-minded executives, such as Norman Gladney, now assistant to chairman of board (CLOSED CIRCUIT, June 24).

Santa Maria TV grant made final by FCC

FCC Friday (Sept. 13) made final Hearing Examiner Herbert Sharfman's December 1962 grant of channel 12 in Santa Maria, Calif., to Central Coast Television.

Action denied application by Santa Maria Television Corp. which lost out to Central Coast due to latter's local ownership and "civic participation," Examiner Sharfman said.

There were originally four applicants for channel 12 facility: Central Coast Television; Santa Maria Television Corp.; M&M Telecasters, and Elson

Electronics.

Central Coast is owned by James H. Ranger, Burns Rick, Mili Acquistapace, Ed Zuchelli (each 22.5%) and Marion A. Smith (10%).

Ratings secondary to station's image

Advertisers and agencies are more interested in station's community image than in ratings claims, according to Robert A. Dearth, executive vice president of Kenyon & Eckhardt.

Mr. Dearth's views were given to Michigan Association of Broadcasters' convention Thursday-Friday (Sept. 12-13) in Gaylord. He and fellow panelists John Phillips, Marathon Oil Co., and John Malone, Pontiac Division of General Motors, stressed importance to advertisers of qualitative research figures rather than quantitative. Composition of audience is much more important than total, they agreed.

Because of importance of local image to broadcasters, stations should editorialize to build that image, Mr. Dearth said. "Editorializing is essential to the future welfare of broadcasting," he stressed.

MAB officers elected Friday were E. L. Byrd, WJLS Lansing, president, succeeding Willard Schroeder, wood-

AM-TV Grand Rapids; Raymond Plank, WKLA Ludington, vice president; A. Donovan Faust, WJRT(TV) Flint, secretary-treasurer, and Larry Carino, WJBK-TV Detroit, John Wismer, WHSL Port Huron, and Harold Waddell, WKBZ Muskegon, all directors.

December meet set for NAB, churches

National Council of Churches and leading broadcasters will meet in New York Dec. 9 to discuss controversial church pronouncement last spring urging tighter FCC regulation of networks (BROADCASTING, June 8). Council will play host at meeting with National Association of Broadcasters to invite media representatives.

Dr. Cy Mack, director of council's radio-TV department, met Friday (Sept. 13) with NAB President LeRoy Collins in what was described as "get-acquainted" session. NAB had urged council to take no action on pronouncement until broadcasters could present their case. View was rejected by church group but NAB has agreed to meet with council to discuss critical issues.

Breck putting bulk in network TV

John H. Breck Co., Springfield, Mass. will be doubling ad budget for last quarter over advertising expenses in last three months of 1962 and network television is evident beneficiary.

Shampoo manufacturing company will have overall ad budget for last quarter of about \$4 million with approximately \$2.4 million going into network TV. Firm has total of 65 nighttime minutes scheduled between Sept. 18 and Dec. 31 spread over ABC-TV's *Patty Duke*, *Burke's Law*, and *Hootenany* and scatter in 13 NBC-TV shows. Breck stated print advertising for company in last quarter would remain at 1962 level.

Henry to speak to AWRT

FCC Chairman E. William Henry and top government information officers are scheduled to attend inauguration ceremonies tomorrow (Tuesday) for new officers of Washington chapter of American Women in Radio and Television.

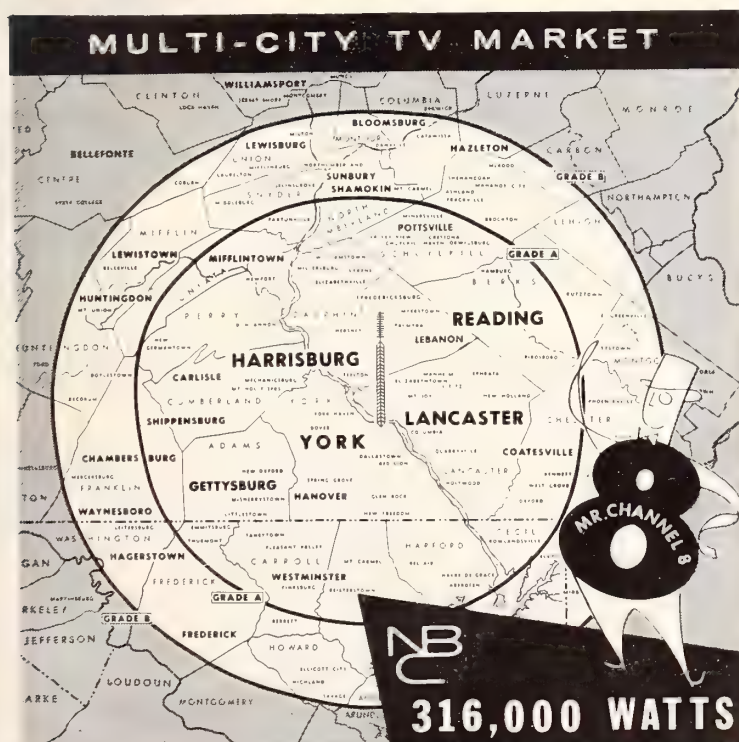
Mr. Henry will speak briefly on matters of interest to AWRT members.

Others expected to be present are Edward R. Murrow, director of U. S. Information Agency; Robert J. Manning, assistant secretary of state for public affairs; and Pierre Salinger, White House news secretary.



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TO RENDER
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WGAL-TV does the *BIG-selling job*



This **CHANNEL 8** station is more powerful than any other station in its market, has more viewers in its area than all other stations combined. Hundreds of advertisers rely on its alert ability to create business. So can you. Buy the big-selling medium. Advertise on WGAL-TV.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco



COLOR IT

WLW Television! We're the national color TV leader. That's why 10% of the nation's color TV sets are in the WLW Television area, making it second in U.S. in total number of sets. The WLW TV Stations are the only Stations in their areas originating live local shows regularly. Over 65 hours per week of WLW-T programs are now in color—more than one half of all broadcast hours.

And just for the record—WLW Television brought color TV to the midwest. The first NBC color affiliate; first to colorcast daytime big league baseball regionally; first to colorcast indoor remotes and nighttime outdoor remotes under normal lighting conditions with

new low-light tube developed by GE and Crosley Broadcasting engineers.

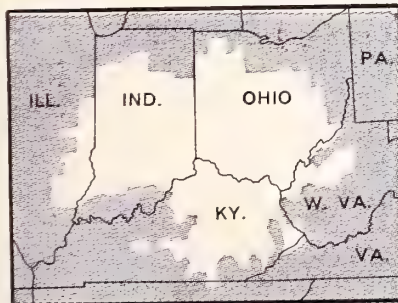
And our big color TV survey startled the industry when we proved that color programs rate double the popularity of the same programs in black and white, and color TV commercials rate $3\frac{1}{2}$ times the impression as the same commercials in black and white.

WLW Television is ranked at the top in all phases of color TV—programs, production, talent, direction, sales, engineering. So let us tune your products to color programs and color commercials with all their golden rewards! Call your WLW TV man!



TELEVISION

NOTHING LIKE IT IN BROADCASTING, ANYWHERE, ANYTIME, ANYHOW!



CROSLEY COLOR TV NETWORK



NATION'S
HIGHEST
FIDELITY
RADIO
STATION

CROSLEY BROADCASTING CORPORATION • A SUBSIDIARY OF **Arco**

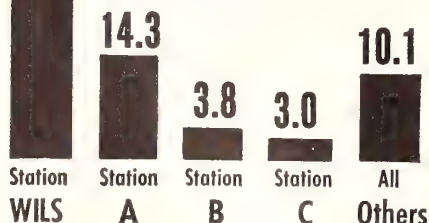
WLW Sales Offices—New York, Chicago, Cleveland • Tracy Moore & Associates—Los Angeles, San Francisco • Bomar Lowrance & Associates—Atlanta, Dallas

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WHOOPING NEW 1963 HOOPER ...

68.8%*

More than three times the
total audience of all other
commercial Lansing Metro
Radio stations combined.



* Jan.-Mar. '63 Hooper (Noon to 6 p.m.)

LANSING Metro (3 counties)

- 14th in \$ sales per household
- State Capitol
- Michigan State University
- Oldsmobile plus other industry

**MID-MICHIGAN'S BIG
NO. 1 RADIO BUY**

RADIO
WILS
ANSING
1320 (5000 WATTS)

Representatives:

Venard, Torbet & McConnell, Inc.

DATEBOOK

A calendar of important meetings and
events in the field of communications

*Indicates first or revised listing

SEPTEMBER

Sept. 13-22—International Radio, TV & Electronics Exhibition (FIRATO) at the R.A.I. Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands TV Foundation in cooperation with Dutch TV channels.

Sept. 15-16—New York State AP Broadcasters Association, Gran-View motel, Ogdensburg. Don Jamieson, president of the Canadian Association of Broadcasters, will be the speaker at the Sunday evening banquet. Sunday afternoon and Monday morning will be taken up with business sessions, followed by a tour of the St. Lawrence Seaway aboard a United States Coast Guard vessel.

Sept. 15-17—Louisiana Association of Broadcasters convention, Sheraton Charles hotel, New Orleans.

*Sept. 16—Western States Advertising Agencies Association dinner meeting, 6 p.m., Sheraton-West hotel, Los Angeles. Media-Agency Relations Night. Panel includes Bob Sutton, KNX Los Angeles, for radio; Hal Tucker, Cresmer, Woodward, O'Mara & Ormsbee, for newspapers; Jim Donahue, Pacific Outdoor; Russ Antles, Business Week, for business papers; Pen Tudor, Life, for magazines; Jerry Laurence, KHJ-TV Los Angeles, for TV. Bill Boylhart, Boylhart, Lovett & Dean, is program chairman.

Sept. 16—New deadline for comments on FCC's proposal to control the development of AM and FM radio services.

Sept. 17—ABC Radio regional affiliate meeting, St. Regis hotel in New York. Business meeting at 10 a.m., buffet luncheon at 12:30 and reception at 5 p.m.

*Sept. 17—Peace Corps and foreign broadcasters will be guests of The International Council and Academy of Television Arts and Sciences at the Overseas Press Club, New York. Buffet dinner will be followed by informal roundtable discussion on television. Chairmen for discussions: Betty Furness, Roger Englander, James F. McAndrew, Peter Afte, Ron Cochran, Frank Marx, Mort Werner, Lloyd Burns and Alvin Boretz.

*Sept. 17—FCC Chairman E. William Henry will speak at the Washington chapter meeting of the American Women in Radio and Television at the Broadcasters Club.

Sept. 17—Annual stockholders meeting, Rollins Broadcasting Co., Bank of Delaware building, Wilmington, Del.

Sept. 17-19—American Association of Advertising Agencies' western region meeting, Mark Hopkins hotel, San Francisco.

Sept. 18-20—House Communications and Power Subcommittee to resume public hearing on broadcast editorializing. Broadcasters to testify.

Sept. 19—Meeting of the Tennessee AP Radio-Television Association, Memphis.

Sept. 19—Meeting of the Connecticut AP Broadcasters Association, Waverly Inn, New Haven.

Sept. 19-20—Fall meeting of the Tennessee Association of Broadcasters, Hotel Peabody, Memphis. Speakers include FCC Commissioner Robert T. Bartley; James C. Hagerty, RCA; Douglas Anello, National Association of Broadcasters; Edmund Bunker, Radio Advertising Bureau; Pete Cash, Television Bureau of Advertising; and Tennessee Governor Frank Clement.

Sept. 20-22—American Women in Radio and

Television southern area conference, Columbus, Ga.

Sept. 21—Fall conference and board meeting of the Florida Association of Broadcasters, Grand Bahama hotel, West End, Grand Bahama Island.

*Sept. 23—Hollywood Advertising Club luncheon meeting, 12 noon, Hollywood Roosevelt hotel. Hal H. Thurber, president of Wade Adv., Chicago, will be the main speaker. Snowden M. Hunt Jr., vice president in charge of Wade's Hollywood office, will be chairman of the day.

Sept. 23-25—Nevada Broadcasters Association first annual convention, Hotel Sahara, Las Vegas.

Sept. 24—The Advertising Council's board of directors banquet, St. Francis hotel, San Francisco. Speaker will be Secretary of the Treasury Douglas Dillon.

Sept. 24—FCC Chairman E. William Henry makes first major address to broadcast industry. Newsmaker luncheon of International Radio & Television Society, Grand Ballroom of Waldorf-Astoria, New York.

*Sept. 26—Annual fall meeting of the UPI Broadcasters Association of New Hampshire, Highway motel, Concord. Reception at 6 p.m. and dinner at 7. Speaker will be Edward J. Powers, newly appointed director of the New Hampshire Sweepstakes, who will discuss media's role in the lottery.

Sept. 26-27—Association of National Advertisers' workshop on advertising planning and administration, Nassau Inn, Princeton, N. J. program includes discussion of "Controlling the Cost of TV Commercial Production," led by John Camp of Kraft Foods and William Wesson of Scott Paper, and session on "Financial Aspects of Television Advertising," with Frank J. Harvey of General Foods, Shelby H. Page Sr. of Ogilvy, Benston & Mather, and Harold J. Saz, Ted Bates & Co.

Sept. 26-27—Annual convention of the Minnesota State Broadcasters Association, Leamington hotel, Minneapolis.

Sept. 29-Oct. 2—Eighteenth annual Transportation and Logistics Forum of the National Defense Transportation Association, Chicago. Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, will be presented the association's National Transportation Award.

*Sept. 30—New deadline for comments on FCC's proposal to adopt NAB's commercial time limits.

*Sept. 30—Hollywood Advertising Club luncheon meeting, 12 noon, Hollywood Roosevelt hotel. William R. Baker Jr., president of The Advertising Council, is the featured speaker. Walter Bunker, vice president in charge of the Hollywood office

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:

Oct. 14-15, Statler-Hilton hotel, Hartford, Conn.

Oct. 17-18, Leamington hotel, Minneapolis.

Oct. 21-22, Pittsburgh Hilton hotel, Pittsburgh.

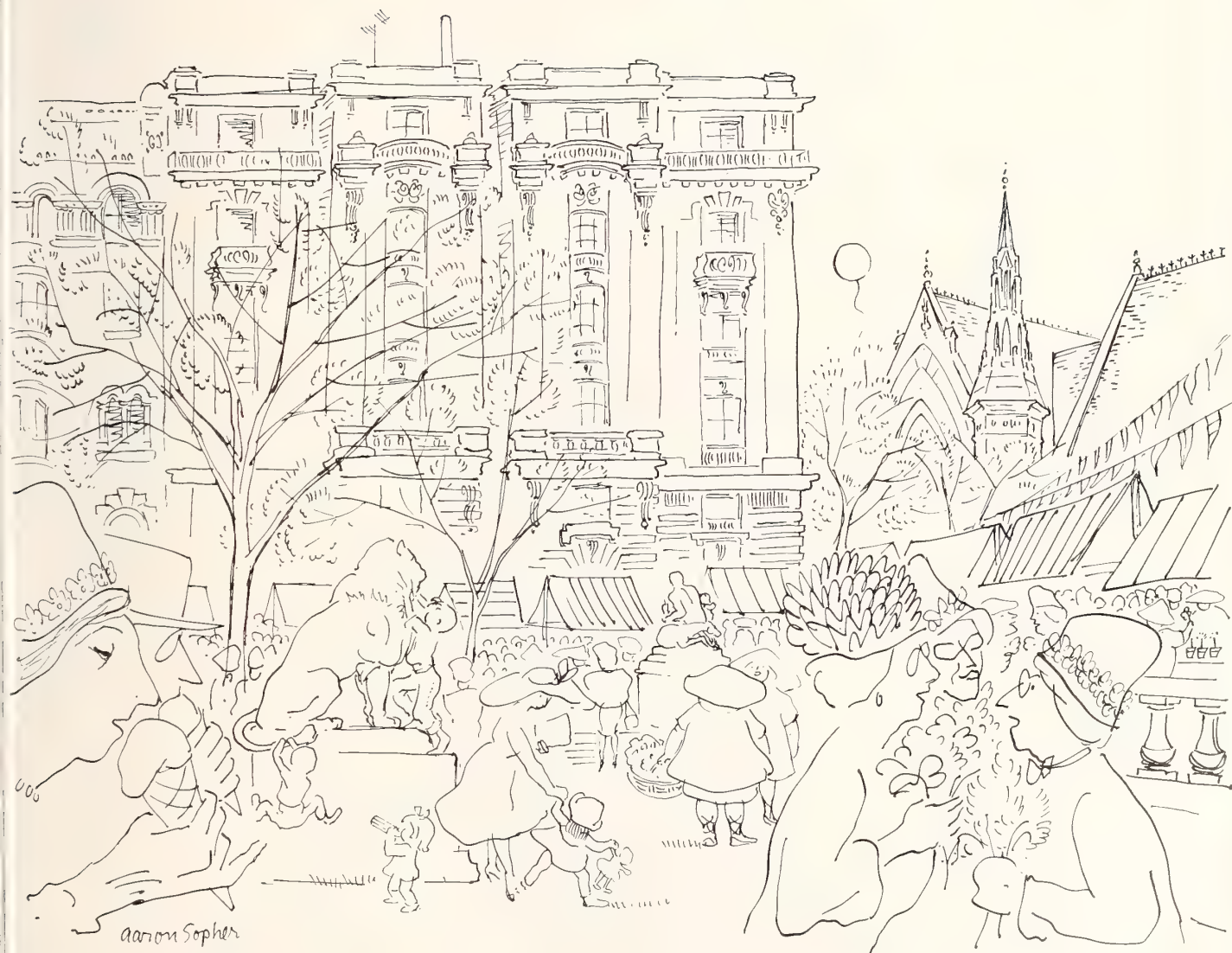
Oct. 24-25, Americana hotel, Miami Beach.

Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.

Nov. 18-19, Texas hotel, Fort Worth.

Nov. 21-22, Cosmopolitan hotel, Denver.

Nov. 25-26, Fairmont hotel, San Francisco.



FAVORITE THROUGHOUT MARYLAND THE FLOWER MART, MT. VERNON PLACE, BALTIMORE

WBAL-RADIO 1090  **BALTIMORE** MARYLAND'S ONLY 50,000 WATT STATION
NATIONALLY REPRESENTED BY McGAVREN-GUILD COMPANY, INC.

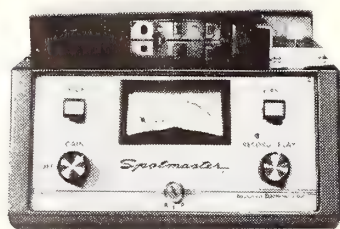


*Superb quality...moderately priced
...the preferred choice on five continents*

SPOTMASTER 500A

TAPE CARTRIDGE SYSTEMS

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500A—complete record/playback unit



505A—playback unit

Spotmaster

The new SPOTMASTER 500A series of tape cartridge equipment is winning praise and acceptance throughout the world. These rugged, dependable machines provide snap-in cartridge loading, and split-second, one-hand operation . . . combined with high quality, wide range reproduction and all the time-tested, field-proven SPOTMASTER features.

And now something more has been added—the optional SPOTMASTER 500 A-DL Delayed Programmer. Designed to provide a 6-second to 16-minute delay in the broadcast of program material, the 500 A-DL makes possible “instant censoring” . . . lets you delete objectionable program material from

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On five continents, more stations use more SPOTMASTERS than any other cartridge tape system. Write or phone for full information; learn about the SPOTMASTER lease/purchase plans . . . mono and stereo models . . . rack-mount or compact models . . . complete line of equipment and accessories . . . 24-hour-a-day ruggedness and dependability . . . ironclad, full-year guarantee.



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**Northern Electric
COMPANY LIMITED**

Branches from coast-to-coast in Canada

RAB MANAGEMENT CONFERENCES

Sept. 16-17—The Holiday Inn—Central, Dallas.

Sept. 23-24—Gideon-Putnam, Saratoga Springs, N. Y.

Sept. 30-Oct. 1—O'Hare Inn, airport, Chicago; Oct. 3-4, Rickey's Hyatt House hotel, Palo Alto, Calif.; Oct. 7-8, Town House Motor hotel, Omaha.

Oct. 14-15—The Executive Inn, Detroit, Mich.

of Young & Rubicam, will be program chairman.

Sept. 30-Oct. 1—Seventeenth annual convention of the New Jersey Broadcasters Association, Colony motel, Atlantic City, N. J.

Sept. 30-Oct. 4—Georgia Association of Broadcasters' regional meetings (Athens, Rome, Thomaston, Albany, Statesboro) featuring sales clinic with Fred A. Palmer.

OCTOBER

Oct. 1—Advertising Research Foundation's conference, Hotel Commodore, New York.

Oct. 1-2—Tenth annual convention of CBS Radio Affiliates Association, New York Hilton hotel, New York City.

Oct. 3-4—Annual fall convention of Missouri Broadcasters Association, Missouri hotel, Jefferson City.

Oct. 4-5—Thirteenth annual Broadcast Symposium of the IEEE Professional Technical Group on Broadcasting, Willard hotel, Washington, D. C.

Oct. 4-6—American Women in Radio and Television east-central area conference, Coach House Inn, Milwaukee.

Oct. 4-6—American Women in Radio and Television New England conference, Chatham Bars Inn, Cape Cod, Mass.

Oct. 6-8—Annual convention of the Nebraska Broadcasters Association, Town Park hotel, Scottsbluff. Les Hilliard, president of KOLT Scottsbluff, is convention chairman.

Oct. 7-9—Annual fall meeting of the Kentucky Broadcasters Association, Owensboro Downtown Motel, Owensboro, Ky. The program begins at 5 p.m. Oct. 7 with a meeting of the board of directors.

*Oct. 8—Ninth Wisconsin FM Station Clinic, Center Building, University of Wisconsin, Madison. Harold A. Engel, chairman.

Oct. 8-10—International Film Festival, Barbizon Plaza hotel, New York.

Oct. 9-10—Two-day seminar on Pay-TV, sponsored by the Hollywood Press Club. Registration fee is \$50 and by invitation to the trade only. Further information may be obtained from Bruce Robertson, director of BROADCASTING Magazine's Hollywood office.

Oct. 10-12—Annual fall conference of Alabama Broadcasters Association, Hotel Stafford, Tuscaloosa. Registration begins 3 p.m. Oct. 10, followed by social hour and meetings of board of directors and past presidents. Part of the program on Oct. 11-12 will be held in the Union Building on campus of University of Alabama, with members attending the Alabama-Florida football game on afternoon of Oct. 12.

Oct. 11-13—American Women in Radio and Television west-central area conference, Holiday Inn South, Des Moines, Iowa.

*Oct. 12-13—Fall meeting of the Illinois News Broadcasters Association, de Ville Motor hotel, St. Louis.

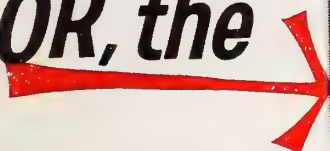
Oct. 12-13—Meeting of Missouri Associated Press Radio-TV Association, Arrowhead Lodge, Lake Ozark, Mo.

Oct. 13-18—Second Advanced Advertising

BROADCASTING, September 16, 1963

"HOW TO MAKE BIG MONEY IN RADIO"

OR, the



This amazing book is the key to money making in every radio market... a way to provide "custom" spots and jingles right in your own studio and there's an intro, close and background to cover nearly every business in the entire Yellow Pages! Frankly, you can't afford to not have the CRC money making plan at work for you. We'll be glad to show you what the CRC package can do, but by appointment only. Write, wire or telephone and get started on the road to the BIG money!

Somebody in your market will be using this money maker within the next few days... it can be you.

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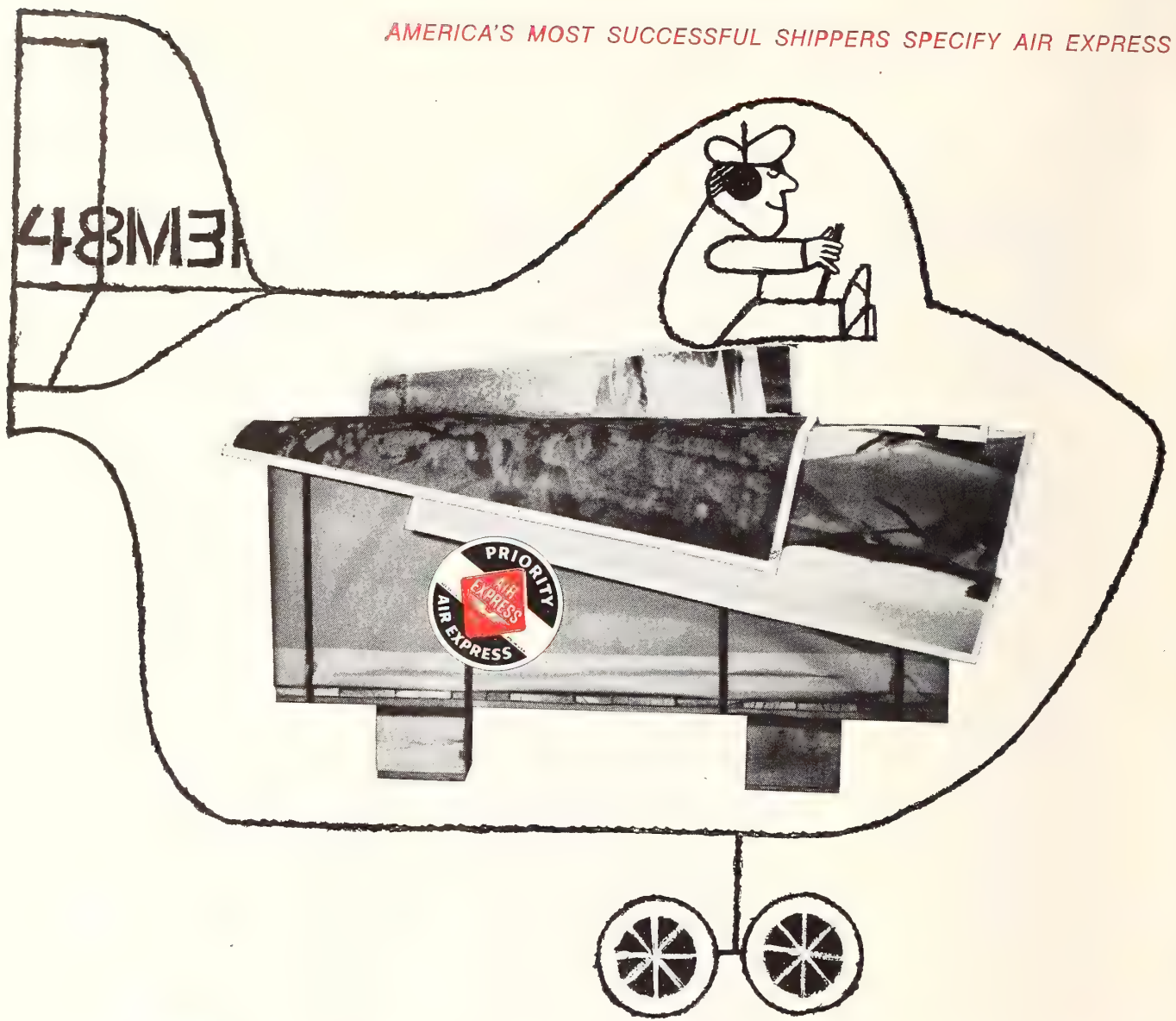
COMPANY

ADDRESS

CITY AND STATE

NAME AND TITLE

AMERICA'S MOST SUCCESSFUL SHIPPERS SPECIFY AIR EXPRESS



**“With Air Express we serve
Texas, New York and California
as if they were in our backyard.”**

—A. A. Wuchterl, Traffic Manager of Gugler Lithographic Company, Milwaukee

AIR EXPRESS DIVISION OF



Gugler Litho- graphic competes successfully in any city in the U.S.A. because of fast, sure Air Express service.

Air Express has helped Gugler Lithography triple its volume!

Gugler, the nation's leading producer of bill posters for advertising agencies, uses Air Express when, as often happens, there are only hours between the end of a production run and the client's deadline.

REA Express trucks deliver shipments right to Milwaukee's Billy Mitchell Field. (Since Air Express has priority on all 38 scheduled airlines, they move out on the first available flights.) At the destination airports, REA trucks speed the shipments direct to consignees. In most cases, the entire operation takes less than 24 hours!

Air Express' super-speed can help you, too. And it costs less than you think.



Management Course of the Association of National Advertisers, Hotel Moraine-on-the-Lake, Highland Park, Ill. R. P. Campbell, advertising manager for Post division of General Foods Corp., heads the subcommittee which is planning this course.

*Oct. 14—New deadline for reply comments on FCC's proposal to adopt NAB's commercial time limits.

Oct. 14-15—Twelfth annual convention of the **North Dakota Broadcasters Association**, Ray hotel, Dickinson.

Oct. 14-18—Ninety-fourth convention of the **Society of Motion Picture and Television Engineers**, Somerset hotel, Boston.

Oct. 14-18—Fifteenth annual fall convention of **Audio Engineering Society**, Barabazon Plaza hotel, New York.

Oct. 15-17—Ninth **Tri-Service Conference on Electromagnetic Compatibility** at Museum of Science and Industry, Chicago. Leading scientists will discuss the growing problem of radio frequency interference. Lieutenant General James D. O'Connell (USA-Ret.), director of the joint advisory committee of the Institute of Electrical and Electronic Engineers and the Electronic Industries Association, will give a luncheon address Oct. 15 on "Teamwork in Spectrum Conservation."

Oct. 16—Deadline for reply comments on FCC's rulemaking to control the development of AM and FM radio services.

*Oct. 16-18—Fifteenth annual convention and election of officers of the **Indiana Broadcasters Association**, French Lick Sheraton hotel. Speakers include Indiana Governor Matthew E. Welsh and Senator Vance Hartke. Others on the agenda are Edmund Bunker, Radio Advertising Bureau; Pete Cash, Television Bureau of Advertising; and Charles Tower, executive vice president of Corinthian Broadcasting Corp.

Oct. 17-18—**American Association of Advertising Agencies (AAAA)** central region meeting, Sheraton hotel, Chicago.

Oct. 18—Effective date of FCC rule allowing employment of part-time engineers at certain AM and FM stations. Extended from former date of Aug. 19.

Oct. 18—Meeting of the **Alabama AP Broadcasters Association**, Birmingham.

Oct. 18—**Indiana Associated Press Radio-TV Association**, French Lick.

Oct. 20—**Hollywood Museum** ground-breaking ceremonies, 2 p.m., at museum site across from the Hollywood Bowl. Lloyd Sigmon, KMPC Los Angeles; Walt Disney, Walt Disney Studios; Otto K. Olesen, former postmaster, and Jack L. Warner, Warner Brothers Pictures, are co-chairmen.

Oct. 20-21—Meeting of **Texas Association of Broadcasters**, Cabana hotel, Dallas.

Oct. 24—**Fourth Armed Forces Television Conference**, sponsored by U. S. Air Force, Lowry Air Force Base, Denver, Colo. The conference will deal primarily with educational and technical uses of television by the military services. A trip to the Air Force Academy's closed-circuit television installation is also planned.

*Oct. 24-26—Meeting of the **Mutual Advertising Agency Network**, Palmer House, Chicago.

Oct. 25-27—**American Women in Radio and Television** board of directors meeting, Mayo hotel, Tulsa, Okla.

Oct. 28-30—**National Electronics Conference**, McCormick Place, Chicago.

Oct. 28-30—Third annual meeting, **Institute of Broadcasting Financial Management**, New York Hilton at Rockefeller Center. Speakers include Pete Cash, president of the Television Bureau of Advertising, "Television Today and Tomorrow;" Edmund Bunker, president of the Radio Advertising Bureau, "Radio Today and Tomorrow;" Robert Kingston, partner in Ernst and Ernst, New York, "Internal Control;" and Warde Ogden, partner in Price Waterhouse & Co., New York, "Broadcasting Accounting—New Theory and Practices."

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Mr. Roland V. Rill, *President and Owner, Sarril Gardens.*

"As owner and developer of Sarril Garden Apartments, my advertising dollars must produce direct results. Over 50% of my tenant occupancy is an immediate result of my saturation schedule on WFBR, Baltimore."

Mr. Rill, Maryland's largest developer of garden apartments, is a longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the first seven months of 1963 than during any corresponding period in the station's 41 year history.

You, too, can sell an important segment of the Maryland market on WFBR. So join our host of friendly and happy local advertisers. Call your Blair man.



BALTIMORE

Just a selling challenge

EDITOR: Regarding the letter by Roy E. Alexander (BROADCASTING, Sept. 2), I too received the letter from Sears offering this series for use on my station. However, I took a different tack. I immediately took it to the Salinas Sears manager and he signed a contract to sponsor the 13-program series.

I appreciate it when I get material like this from any source. Of course, I may be a little different from some other station operators. I go by the theory, "If it is good enough to be broadcast, it is good enough to sell."

—Robert T. McVey, *president and general manager, KRSA Salinas, Calif.*

An editor's note

EDITOR: Let me borrow a couple of inches of "Open Mike" to acknowledge all the thoughtful messages I have received since the doctors took me out of action six weeks ago. Hearing from so many valued friends has been immensely cheering, and I hope that my inability to write individual replies will not discourage correspondence. I am at home, 7108 Fairfax Road, Bethesda, Md., and am as comfortable as circumstances permit, considering the scramble in my midsection.—J. Frank Beatty, *senior editor, BROADCASTING.*

An 'infuriated' salesman

EDITOR: Your article on "Shell Oil's changing ad course" (BROADCASTING, Aug. 19) has infuriated me. I only wish to ask the Radio Advertising Bureau and the radio industry as a whole where they were and what they were doing to show the creativity and imaginative appeal that radio can demonstrate to this very valuable sponsor. After all, when is the driver more conscious of his automotive needs than while behind the wheel of the machine in which he takes pride. The automobile radio gives him that opportunity for an immediate decision. It certainly would quell my infuriation if I were proved wrong, and that a concerted effort were made by the bureau and the industry I have great enthusiasm for, and the great sales-producing potential it possesses. If we haven't made that effort, it's time we either got out of the business or started showing what's in that trunk in the attic.—Dick Buchbinder, *account executive, WKAT-AM-FM Miami.*

A great loss

EDITOR: Your article on the possible revocation of the license of WXFM(FM) Chicago was rather one-sided (BROADCASTING, Aug. 26). It did not mention the fact that even examiner Honig in

his report commended WXFM for its high quality service to the community. The station programs classical music, jazz, folk music and a number of discussion programs. (It is also the QXR Network outlet in Chicago.) The termination of WXFM certainly would not be in the public interest and would be a great loss to the Chicago community.—Kenneth R. Masson, *9923 South St. Louis Avenue, Evergreen Park, Ill.*

Not a precedent

EDITOR: We were very much interested to read that Edward Petry & Company had been sold to a group of its employees (BROADCASTING, Sept. 2). We would like to correct the statement in your story that "sale of the company to its employees appeared to be without precedent in the station representative field."

On July 1, 1961, The Branham Company sold its broadcast division to its employees who then formed Advertising Time Sales Inc. Twenty-two executives and salesmen are the sole owners of our firm.—Thomas B. Campbell, *president, Advertising Time Sales Inc., New York.*

Excellent coverage

EDITOR: Your stories on the National Association of Broadcasters-Georgia Association of Broadcasters affair (BROADCASTING, Sept. 2, Aug. 26) and your coverage of our committee meeting to plan next year's editorializing conference, were excellent. I'm sure members of the committee will join me in thanking you for your interest and consideration.—B. E. Cowan, *president WSAC Fort Knox, Ky., and member of committee planning 1964 editorializing conference.*

A 'ridiculous' proposal

EDITOR: Your magazine is to be commended for its continuing attention to broadcast editorializing.

It was interesting to read about the Television Affiliates Corp. meeting on the West Coast (BROADCASTING, Sept. 2). On editorializing—one of the many subjects covered—"there was agreement that by and large, stations should confine their editorial endeavors to local topics and leave national and international matters to the networks."

This is a ridiculous proposal.

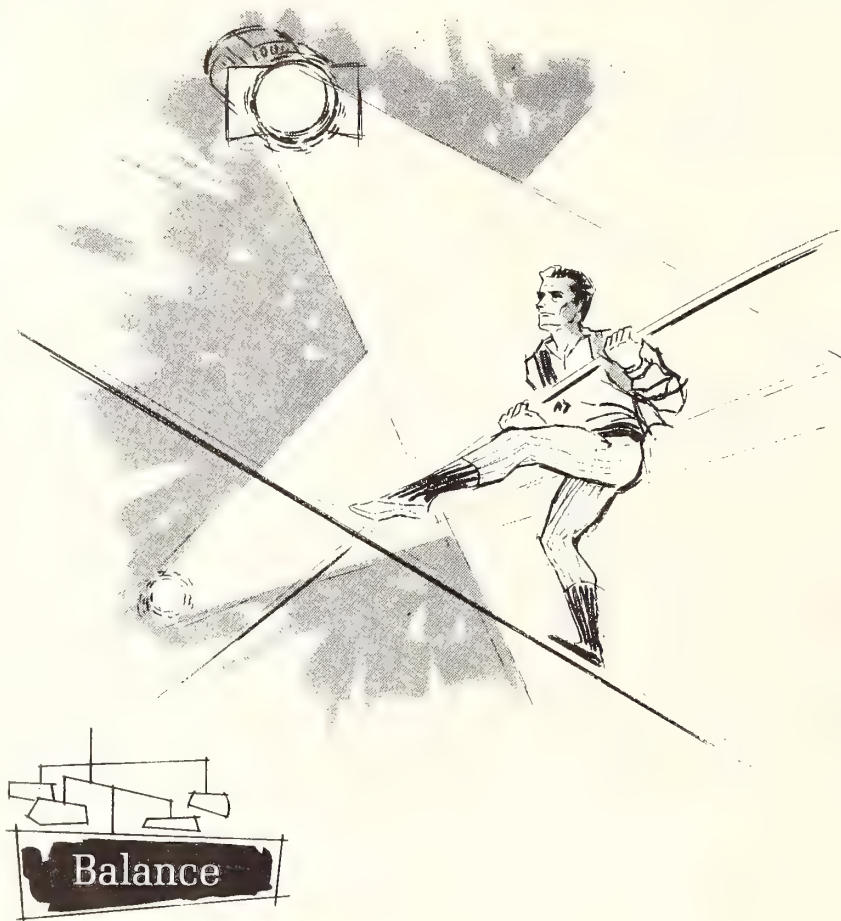
If such a suggestion had been made in a gathering of newspaper executives, the speaker would have been roundly booed and probably evicted from the premises.

Radio and TV stations across the country should not depend on the networks for editorial opinion. For one thing, such opinion may not be at all

If you lived in San Francisco...



...you'd be sold on KRON-TV



Easy? Not really, but he makes it look that way—the sure sign of a professional who has mastered his art . . . So, too, with a **BALANCED RADIO STATION** such as **WHEC**, for 36 years a headliner in the Big Time. No fuss, no gimmicks, no pushing and pulling this way and that in frantic pursuit of “numbers.” Just a continuous refinement of **BALANCED** programming and service, guided by the sure touch of professional skill . . . Rochesterians like it and depend on it. So do our many advertisers.



WHEC RADIO



Representatives, Inc.

ROCHESTER, NEW YORK

United Press International news produces!



compatible with that held by local owners. And, very little editorializing, in the true sense of the word, is being done by the networks. NBC, for one, isn't doing any at all. How then, would NBC affiliates carry any editorial comments on national and world affairs? News is not enough. And there's quite a difference between documentaries, in-depth news programs and *editorializing*.

No station should be content to have its editorials spoon-fed to it out of Washington or New York. Many things need to be said, both pro and con, on problems confronting us at home and abroad.

The networks have no monopoly on the ability it requires to say these things well.—*Jo Anderson, editorial writer, WGBG Greensboro, N.C.*

BOOK NOTES

The Statistical Abstract of the United States, released by the Bureau of the Census, Department of Commerce. Superintendent of Documents, Government Printing Office, Washington, D. C. (also available from Commerce field offices) \$3.75.

The 84th annual edition of Uncle Sam's answer book contains the latest figures on the social, political and economic aspects of the nation.

Included in the 1963 *Abstract's* 1,263 tables of statistics are 68 news ones reflecting current emphasis on science, education, employment, government expenditures and medical care.

Almost every conceivable table of value to the marketing and advertising man is in the new book (e. g., figures on income, smoking habits, school dropouts, weather, housing, manufacture, agriculture, etc.)

War Safety Control Report, by War Control Planners Inc., Chappaqua, New York. 100 pp. \$3.

Two years ago electronics manufacturers were electrified at a modest proposal submitted to them by Howard Kurtz, a management consultant, the gist of which was that through electronics the world could be kept at peace (BROADCASTING, May 29, 1961). Mr. Kurtz, plus a dozen collaborators, has now put his ideas into concrete form. Basically the idea here is that with satellites, communications, and electronic computers the world's peace can be guarded to the extent that no country anywhere can assemble troops, gear industry, or whip up their people for war without the U. S., or any other nation, knowing about it. Among those who have lent their names in endorsement are Charles E. Wilson, former president of General Electric, Senator Jacob Javits (R-N.Y.), and Representative James Roosevelt (D-Calif.).

Flowers by Wire

CLASS OF SERVICE This is a fast message unless its deferred character is indicated by the proper symbol.	<h2 style="margin: 0;">WESTERN UNION</h2> <h3 style="margin: 0;">TELEGRAM</h3> <p style="font-size: small; margin: 0;">W. P. MARSHALL, PRESIDENT</p>	SYMBOLS DL = Day Letter NL = Night Letter LT = International Letter Telegram
<p style="font-size: x-small; margin: 0;">1201 (4-60)</p> <p style="font-size: x-small; margin: 0;">The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination</p>		
<p>JOHN CORPORON, NEWS DIRECTOR WDSU RADIO 520 ROYAL STREET NEW ORLEANS, LOUISIANA</p> <p>CONGRATULATIONS. RADIO STATION WDSU HAS WON THE 1963 RADIO TELEVISION NEWS DIRECTORS ASSOCIATION AWARD IN THE "REPORTING COMMUNITY PROBLEMS" CATEGORY. JUDGES NAMED YOUR ENTRY FIRST IN THE LARGEST AND MOST COMPETITIVE CONTEST IN THE HISTORY OF RTNDA. PLEASE BE SURE YOU OR YOUR REPRESENTATIVE IS PRESENT TO RECEIVE THE AWARD THURSDAY, SEPTEMBER 12 AT MINNEAPOLIS.</p> <p>RICHARD D. YOAKAM AWARD CO CHAIRMAN</p>		

We thank the Radio Television News Directors Association for this recognition of our never-ending effort to keep our fellow citizens alert and informed — for the good of our city, state and nation. (Represented by John Blair and Company)

WDSU-RADIO NEW ORLEANS (ELDER BROTHER OF WDSU-TV) **NBC**

(—with thanks to Western Union for the advertisement format)

Help wanted—and only local TV stations can provide it

Open letter to TV stations everywhere:

Ordinarily I wouldn't come to you with my problems. But since this particular problem is one that can be solved only by creative people at local stations, perhaps you won't mind if I ask for assistance. And since solving the problem will almost certainly lead to more advertising revenue for you, maybe you'll be glad to help. I hope so, because this is a serious plea for your support.

Ideas Wanted ■ What we need are your ideas on how to get retailers of Armstrong products to participate more strongly in local television advertising.

This problem is not going to be solved just by sending out your salesmen to write orders, although even that would be a step in the right direction. Our situation is unusual, and it demands some imagination on your part. Some creative thought. Maybe a new way of looking at things.

To help you understand the difficulty, here's some background. As of this fall, we have discontinued *Armstrong Circle Theatre* after 13 successful seasons to sponsor a show that we feel is even more promising. We have bought *The Danny Kaye Show* [CBS-TV, Wednesday, 10-11 p.m.]. This is the biggest television buy in our company's history. We are confident it will be a tremendous show with a tremendous audience—and with a mountainous opportunity to tell the public about Armstrong products.

On the Kaye show, we'll mainly advertise floors, ceilings and One Step Floor Care. The floors and ceilings are the main problem area. They are sold through a number of retail outlets: flooring specialty stores, furniture stores, department stores, lumber yards, building materials outlets, do-it-yourself centers. And in almost any town large enough to hold a TV station, there will be lots of retail dealers who stock the Armstrong products that are advertised on *The Danny Kaye Show*.

Considered Purchases ■ Now here's what makes our problem unusual. Our floors and ceilings are so-called considered purchase products. Unlike the situation in the package goods field, the consumer knows little about the technical aspects of our products, and his or her experience with considered-purchase items is comparatively limited. This makes the retailer vitally important in the marketing of our products, because the customer must rely on him for help.

Buying floors and ceilings is not a

serve-yourself operation. We need the dealer's active participation in educating consumers, in helping them find just the right product for their needs, and—perhaps most importantly—in telling them, "You saw it advertised on *The Danny Kaye Show*. Here's where you can buy it."

In short, to maximize the effect of our network television program, we need a strong local tie-in to tell customers where to buy our products. Retailers also need this tie-in in order to put Danny Kaye to work for them on the sales floor. And for consumers, this rounds out the service they want and deserve from our distribution system.

Faced with this situation, some manufacturers might split their advertising budget, putting part of the money into national television and the rest into dealer co-op advertising. In our case, to split the television budget would mean that we could not carry out either the national or the local advertising program effectively.

To us it makes more sense to let each party do the job it does best. Our part of the job is to appear on network television with a worthwhile show that attracts a large audience of the best prospects for our products. The dealer's part of the job then is to make this advertising pay off by making himself known as the outlet for our products in his own area.

TV Tie-Ins Needed ■ But, as is generally true in the building materials business, our dealers spend relatively little on advertising. We encourage them all we can with tie-in displays, suggested radio and TV spots, newspaper ad mats, and other aids that they can use to reach their own customers.

The difficulty is to get dealers to use

these aids and use them effectively. Most dealers will put up point-of-sale displays. Quite a few will use ad mats. Some will hold special sales promotions for new products. But how many take advantage of television spot commercials—the most natural, and possibly most powerful, the Danny Kaye tie-in available to them? Only a handful.

There appear to be two reasons why retailers are reluctant to launch a spot campaign in television. One is that few dealers feel they can afford big campaigns. The second is that they are not sure how to go about advertising on TV, for the simple reason that few stations have ever taken the trouble to work out a specific program for them.

How can you help? By taking a fresh, creative approach to a selling situation that is probably unique in the television industry. If you're interested in developing new business among these dealers by helping them tie in with our national television efforts, here are some thoughts to get you started:

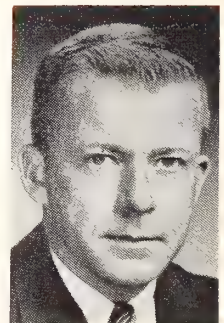
Fishing, Anyone? ■ Has anybody ever suggested a cooperative spot campaign? Several retailers could share the cost of a series of spots, with dealer listings on each.

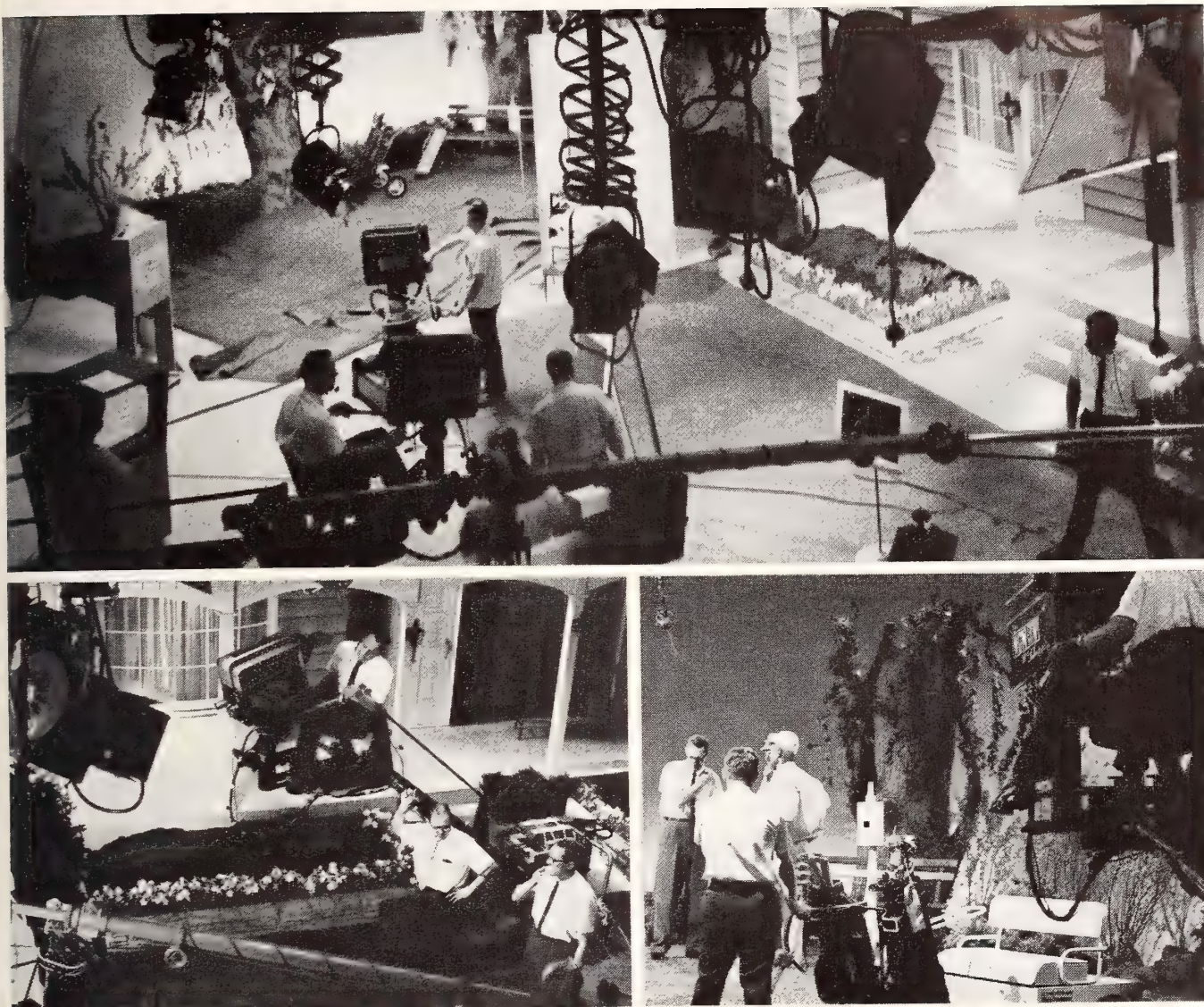
Has anybody ever suggested an adjacency campaign? For example, the spot before or after *The Danny Kaye Show* could be sold on a rotating basis among dealers.

Has anybody ever explained to retailers that a spot campaign needn't be expensive? Many dealers would find that it costs less than they suppose.

We can provide the tackle, and we can put the bait into the dealer's mouth. But we can't reel in the line. That's up to you people at the local stations. Anybody want to go fishing?

Craig W. Moodie Jr., is director of advertising and promotion for Armstrong Cork Company. A graduate of Brown University, he joined Armstrong in 1947 after Navy service in the Pacific. He became assistant director of advertising and promotion in 1954 and was named to his present position in May 1963. With his wife and three children, Mr. Moodie lives in a new country home near Lancaster, Pa. Skiing and sailing occupy much of Mr. Moodie's spare time.





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John F. Box, Jr., Managing Director

SOLD NATIONALLY BY ROBERT E. EASTMAN

THE RATINGS MESS: ANY WAY OUT?

- Bewildered broadcasters wonder where to turn for guidance
- Government keeps the pressure on but won't say what it wants
- Problem: How to sell without risking FTC or FCC reprisal

A fog of uncertainty over the use of audience measurements enveloped broadcasters last week, and the government was doing more to thicken than dispel it.

Many stations are known to have canceled or postponed promotion campaigns in fear of government retaliation. Others have begun using disclaimers which, in some cases, approach the point of discrediting the ratings that they quote.

Timebuyers are still asking for ratings, and stations and their representatives are still supplying them, but not as many rating claims are being put in writing as before. "Where we have ratings we try to sell them," one radio representative said last week. "But we are damned careful what we put in writing."

The growing concern over the use of ratings stems from government actions that began early this year with a hearing by a congressional subcommittee that questioned the validity of ratings and station promotion claims based on them. Later the FCC and Federal Trade Commission issued warnings that stations would be held accountable for misuse of ratings. But so far no agency of government has spelled out the rules that stations are expected to observe.

Although only the FTC can clarify its own position—and to date it has steadfastly refused or been unable to do so—broadcasters and their clients are looking hopefully to the National Association of Broadcasters and its Research Committee and Ratings Council for answers. The committee is deeply involved in a broad, all-encompassing study of methodology of ratings services.

Representative Oren Harris (D-Ark.), chairman of the House Subcommittee on Investigations which started the entire affair with public hearings on ratings, said he is "very much encouraged about the pace and direction of NAB's efforts to correct a very bad situation." FTC and FCC members also have praised the NAB efforts publicly.

McGannon Calls ■ Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of both

the NAB's committee and council, called last week on FTC Chairman Paul Rand Dixon with a progress report. Chairman Dixon, it is understood, was noncommittal and disclosed none of the FTC's plans or prospective "guidelines."

The Ratings Council met last week in New York to advance plans for an audit of the ratings services and to work on criteria and standards to which they will be asked to subscribe.

The Radio Advertising Bureau, meanwhile, is continuing with its plan for a methodology study of radio ratings only

and is seeking active and financial support of the NAB. Mr. McGannon said last week the council wants to discuss RAB's proposal further with the bureau before making a decision to commit all or part of the \$75,000 the NAB has been asked to provide for the \$200,000 project. He said there is a need to "eliminate areas of uncertainty and differences."

Edmund Bunker, RAB president, said he would be happy to discuss the situation further with NAB (five months of negotiations already have gone on) but pointed out further meetings would only result in delaying the start of the bureau's research. "We are anxious to get going and we hope that NAB will give us an affirmative answer as soon as possible—or a negative answer so that we know where we stand in financing the project."

An NAB official said that group is "extremely desirous of giving RAB a quick, speedy, honest and complete answer."

There were these other related developments last week:

■ The National Association of FM Broadcasters claimed that AM-oriented research methods have been shortchanging the FM audience for years and said a valid system of measuring FM must be developed (see page 28). NAFMB had announced plans to develop such a system on its own.

■ It was learned that A. C. Nielsen Co. plans to withdraw all its Audimeters from network radio measurements and rely on dairies. Nielsen has used a combination of both methods in its radio ratings and, during the congressional hearings, maintained the Audimeters were superior to all other research methods currently used.

■ American Research Bureau, which in the past has limited its measurements to television, may soon get into radio ratings in a big way. ARB soon will announce, probably this week, a radio test for a major group owner as a forerunner to a planned entry into network radio measurements.

Reps and Lawyers ■ Promotions or nonpromotions of ratings by individual stations in many instances have been

The walls have ears

"Until the Federal Trade Commission makes up its mind, here's what you had better do to stay out of trouble. . ."

Countless quasi-legal documents have been emanating from Washington in recent weeks with language strikingly similar to that above. Nearly every major Washington communications law firm has advised its clients to use extra caution in promoting themselves via ratings, pending clarification of the existing confusion on what is and is not permissible. And, the lawyers themselves openly question just how much help their advice will be to their clients at the present time.

Generally speaking, the attorney's are recommending:

■ Extreme care on what is put in writing directed toward representatives, agencies and advertisers (it may get back to the Federal Trade Commission).

■ Careful scrutiny of all ratings claims and promotions.

■ Prominent display of disclaimers that ratings are only estimates or an indication of audience size (although there is no unanimity on this point).

■ Disclaimers of responsibility for the accuracy of the figures quoted.

FM outlines its ratings needs

SCHULKE LEAVING AM TRAIL IN NUMBERS GAME

FM, which has been the forgotten member of the broadcasting family in the current and confused audience measurement picture, made itself heard last week.

James A. Schulke, president of the National Association of FM Broadcasters, charged the FM listening audience is being substantially underestimated and that the continued use of rating techniques developed for AM radio can only aggravate the situation. "Until a valid system of FM audience measurement is established, the margin of inaccuracy can be expected to increase at an accelerating pace," Mr. Schulke said.

"The FM medium," he observed, "must not be penalized by the same historic research problems or the lack of cohesion in solving these problems which have conceivably lost AM radio hundreds of millions of dollars in advertising revenue." According to the NAFMB president, use of AM research techniques is shortchanging the FM audience on the following counts:

- No consideration of the basic differences in signal and program characteristics.
- Failure to modernize techniques that have prevailed since before television.
- Failure to consider the technical advantages of FM (interference free and line-of-sight signal).
- Lack of measurement of a substantial portion of the FM audience outside AM metropolitan areas but within the same metropolitan TV boundaries.
- A temptation to cluster samples in low-income metropolitan areas.
- High AM call letter identification, normally lacking in FM, when recall techniques are used.

■ Failure to secure a proportionate number of respondents among high income homes.

■ Confusion on the part of respondents in distinguishing between AM and FM bands gives the standard band much credit for listening which actually belongs to FM.

Separate Ratings ■ Mr. Schulke reiterated that NAFMB plans to underwrite an FM-only, nationwide, market-by-market survey by a major research organization (BROADCASTING, July 29). NAFMB is not searching for new methodology to solve the current problems of FM research but believes that existing measurement techniques properly applied to FM will accurately measure the audience, he said.

The association hopes to have ratings from 10 major FM markets this year with a goal of 50 by next spring. The company which will conduct the FM research has not yet been selected, although a contract may be signed within the next two weeks. NAFMB also expects to consult extensively with the Advertising Research Foundation.

Many potential biases against FM are inherent in AM-oriented research attempts to measure both forms of radio with the same yardstick, Mr. Schulke said. AM ratings, he pointed out, have been compromised to include only the Census Bureau's standard metropolitan areas instead of the actual AM and FM coverage areas for individual markets. "Because of such complicating factors as ground wave propagation, ionospheric reflection, clear channels and directional antennas, the primary AM listening area for each market is difficult to define," he said. "But, this is an AM radio problem and not a concern that should be allowed to

handicap FM research."

FM, Mr. Schulke maintained, has the technical advantage over AM of delivering interference-free, line-of-sight signals both day and night which places a large part of the FM and TV audience outside the AM metropolitan area. The difference is sizeable, he said, in pointing to Cleveland and Los Angeles. Los Angeles is credited with 2.2 million radio homes, compared to 2.9 million TV homes, he said, shortchanging FM by some 700,000 homes. In Cleveland the discrepancy is 800,000 homes, he said, with FM's potential reduced by over 50% when the AM metropolitan area is measured.

Where It Hurts ■ "All current research indicates that FM attracts listeners in higher-income, better-educated homes," the NAFMB president said. "They tend to be concentrated in suburbia and exurbia, on the edges and outside of the census-defined metropolitan areas. Obviously, any sampling that is disproportionately confined to the center of cities, in low-income or low-FM-set-penetration areas, would increase AM ratings and cause understatements for FM."

When the "temptation" to cluster sample homes in high AM-listening areas is not resisted, FM suffers a great injustice, he said.

FM, unlike the standard band, does not have the need for improvement in the measurement of the out-of-home audience, Mr. Schulke said, which further points up the fact that FM can not be measured by AM standards. AM, he said, is searching for an accurate method of determining outside listening which will further shortchange FM if the two services are lumped under one survey.

based on advice from their national sales representatives, as well as legal counsel. Both groups also have warned their station clients to carefully avoid any implication of program hypoing during field work for audience measurements.

One Washington lawyer characterized the FTC's warning thusly: "Broadcasters, you had better follow our guidelines in the use of ratings but what our guidelines prohibit are for us to know and you to find out."

Douglas Anello, NAB general counsel, however, is not overly concerned

with the FTC's crackdown. He interpreted the agency statement as telling the industry for the first time that a broadcaster will be considered an advertiser as well as a carrier of advertising. "In order for the FTC to move against a station, it must prove that use of ratings was a deceptive practice," he said.

Other lawyers, who refused to let their names be used, thought Mr. Anello had oversimplified the problem. "The commission doesn't have to prove a thing to issue a damaging complaint," was their consensus.

A radio representative now stamps all its ratings material as representing "estimates only." The disclaimer goes on all letters in which audience survey claims are mentioned.

Another leading radio and television station representative has advised its stations—by telephone, not mail—to avoid all audience promotions that could be interpreted as intended to increase tune-in to the stations during rating periods. One station protested that it had prepared an extensive promotion campaign, including bus and taxi cards, to pump up interest for a new show it was in-



Mr. Schulke

The single most negative development in ratings research that would continue the lack of recognition of FM's actual listeners would be general acceptance of audience reports probability by ranges rather than numerical ratings, Mr. Schulke said. "This form of reporting is not only technically incorrect but very misleading. It would encourage further distortion, misuse and misinterpretation of ratings estimates by substitution of the less probable for the more probable. It would provide printed reports indicating that many FM stations could have no audiences when in fact their audiences are very substantial."

introducing—coincidentally just in advance of a ratings period—but the representative said the station would be wise to wait until the ratings period was ended. The station postponed the campaign.

This same representative stamps all its contracts with a legend reading, in paraphrase, "Warning: All audience figures that have been quoted have been obtained from established audience measurement firms, but the station has not verified the information and makes no claims as to its accuracy."

Some time ago the Station Repre-

sentatives Association asked its Washington counsel, Harry Plotkin and Earl Kintner (former FTC chairman), to write an advisory. They advised representatives and their stations to accompany all audience measurement claims with disclaimers saying the figures came from services over which the stations (and their representatives) had no control and were susceptible to normal statistical error. SRA told its members that the language of the disclaimer ought not to be lifted word for word but used as a guide for language that representatives and their stations should individually draft.

Mixed Reactions ■ Ask a station representative what effect the situation has had on fall selling and you will get as many different theories as persons asked. Citing stations which have postponed or changed advertising and promotions, many claim the industry's total selling effort has been hurt substantially. In many instances, even intraoffice memos have been revised because of inclusion of ratings materials on the fear they might sometime wind up in the hands of the FTC.

Many radio broadcasters, in particular, are more than a little upset. There is no doubt, many representatives say, that radio has suffered more than television. Most affected have been brochures, mailing pieces, trade advertising and billboards directed toward prospective advertisers by stations.

A TV representative said the disclaimer will not hurt the legitimate broadcaster who will quote the full report without trying to extract favorable bits or seek a special "hook." He predicted the end result will be to the good in cleaning up borderline station promotions.

FTC Speaks ■ Charles A. Sweeny, chief of the FTC's food and drug advertising division, did little to clear the air for broadcasters in a speech last week at the RAB management conference in Hot Springs, Va. He began by saying that he probably would not give answers on ratings which the industry is looking for because the FTC has not made an official ruling which would serve as a guide.

"I come to you today with more questions than answers—with more don'ts than do's," he said. Too many broadcasters, he claimed, have lost sight of the real purpose of ratings—to measure broadcast audiences as accurately as possible with the tools at hand. "You may not appreciate, for example, how surprised I am by the indifference to hypoing."

In its investigation, Mr. Sweeny said, the FTC wants to know "anything and everything which may affect the accuracy of the results. . . . In the hypoing situation, we want to know whether

we are actually determining as precisely possible the real listening audience or instead only how effectively a give-away program juiced it up."

Despite warnings by Congress, the FCC and FTC, broadcasters "have not been reading their mail" on the use of ratings, he said. "I still see in trade magazines and in daily newspapers the same bold, unqualified, precise audience claims that broadcasting stations were publishing a year ago. It would seem that broadcasters have had ample time and opportunity to read the handwriting on the wall and in their mail."

The FTC, he said, has a "very clear, legal responsibility to police ratings and their use and firmly intends to discharge that responsibility as fully as possible." Stressing this, Mr. Sweeny added:

"We are presently investigating the advertising of broadcasters and certain others to determine whether the claims are false and misleading. I cannot discuss those cases. I can say, generally, that we anticipate that advertisements based on special surveys will be given careful scrutiny. I can also ask you if you doubt that we are extremely curious to learn how certain broadcasters propose to justify the claims they are making, in the light of recent developments, when questioned by FTC attorneys and, possibly more important, what answers they will have for [FCC] Commissioner [Kenneth] Cox and his fellow commissioners."

Speaking later, at the same RAB meeting, Commissioner Cox said that he hoped the industry could cure its own ratings problems without the necessity for further government intervention.

Waiting List ■ Nine ratings services, including all the major organizations, have applied to the NAB's Ratings Council for accreditation, Mr. McGannon announced following last Monday's meeting. They are Nielsen, ARB, C. E. Hooper Inc., Trendex Inc., The Pulse Inc., Trace, Sindlinger and Co., SRDS Data Inc. and Alfred Politz Research.

The council has sent detailed questionnaires to the research firms covering every facet of their activity and asking for replies by the first week in October. An executive of one firm said the NAB questionnaire is a "staggering thing" and another researcher called the compiling of answers a "monstrous job."

Great detail on the entire operations of the survey firms is sought by the NAB with the questions reportedly much more comprehensive than those asked by the congressional subcommittee and the FTC. The questionnaires were individually tailored for each survey firm and are different in many respects.

Representatives of the Association of National Advertisers and the American Association of Advertising Agencies also met with the Ratings Council Mon-

THE RATINGS MESS: ANYWAY OUT? continued

day on many phases of the massive program, including the proposed criteria and standards for research firms subscribing to the NAB audit and "seal." A first draft of the criteria was discussed at length and will soon be ready for release to the ratings companies.

Unresolved Issue ■ Many are advocating that the NAB recommend that ratings be published in ranges of probable accuracy instead of in their current form. A majority of advertisers and agencies reportedly favored this approach at last week's meeting with the Rating Council and want such a stipulation included in the criteria to be presented to the research firms.

Congressmen and some at the FTC also have recommended such an approach, since, they maintain, a station with a 7 could actually have the same audience as one with 14 for a given time period. The use of ranges rather than precise ratings, the advocates maintain, would stop widespread No. 1 claims when only one or two points are the deciding factor.

A researcher, however, said that such

a requirement would set the research field back 30 years. Assuming reasonable accuracy of the sample, the actual rating is the published figure in a huge majority of cases. The odds are "astronomical," he said, that a 14 station would be at its lowest possible variation (say an 11) at the same time a station with a 7 rating reached its highest possible range at the same 11 points.

"Those recommending this course just do not know what they are talking about," he said.

RAB, in its five-month crusade to obtain financial and moral support from the NAB for its radio-only ratings methodology study, has submitted a revised outline of its plan to the research committee. Validity is its basic objective, RAB said, with measurement of radio's vast, uncounted audience also a "universally desired objective."

The radio sales bureau has moved back its planned Sept. 1 starting date for the research of radio researchers but still hopes to be in the field this fall under the auspices of the Audits

and Surveys Co., New York, which prepared the latest summary for the RAB. In stressing that it is seeking knowledge of methods of research first, RAB said that "audience facts are merely the by-product, no matter how useful these numbers may prove in selling activities." Overall objectives, RAB said, are:

- To study variations in estimates yielded by techniques designed to measure the size and characteristics of radio audiences.

- To develop a procedure that will allow for local audience measurements that are optimal in terms of reliability, validity and cost.

RAB now plans to await an answer from the NAB before it begins pretesting in three markets—New York, St. Louis and Cheyenne, Wyo.

Miles David, administrative vice president of RAB, is reporting on the bureau's ratings plans during the bureau's management clinics now in their second week. He said a chain of pilot studys will lead up to the major research and that as findings are uncovered from the smaller tests, plans for successive surveys will be adjusted accordingly.

BROADCAST ADVERTISING

Auto broadcast budget up \$10 million

LAST YEAR'S \$65 MILLION FOR RADIO-TV TO REACH \$75 THIS SEASON

Broadcast spending by auto makers is expected to jump by at least \$10 million during the 1963-64 car season. The increase is abetted by continuing increases in network TV, a slight expansion in the use of spot TV and a more substantial use of network and spot radio.

Spending by companies is by no means uniform. Some manufacturers are blueprinting extra dollars for TV this year, and others are planning cutbacks. But overall business is expected to be up.

This is the broad picture as the car builders enter their introductory campaigns for 1964 models that start this week and continue into the early fall.

As new makes and models came off assembly lines last week, BROADCASTING canvassed auto makers, their agencies and radio-TV executives.

As usual, auto manufacturers were reluctant to discuss financial phases of their advertising programs. Aside from traditional silence, they pointed out their plans are firm only through the final quarter of the year and strategy for the remainder of the car-selling season is partly predicated upon competitive situations that arise in the months ahead.

The current estimate of an addition

of \$10 million or more for the broadcast media during the 1963-64 car year emerged from discussions with executives at networks and station representatives and advertising agencies associated with the auto industry. It was based on current advertising plans of the auto majors and a projection of their future course of action.

Network Basic ■ Specific breakdowns on spending were difficult to obtain. Network TV, as usual, will be the backbone medium in the broadcast area. In terms of gross time investment (not counting expenditures for programing), auto makers spent in the neighborhood of \$65 million in network and spot TV

during the 1962-63 season, roughly \$10 million more than in the 1961-62 season. Informed estimates are that network and spot TV gross time expenditures probably will not rise as sharply this year but should approximate \$7-\$8 million.

Network and spot radio will probably gain by about \$2 million in the 1963-64 car year, which, some authorities estimated, billed in the neighborhood of \$18-\$20 million in 1962-63.

The consensus seemed to be that Chrysler Corp. will probably show the most dramatic gain in the broadcast media, largely because of its full sponsorship of NBC-TV's weekly one-hour *Bob Hope Show*. Whereas its investment in *Empire* last year was reported to be about \$6 million, Chrysler's tab for the Hope programs may run as high as \$15 million (time and talent) for the year.

American Motors Up ■ Another substantial gainer among auto companies is expected to be American Motors, which will broaden its investment in television by more than \$2 million. Authoritative sources say American Motors spent slightly more than \$500,000 in network TV during the 1962-63 year but claimed the figure should rise to about \$3 million this coming year with its alternate week, half-hour sponsor-

Volkswagen buys

Among the late buyers of network TV for the new auto model year was the Worldwide Automobiles Corp., distributor of Volkswagen. Weekly participations have been purchased in *The Richard Boone Show*, which starts Sept. 24 on NBC-TV, 9-10 p.m. EDT. Doyle Dane Bernbach is the agency.

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"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

ship of CBS-TV's *The Danny Kaye Show*.

On the other hand, observers of auto business felt that TV spending by Ford and Chevrolet probably would decline because of anticipated decreases in network TV spending. One authority said Chevrolet expenditures might be down as much as \$1.5 million, largely because of the company's cancellation of *My Three Sons* on ABC-TV and Ford by \$300,000 because of a decrease in professional football sponsorship. He noted that Chevrolet is allotting additional funds to spot TV and to saturation network campaigns, but contended that Chevrolet's overall spending will be down for 1963-64.

A summary of the broadcast plans of

the major auto manufacturers follows:

The Pontiac Division, General Motors Corp., has bought participations in a sizeable number of ABC-TV and NBC-TV prime time programs. On ABC-TV, its buys include *The Fugitive*, *The Jerry Lewis Show*, *Burke's Law*, *Outer Limits*, *77 Sunset Strip* and *Combat*. On NBC-TV Pontiac is participating in *Monday Night at the Movies*, *Sing Along With Mitch*, *Mr. Novak*, *Espionage*, *Eleventh Hour*, *The Lieutenant*, *Saturday Night at the Movies* and on Oct. 3 only on *Tonight* and *Today*.

Pontiac, in recent years, has been traditionally light in spot TV with less than \$500,000 in the medium, but reportedly has been widening its participation in spot radio, and may spend

as much as \$1.5 million in the coming year. Agency is MacManus, John & Adams, Bloomfield Hills, Mich.

Chevrolet Division, General Motors, reports it is making an "interesting innovation" in its introductory campaign this year with the purchase of 41 commercial minutes over the ABC-TV network on 13 morning, afternoon and evening shows on Sept. 27. With the inclusion of commercial time on CBS-TV's *Route 66* on Sept. 28 and a 5½ minute *Blockbuster* commercial on NBC-TV's *Bonanza* on Sept. 30, Chevrolet will benefit by 59 commercial minutes over a four-day period. Throughout the year, Chevrolet will continue as a sponsor of *Bonanza* and *Route 66* through the season.

In radio, Chevrolet is buying 39 spots over a 10-day introductory period on about 400 major stations, and throughout the year sponsors news broadcasts on NBC and CBS Radio. Agency: Campbell-Ewald, Detroit.

Buick Division, General Motors, is active in network TV this year with participations on the *Jimmy Dean Show* on ABC-TV and on *Temple Houston*, *Monday Night at the Movies*, *Sing Along With Mitch*, *Mr. Novak*, *Saturday Night at the Movies*, and *Eleventh Hour*, all on NBC-TV.

Buick will continue its role in spot radio and, according to rep officials, can be expected to spend a substantial \$2 million this year. Reps also are elated that Buick is expanding its spot TV by launching a six-week campaign in late September, using two spots per week on two stations in the top 31 markets of the country. Agency for Buick is McCann-Erickson, Detroit.

The Oldsmobile Division of General Motors is spearheading its broadcast advertising investment with an alternate week purchase of *The Garry Moore Show* on CBS-TV, spending some \$5 million. It is expected to use spot TV and spot radio sparingly. Agency is D. P. Brother & Co., Detroit.

The Cadillac Motor Car Division of GM will continue to be heavily oriented toward print, but representatives are hopeful that it will continue to invest in a brisk manner in spot radio. Cadillac has been spending about \$1 million in spot radio and usually invests several thousand dollars in spot TV and the outlook is for more of this buying pattern. Agency is MacManus, John & Adams, Bloomfield Hills, Mich.

Ford Division, Ford Motor Co. is cutting back an estimated \$300,000 in network TV, traceable largely to a reduction of its participation in the National Football League telecasts on CBS-TV as compared with last season. Ford also will sponsor *Hazel* on NBC-TV and half of the 90-minute *Arrest and Trial* on ABC-TV.

Ford's Plans ■ During the three-week



20-second commercial's efficiency proved

The efficiency of the 20-second commercial is 83% that of the minute, according to a study recently completed by Schwerin Research Corp., while its popularity with viewers is 84% higher.

Brand name recall is practically identical, the research firm found, even though the minute has three times the exposure in elapsed time. The 20-second commercial viewer has brand recall of 92% if that for the minute commercial viewer is classed at 100%. On sales points the 20 has average recall of 72% as compared with the minutes' 100%. Summing up, Schwerin says: "The 20-second commercial performs well on all measures applied to it. The losses in motivating efficiency and sales point and brand recall, incurred in going from 60 to 20 seconds, are disproportionately low. The effective 20-second commercial represents a genuine broadcasting bargain."

Commercial effectiveness was the

subject of a luncheon presentation and afternoon seminar given by WTOP-TV Washington and its national representative, Television Advertising Representatives, on Sept. 11 in Washington. Presentation by TvAR's Robert M. Hoffman, vice president, marketing and research, was followed by the seminar conducted by advertising consultant Harry Wayne McMahon. Shown (l to r) are Robert McGredy, vice president and managing director, TvAR, New York; Thomas Miller, of Carl Levin Associates, Washington; Mr. McMahon, and John Ward, WTOP-TV local sales manager.

George F. Hartford, WTOP-TV vice president and general manager, was host to the 99 advertising and agency people who attended the presentation. It has been shown in Boston, Baltimore, Cleveland, San Francisco and Los Angeles. During September further showings are scheduled for Pittsburgh, Charlotte, N. C., and Jacksonville, Fla.

Fresno is the nation's #1 agricultural county

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to reach this prime California market

Pine Flat Dam is only one of the vast water sources that contribute to the agricultural fertility of the inland valley. Here many people live and work — people you want to reach because of their buying power. The way to do it? Beeline Radio KMJ. And KMJ is only one of four Beeline stations — the key to California's rich inland valley and Western Nevada.

McGLATCHY BROADCASTING COMPANY

delivers more for the money in Inland California and Western Nevada

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Audience research at ARF

Charles P. Howze Jr., chief counsel of the House Special Subcommittee on Investigations, will talk on "Broadcast Audience Research—The Goldfish Bowl" in New York on Oct. 1.

The Advertising Research Foundation is announcing today (Monday) that Mr. Howze will speak at its ninth annual conference after a presentation on media research by John F. Maloney, director of research of the Reader's Digest Association. He'll be preceded by ARF's chairman, Lyndon O. Brown, senior vice president of Dancer-Fitzgerald-Sample, who will discuss ARF's policy on audience measurement problems.

car introduction period in September and October, Ford will sponsor eight five-minute programs on *Monitor* and participate in six sports broadcasts on Mutual. The company also will conduct a three-week spot radio campaign in 61 major markets. Ford may spend as much as \$2.5 million in spot radio during the year, while spot TV business is not expected to go higher than \$350,000. Ford business is placed through J. Walter Thompson Co., Detroit and New York. The company's commercial spokesman this year is Dave Garroway.

The Lincoln-Mercury Division of Ford is expected to maintain its radio-TV budget of the last car year, with its network TV budget of \$2.5 million reduced slightly but radio raised, particularly in network. The division has bought participations on various ABC-TV programs and is expanding its radio schedule on CBS Radio, NBC Radio and Mutual. The agency is Kenyon & Eckhardt, Detroit.

Chrysler Push ■ Chrysler Corp. will center its main push this year on NBC-TV's *The Bob Hope Show*, said to cost \$15 million, and on which it will advertise its Chrysler, Plymouth and Valiant cars. Chrysler and the other makes also will receive exposure on NBC-TV's coverage of the World Series, Rose Bowl and All-Star baseball game.

Network and spot radio will be used during the introductory campaign for one week. Dealer associations for Chrysler-Imperial cars and for Plymouth-Valiant autos are planning to use local radio and/or TV campaigns. The agency for the Chrysler Corp. is Young & Rubicam, which also represents the Chrysler-Imperial Dealer Association.

N. W. Ayer & Son, Detroit, represents the Plymouth-Valiant auto dealers.

Dodge Division of Chrysler is im-

plementing a major "scatter plan" on network TV during the fall period, buying a total of 41 minutes on 13 programs on the three networks. The campaign begins on Sept. 20 and ends on Nov. 22.

Dodge launched an usual teaser campaign last Thursday (Sept. 12) using 10-second ID's to flash images of its new Dodge, Dart and Dodge 880 makes. This undertaking will last eight days and uses 135 stations in 50 major markets. As in the past, Dodge is expected to utilize spot TV and radio to a considerable extent. Following the ID teaser effort, Dodge will begin a three-week spot TV campaign in 35 markets. Dodge is expected to invest about \$1 million in spot radio, scheduling flights throughout the year. The agency for Dodge is BBDO, Detroit.

American Motors Corp., on behalf of its Rambler cars, is expanding its TV effort this year with an approximate \$3 million investment in CBS-TV's *Danny Kaye Show*. It is probable that American Motors will cut back on its spot TV investment, but the company, nevertheless, will be expanding its overall broadcast budget by more than \$2 million because of heavy network sponsorship. The company also maintains a 52-week schedule on *Monitor* over NBC Radio. The agency is Geyer, Morey, Ballard Inc., Detroit.

BEEP FROM JEEP ■ Kaiser Jeep Corp.

is putting its broadcast eggs in the network TV basket during the last quarter with 42 minutes bought in ABC-TV's *Greatest Show on Earth*, and no immediate plans for spot TV or any radio.

Spending approximately \$1.8 million in the ABC-TV program for the 13-week period and holding options for the next two quarters, Kaiser may branch into spot television depending on the success of *Greatest Show*. The Kaiser Jeep Corp. broadcast budget for the year is expected to go up sharply from approximately \$3 million last year to an estimated \$5 million. The 42 network minutes in the last quarter compare to 20 minutes purchased in the last quarter of 1962.

Any radio advertising for the Kaiser Jeep line will be done at the local level without the aid of cooperative budgets, according to the firm's present plans. Agency is Norman, Craig & Kummel, Toledo.

The Studebaker Corp., a smaller producer among the auto giants, has dropped its sponsorship of *Mr. Ed* on CBS-TV. Although it is using participations on the NCAA telecasts, Studebaker's expenditure in network TV is expected to drop sharply. Studebaker probably will expand its spot TV spending considerably to offset, in part, its defection from network TV.

The agency is D'Arcy Advertising, New York.

CIGARETTE WITHDRAWAL SYMPTOMS

Loss of ad revenue may shut down some college stations

College radio stations began feeling the pinch last week of last summer's cancellation by cigarette companies of campus advertising (BROADCASTING, June 24 *et seq.*).

With the opening of fall college terms, a leading national sales representative for college radio stations predicted as many as 20 stations may discontinue operations as a result of the tobacco withdrawal.

Robert Vance, the president of College Radio Corp., said last week that the loss of the tobacco accounts would cost his stations over \$100,000. The tobacco advertising, he explained, was used to finance use by stations of the United Press International wire service, at the rate of approximately \$1,000 per station.

"Without a news service," Mr. Vance said, "stations find it difficult to compete in the ratings, and without good ratings, advertising sales are seriously hurt."

Of the 119 stations represented by College Radio Corp., approximately 90 take the UPI service. Mr. Vance estimated that as many as 25% of these stations may go out of operation. He

described the tobacco company departure from campus advertising as "the most serious setback for college radio since it really got going in 1951." Tobacco advertising, he said, accounted for over 50% of college radio stations' budgets.

American Tobacco Co. sponsored the college news service for eight years, followed for two years by Liggett & Myers, and last year Brown & Williamson and Ford Motor Co. shared the expense. Mr. Vance said Ford's purchase was made in the spring, and he was uncertain as to whether it would return this year.

Mr. Vance indicated that he was seeking to replace the tobacco advertisers with a national sponsor "who wants to reach the college market, and who also realizes that he can bail college radio out of a very tough spot right now."

He didn't feel that sufficient local advertising could be mustered by most of the stations to sustain the news service, and noted that stations most likely to suffer would be "smaller colleges in small towns, or even well-known colleges in the West."

boor

Boor or bore, rude or crude, tiresome or annoying, each is equally dangerous to broadcasting. Equally unprofitable, too. Programming a tasteless diet of pap neither nourishes the mind, nor feeds the imagination. People watch. People listen. People know.

POST • NEWSWEEK STATIONS

A DIVISION OF THE WASHINGTON POST COMPANY

WTOP-TV, WASHINGTON, D.C.

WJXT, JACKSONVILLE, FLORIDA

WTOP RADIO, WASHINGTON, D.C.



Spot TV's doing better than expected

SECOND-QUARTER GAIN EXCEEDS TvB'S OPTIMISTIC FORECAST

Spot television time sales—national and regional—amounted to \$223,106,000 for the second quarter of 1963. This is an increase of 18.5%, more than had been anticipated.

Norman E. Cash, Television Bureau of Advertising president, had estimated a 15% increase in mid-summer (BROADCASTING, Aug. 12).

The second quarter gross time billing for spot TV is based on an analysis of the same 330 stations reported in the second quarter of 1962 when \$189,433,000 had been reported.

Releasing its figures today (Sept. 16), TvB notes that automotive product classification shows a substantial dollar and percentage gain over the 1962 second quarter. The category went up from \$7.4 million to \$9.1 million, up 23%.

Other boosts: Clothing, furnishings

and accessories from \$2.7 million to \$4.2 million (+ 57%), confections and soft drinks from \$14.1 million to \$18.7 million (+ 32%), household paper products from \$2.8 million to \$4.1 million (+ 43%), and transportation and travel from \$1.7 million to \$3.2 million (+ 89%).

Among the leading advertisers reporting gains in their spot spending for the quarter: Alberto-Culver in a near-\$1 million jump to \$3.4 million; Anheuser-Busch from \$1.4 million to \$2.2 million; Bristol-Myers nearly doubling its spot to \$5.3 million; Colgate-Palmolive going up about \$1.8 million to \$7.3 million; General Mills climbing from \$2.4 million to \$3.7 million; Lever Bros. adding more than \$2 million for its \$6.6 million; Procter & Gamble adding \$2 million to reach \$17.4 million; R. J. Reynolds up from \$758,000 to

\$2.3 million, and Warner-Lambert Pharmaceutical increasing from \$690,800 to \$2.6 million.

According to the bureau's compilations supplied by N. C. Rorabaugh Co., announcements accounted for \$185.4 million of the total \$223.1 million; ID's were responsible for \$18.1 million and programs \$19.5 million.

In a breakdown of time periods: \$64.3 million was bought in the general night classification, \$56.9 million in the early evening, \$52.5 million in daytime, and \$49.2 million at late night.

TOP 100 SPOT TV ADVERTISERS SECOND QUARTER 1963

(Source: TvB-Rorabaugh)

Rank	Company	Billings
1.	Procter & Gamble	\$17,456,600
2.	General Foods	7,620,000
3.	Colgate Palmolive	7,373,900
4.	Lever Brothers	6,614,500
5.	Bristol-Myers	5,359,900
6.	William Wrigley Jr. Co.	4,276,200
7.	Coca-Cola bottlers	4,173,600
8.	General Mills	3,782,000
9.	American Home Products	3,420,800
10.	Alberto-Culver Co.	3,417,200
11.	Warner-Lambert	2,657,200
12.	P. Lorillard	2,641,900
13.	Jos. Schlitz Brewing	2,636,400
14.	Kellogg	2,330,300
15.	R. J. Reynolds Tobacco	2,327,500
16.	Anheuser-Busch	2,260,000
17.	Continental Baking	2,255,100
18.	Ford Motor dealers	2,184,000
19.	Shell Oil	1,998,100
20.	International Latex	1,927,200
21.	Gillette	1,917,000
22.	Standard Brands	1,879,000
23.	General Motors dealers	1,821,800
24.	Pepsi Cola bottlers	1,722,600
25.	Beech-Nut Life Savers	1,666,100
26.	Miles Laboratories	1,627,600
27.	American Tobacco	1,613,300
28.	Carter Products	1,606,700
29.	Philip Morris	1,598,100
30.	Food Mfrs. Inc.	1,493,100
31.	Corn Products	1,446,700
32.	National Biscuit	1,406,600
33.	Avon Products	1,289,400
34.	Simoniz	1,260,800
35.	Chrysler dealers	1,246,500
36.	Canadian Breweries Ltd.	1,231,600
37.	Pabst Brewing	1,205,200
38.	Liggett & Myers	1,145,300
39.	Socony Mobil	1,120,200
40.	Sears, Roebuck	975,600
41.	Theo. Hamm Brewing	943,400
42.	Brown & Williamson	936,500
43.	Royal Crown bottlers	929,500
44.	Eastman Kodak	907,400
45.	J. A. Folger	879,000
46.	Chesebrough-Pond's	839,600
47.	John Hancock Mutual Life	827,000
48.	Ralston Purina	816,200
49.	Welch Grape Juice	816,000
50.	Pet Milk	815,700
51.	United Vintners	813,900
52.	National Dairy Products	802,900
53.	Campbell Soup	784,300
54.	Helene Curtis	773,900
55.	U. S. Borax Chemical	766,100
56.	P. Ballantine	765,800
57.	Wm. B. Reily & Co.	752,400

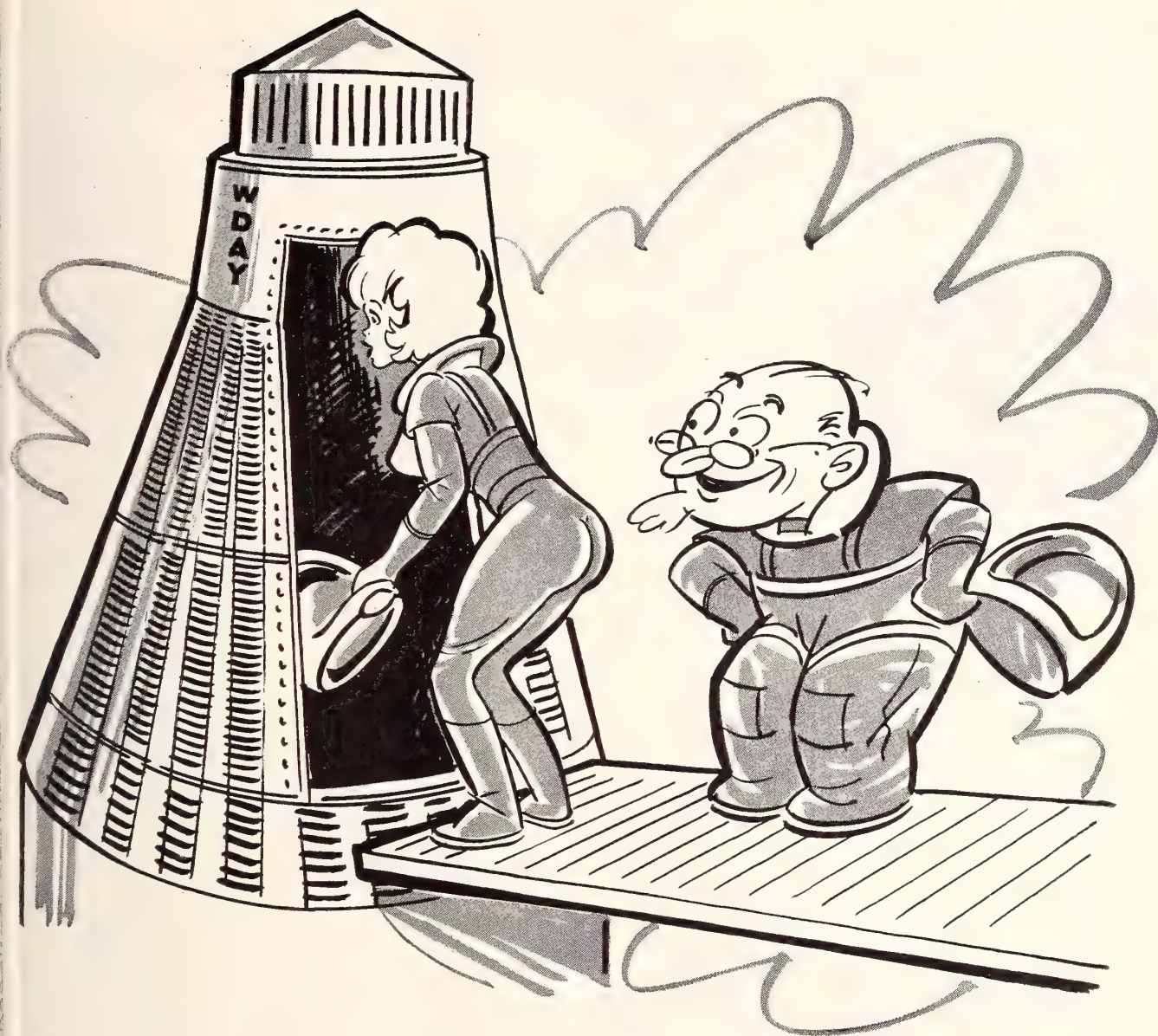


An expressive face for White Owl cigars

The man with the cigar is the famed French comedian Fernandel, shown in a scene from one of two commercials he made this past summer in Paris for White Owl cigars. Each of the commercials is said to have cost \$25,000 to produce. They

will be shown alternately on the White Owl-sponsored *NCAA Football Game of the Week* on CBS-TV.

The commercials were produced by MPO Videotronics in association with the White Owl agency, Young & Rubicam, New York.



Us Hayseeds are in ORBIT!

Why is it, you suppose, that for years and years, the Fargo-Moorhead "Metro Area Retail-Sales-Per-Household" are at or very near the top in Standard Rate & Data's entire list?

It's because us Hayseeds are just plain *rich*, that's why! Get out your Encyclopaedia Britannica and turn to the Red River Valley . . . "One of the most fertile agricultural areas in the United States," it says!

Yes, it's true. As a consequence, dozens of top national advertisers give WDAY and WDAY-TV bigger schedules than you'd expect — often the *same* kind of schedules they set up for top-50-market areas. Ask PGW for the facts.

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

ANOTHER VALUABLE ADVERTISING OPPORTUNITY ON **WNBC-TV** NEW YORK



**Delivers a large
daytime audience
through minute par-
ticipations in an
engrossing new live
local weekday series.**

HERE'S HOW IT WORKS

YOU BUY one minute spots within "Tell Us More," Mon-Fri, 1-1:30 PM—cost is \$600 gross per single spot; the six-times rate is \$420, the 12-times rate \$360.

YOU GET excellent exposure plus product identification with an absorbing new housewife-directed series that, every weekday, reveals the private life of two different public figures. Your commercial may be delivered by host Conrad Nagel.

IT GIVES YOU MORE FOR YOUR TELEVISION DOLLAR

Ask your WNBC-TV or NBC Spot Sales Representative for complete details.

WNBC-TV 4 NEW YORK

Rank	Company	Billings
58.	American Motors dealers	\$725,400
59.	Pure Oil	703,400
60.	American Cyanamid	692,800
61.	U. S. Rubber	681,100
62.	Menley & James Labs	672,900
63.	Hills Bros.	664,500
64.	Shulton	659,300
65.	Scott Paper	648,400
66.	American Oil	640,000
67.	Texize Chemicals	635,700
68.	Borden	635,600
69.	Lucky Lager Brewing	630,300
70.	Gerber Products	622,300
71.	Falstaff Brewing	616,900
72.	American Bakeries	613,600
73.	Phillips Petroleum	612,800
74.	B. F. Goodrich	601,200
75.	Humble Oil & Refining	591,900
76.	American Sugar Refining	590,300
77.	Foremost Dairies	579,900
78.	Helena Rubinstein	552,200
79.	Ford Motor	533,700
80.	Johnson & Johnson	528,200
81.	Associated Brands	527,800
82.	Stroh Brewery	521,800
83.	Eversharp	518,100
84.	Chrysler	517,900
85.	J. H. Filbert	516,900
86.	Beecham Products	512,100
87.	Eastern Air Lines	499,500
88.	Natl Fed. of Coffee Growers of Colombia	499,100
89.	Airkem Inc.	488,700
90.	Swift & Co.	477,400
91.	Cities Service	471,300
92.	Sinclair Refining	471,200
93.	E. & J. Gallo	467,000
94.	F. & M. Schaefer Brewing	463,200
95.	Frito-Lay	462,300
96.	C. Schmidt & Sons	460,700
97.	Maybelline	458,100
98.	Sterling Drug	457,700
99.	Phillips-Van Heusen	456,500
100.	Greyhound	448,900

Is there more spot TV in Sears's future?

Broadcast executives were wondering last week if the Sears, Roebuck & Co. spot TV test in three major markets next month will be expanded elsewhere.

The Sears, Roebuck campaign, details of which were closely guarded by the retail store chain, also involve a new arrangement with North Advertising in Chicago. North has been assigned the new spot TV test which will run for 13 weeks in Chicago, New Orleans and Kansas City, Mo., starting Oct. 6. But Ogilvy, Benson & Mather in New York handles national advertising (mostly in print) for Sears. The chain has indicated OB&M is unaffected by the North assignment.

Though the spot TV test in itself is of no significant size—and Sears has been testing TV for some time—any deviation from the print path by the retailer causes instant attention because of Sears's big advertising budget. Trade estimates of its advertising show some \$40 million in catalogues out of approximately \$53 million in the total budget. Most of the Sears stores across the country use newspapers, though there is some local TV use.

Advertisers buy 70% of children's TV special

The Nestle Co., White Plains, N. Y., the Irwin Corp., Nashua, N. H., and the Transogram Co., New York, have purchased participations in a special Thanksgiving Day TV special commissioned by Helitzer, Waring & Wayne, an agency specializing in children's advertising.

The hour show, *The Cowboy and the Tiger*, is now 70% sold, according to agency president Melvin Helitzer. Of 10 commercial minutes available, he said, seven have been purchased, with the other three still available to non-competitive advertisers in the children's field.

Products involved are Nestle's Quik (through McCann-Erickson, New York), Transogram's plastic dog, Pretzel, and two games, Dream Date and Miss Popularity, and Dandy, the Lion, a plastic toy made by Irwin. HW&W handles the latter two accounts.

The program will appear in 25 markets.

Philip Morris has time in 12 hours on CBS-TV

Philip Morris Inc., an \$11.3 million spender in network television last year, will participate in sponsorship of 12 hours of CBS-TV programing this season.

One new program is listed on the Philip Morris roster—*East Side, West Side*—along with six other hour-long programs — *The Red Skelton Show*, *Rawhide*, *Perry Mason*, *Route 66*, *The Alfred Hitchcock Hour*, and *Jackie Gleason's American Scene Magazine*.

Philip Morris will also be a sponsor of *CBS Evening News With Walter Cronkite*, and the entire schedule of National Football League games carried by CBS-TV. Sponsorship will be on behalf of Philip Morris products Alpine, Parliament, Philip Morris Commander, Marlboro, and Paxton as well as Pal stainless steel razor, Pal stainless steel injector blades, and Personna stainless steel double edge blades, manufactured by Philip Morris subsidiary, American Safety Razor Co.

BAR revises its monitoring service

Broadcast Advertisers Reports Inc. is placing into effect a modified version of its 24-hour, daily monitoring service.

In its new program, BAR will monitor for one week each month a total of 237 TV stations covering 75 markets in the United States. A total of 12 reports will be issued. The new target is 398,160 broadcast hours for the

T M P

TMP — Test Market Plan — is an exclusive market research service developed by Blair Television and offered to advertisers who want to test the effectiveness of their advertising. More than 1 out of 4 of the top 100 U. S. advertisers have used TMP. And others are turning to it every day.

Based on before-and-after surveys and in use since 1957, TMP has already accomplished much more than was originally envisioned. It has been used to test brand awareness, introduce a new product, test the impact of copy, compare the effectiveness of different media, find the right copy approach, compare time slot against time slot, match commercial against commercial, check packaging appeal, and explore many other aspects of spot television.

Blair developed TMP because, as station representatives, we know that there is no better way to sell

than to help the advertiser pinpoint his sales targets, needs and methods. And as representatives of key stations in most of America's major cities, Blair knows their marketing areas firsthand, and knows how to make spot television sell in these areas.

For any advertiser who qualifies, the Blair Research Department will develop a simple questionnaire that asks the questions he wants answered. And we will help select the necessary test market or markets, secure the test schedules and choose the best method of interviewing. All these research costs are absorbed by Blair and its represented stations. The advertisers pay only the normal media costs involved.

Your Blair salesman or The Blair Television Research Department will be happy to show you how you may qualify for TMP and how it can be tailored to your marketing goals.



BLAIR TELEVISION





'You take one pouch'



'Then boil that pouch'

COMMERCIAL PREVIEW: Peter Eckrich's media tug-of-war

It's radio vs. television in a test underway by Peter Eckrich & Sons, Fort Wayne, Ind. meat packers. Eckrich, promoting its Jiffy Joes meat and sauce package is concentrating on two of its 14 midwest mar-

keting districts, pitting the media against each other for one month in a dollar for dollar matching test to determine their relative effectiveness.

One district will be covered by WEHT(TV) Evansville and WTHI-TV

Terre Haute, both Indiana, with four one-minute announcements a week through the test period.

Spending a like sum in radio in a second district covered by WSAL Logansport, WASK Lafayette, WIOU

year starting Oct. 1.

Initially, BAR had announced plans to increase its monitoring of the 237 stations in the 75 markets every day, around the clock by the end of 1963. By last July, BAR was up to 40 markets monitoring on that basis, or more than halfway toward the goal.

But BAR said last week its program was proving "exceedingly expensive" and not financially feasible. As a consequence it will put its new modified plan into effect, and is currently negotiating credits and pricing arrangements with its agency and broadcaster customers.

To assure a continuing sampling activity, BAR will alternate the weeks to be monitored in each of the 75 markets. The monitoring service also plans to produce a monthly report for stations compared to the previous six reports a year.

Agency appointments...

- White Front Stores, San Francisco, a subsidiary of Interstate Department Stores, appoints Recht & Co., Beverly Hills. Promotion budget through the end of 1963 has been set at \$1 million. White Front currently spends in excess of \$4 million yearly in all media in Southern California. Recht will open a San Francisco office and have it completely staffed within 90 days to service the new account.

- North American Van Lines, Fort Wayne, Ind., has switched its national

account from Biddle Co., Chicago, to newly formed agency there, E. H. Russell, McCloskey & Co.

- The Government of India names Pritchard, Wood Inc., New York, as agency for tourism in the U. S.

- Nestle Co. has appointed McCann-Erickson Centroamericana as agency for Nestle milk products and Maggi soups and sauces in Central America.

'Super-Dupe 100' comes with refund guarantee

Beginning today (Sept. 16), Videotape Center will back up its "Super-Dupe 100" tape commercials with a guarantee of 100 replays or a free replacement.

The new service is designed to reduce the number of tape replacements needed by stations when film prints wear out. John B. Lanigan, Videotape Center vice president and general manager, said that most agencies must supply new film prints to local stations after 15 or 20 plays to maintain sound and picture quality.

"Our 'Super-Dupe 100's' are guaranteed to deliver superior picture and sound quality of video tape for at least five times as many plays," said Mr. Lanigan. He noted that the new service is designed to eliminate the cost and traffic problems of advertising agencies in supplying tape replacements, and that there will be no premium price for the "Super-Dupe 100."

Record attendance for 4A Western meet

The 26th annual Western region convention of the American Association of Advertising Agencies, with a record attendance of over 500 advertising and media executives anticipated, will start its formal business Wednesday morning (Sept. 18) at the Mark Hopkins hotel in San Francisco. This marks the first time a AAAA Western meeting has been held in a major metropolitan area, a change made to allow executives who are too busy to attend the entire meeting to attend at least one of the sessions, according to Donald B. Kraft, Western region chairman.

The opening business session, restricted to AAAA members, will include major policy talks by John A. Crichton, AAAA president; Arthur E. Tatham, board chairman, and Richard Turnbull, senior vice president. Other speakers at the two-day meeting include: Thomas B. Adams, Campbell-Ewald Co.; Tom Dillon, BBDO; Fred Gerlach, Gardner Advertising; Marion Harper, Interpublic; John Hunter, B. F. Goodrich Co.; Ernest A. Jones, MacManus, John & Adams; Peter Lankhoff, Young & Rubicam; Donald W. MacKinnon, Institute of Personality Assessment and Research, University of California; Sherle Maguire, creative communications consultant; William Marsteller, Marsteller Inc.; Michael O'Connor, Super Market Institute; David Rezvan, professor of mar-



'Then spoon it out'



'And eat it up'

Kokomo, WMRI Marion and WARU Peru (all Indiana), Eckrich will air 13 one-minute announcements on each station.

Looking for greater reliability in test results, the company is insuring copy similarity by adapting the soundtrack of the TV commercial for radio use.

The video portion of the commercials pictured in storyboard sequence above follows the method of preparation of the meat in a "boil-in" plastic pouch from package to pot to mouth of an apparently appreciative youngster. It closes with the Eckrich billboard accompanied by the voice-over "It's in the bag—

from Eckrich."

The audio portion, through the product explanation phase of the commercial is a jazz vocal featuring a female lead backed by a male singing group.

The commercial was produced by The Film-Makers, Chicago. Agency is Bonsib, Fort Wayne.

keting, University of California; Arthur G. Rippey, Rippey, Henderson, Bucknum & Co.; Philip Schaff Jr., Leo Burnett Co.; Gail Smith, General Motors.

A Wednesday afternoon feature will be the annual "Panel of Presidents," the heads of six agencies in all sections of the country discussing topical problems of advertising and how they are being solved. Kai Jorgensen, Hixson & Jorgensen, Los Angeles, will moderate the panel, whose members are: Frederick E. Baker, Baker & Stimpson Advertising, Seattle; Morris Hite, Tracy-Locke Co., Dallas; William W. Neal, Liller, Neal, Battle & Lindsey, Atlanta; Ivan N. Shun, Advertising Counselors of Arizona, Phoenix; Norman H. Strouse, J. Walter Thompson Co., New York; David B. Williams, Erwin Wasey, Ruthrauff & Ryan, New York.

kets plus participations in seven day-time shows on ABC-TV and CBS-TV have been scheduled. Agency is Kastor, Hilton, Chesley, Clifford & Atherton.

Silvercup Round, new circular bread, began a four-week radio and television saturation advertising campaign Sept. 9 in New York and Chicago. Agency: QBA Advertising Bureau, New York.

Steers: 'Radio-TV and press will co-exist'

William E. Steers, president of Doherty, Clifford, Steers & Shenfield, last week told a joint meeting of the Detroit Ad Club and the Audit Bureau of Circulations board of directors that "radio and television do not rule out print media . . . print and broadcast media will co-exist."

He described himself as neither "an arch-conservative," nor one who favors going to the other extreme. "Let's not confuse the continuing need for basic media measurements—like the ABC—with newer techniques that come along, even though the new always seem more glamorous than the old."

Mr. Steers spoke for a balancing of newer techniques with the old, and the retention of creativity in advertising as well as fostering of new research. "Let's remember ourselves that judgment, opinion, decision will always be required of us," he said, ". . . because we can never entirely measure or predict human behavior."

IRTS timebuying seminar schedule announced

A general outline was released last week of topics to be treated in the once-a-week International Radio & Television Society's fall Timebuying and Selling Seminar in New York.

In order, the eight sessions, each to be held 5:30-7:30 p.m. on Tuesdays, starting on Oct. 29 at CBS Radio, 49 East 52d Street, will take up:

Broadcasting as a key to the "marketing era"; broadcast research basics; the media plan; research in planning and buying; network basics; the job of the station representative; the role and functions of the timebuyer; and a look at the "exciting future" of advertising. Speakers for each session have not been announced.

A fee of \$15 is charged for registration, according to Claude Barrere, executive director, IRTS.

Berne, Vogel form agency

A new advertising agency, Berne-Vogel & Associates, has been formed in Washington by Philip F. Berne, former advertising and public relations director of Great Eastern Distributing Co., and Donald S. Vogel, previously account executive and vice-president of Kal, Ehrlich & Merrick, Washington.

Offices of the new firm are at 3636 16th Street, N.W. The firm will offer advertising services in all media for both retail and service advertisers.

Business briefly . . .

Georgia-Pacific Corp., through McCann-Marschalk, has purchased participating sponsorship in the NBC-TV News special *The Loyal Opposition* (Monday, Sept. 16, 10-10:30 p.m. EDT). The program will examine the Republican party's 1964 election preparations.

The Colfax Division of Shulton will run network and spot TV campaigns Sept. 16 through Nov. 1 for Ice-O-Derm, medicated astringent. Five to 21 spot announcements weekly in major mar-

AIRLINES BILLINGS SOAR

Spot TV budgets up 214% for first 6 months;
Eastern is well over \$1 million mark

Television Bureau of Advertising figures for January-June, released last week, indicated an increase in gross time billings of the 13 leading airline television advertisers of 219% over a similar period last year. Billings were up from \$1.4 million for the first two quarters of 1962 to \$4.5 million for the same period this year. And the entire air travel category showed an increase of 214%.

Increase of airlines' TV activity had been noticed in the spring when six of seven major domestic carriers indicated plans for exploring television possibilities (BROADCASTING, April 15). Last week's release of TvB data verified the activity, with eight airlines showing drastically increased TV budgets. Biggest spender of them all was Eastern Air Lines, which topped the million-dollar mark for the six months with spot buys totalling \$1,146,500, as compared to spot billings of \$122,600 in the same period of 1962. In addition, Eastern makes regular network buys on NBC-TV's *Today* and *Tonight* shows, and its network spending was estimated at \$228,500.

Two other airlines—National and American—made spot purchases of \$500,000 and \$250,000 respectively, after making no spot buys during the first two quarters of 1962. Another, United, increased its first half spot buys from \$6,700 to \$329,500.

Over The Top ■ According to TvB, the spot television expenditures for 1963's first half not only exceeded all previous half-year totals, but also topped all full-year totals for the airline category. In 1962, all airlines spent a

total of \$2,982,000 in spot television.

For the most part the airlines acknowledged that they were in television on more than a temporary basis, but were hesitant to predict that their spending would continue to increase in television on such a drastic basis.

Early speculation at the time of the entry into TV earlier this year by the airlines attributed much of the activity to the New York newspaper strike. TvB figures, however, indicated that airline spending remained strong during the second quarter of 1963, after the strike ended in late March. Three airlines—American, United, and Trans World—actually increased second-quarter spending over that of the first quarter, while three others—Eastern, Northeast and Pan American—showed a drop from the first to second quarter. Only one, Pan American, attributed its TV buying pattern to the New York newspaper strike.

A Pan Am spokesman said his company's increase in spot TV was wholly because of the New York situation. Pan Am buys spots normally in five major markets, increased it to six to include New York in the strike, then reverted to five after the strike.

"As far as our spot buys are concerned," he said, "our position hasn't changed." Pan Am, however, has made a major network buy—the CBS-TV special presentation of *Hedda Gabler*, a buy which the spokesman said will throw Pan Am's budget "way out of line."

Caution Ahead ■ There were other signs that "boom" forecasts might be premature. Northeast Airlines, which

A lot of six-packs

Budweiser Beer's 1963 "Pick-a-Pair" campaign which included heavy radio-TV support was the most successful in the six-year history of the promotion, E. H. Vogel, marketing vice president of Anheuser-Busch, said last week. More than 2 million six-packs were added to the previous record total, he said. 1963's record: 33,319,408 six-packs.

Yes, Budweiser will repeat the event again next year, Mr. Vogel said. Ad budget exceeds \$2.5 million with most going to broadcast.

dramatically switched from 60% newspapers to 70% television of a beefed-up \$2 million advertising budget last winter, and accounted for \$485,600 in spot buys during the first half of 1963, may drop substantially because of the potential loss of its Florida East Coast run. American Airlines' advertising vice president Tom Ross said of his company's \$125,900 spot venture, "comments from the public have been very favorable, although it really is too early to assess the results."

According to Eastern's director of advertising, George Howard; "We are still in television, and we expect at the present time to be back in spot for the winter." He said, however, that "all things have a way of leveling off, and it would be difficult to predict any definite direction that our company will be going in now."

Eastern directs its advertising strongly on a seasonal basis, hitting heavily during the winter months for its Florida runs, and slacking off during the summer months.

A United Air Lines spokesman summed up his carrier's position by describing conflicting elements in the television venture. "We realize that television has its advantages—namely its ability to reach the masses—and we entered television because of its inherent value. But the television audience is totally mass—almost entirely nonselective. Our message is directed toward a small segment of this audience, and because television is an extremely expensive medium, it becomes doubly so for us.

"We try to be as selective as possible with our choice of agencies, and our experience in television has confirmed the advantages of mass appeal that we knew existed. Our future advertising plans, however, must be made in consideration of the comparative price and value of the various media."

How 1963 is comparing to 1962:

LEADING AIRLINE ADVERTISERS SPOT TV BILLINGS
(January-June)

	1963	1962	% Change
Eastern Air Lines	\$1,146,500	\$ 122,600	+ 835.2
Pan American World Airways	674,400	348,900	+ 93.3
National Airlines	490,900	—	—
Northeast Airlines	485,600	48,200	+ 907.5
Delta Air Lines	474,000	302,500	+ 56.7
Trans World Airlines	387,600	169,700	+ 128.4
United Air Lines	329,500	6,700	+4,817.9
American Airlines	125,900	—	—
Western Air Lines	122,400	157,200	- 22.1
Pan-American-Grace Airways	113,600	106,400	+ 6.8
British Overseas Airways	87,500	—	—
Northwest Orient Airlines	72,100	17,200	+ 31.9
KLM Royal Dutch Airlines	30,100	130,700	- 77.0
Total	\$4,513,200	\$1,413,200	+ 219.4
Spot Television total for entire Air Travel category:	\$4,566,300	\$1,453,500	+ 214.2

Source: TvB/Rorabaugh

45 advertisers have been on KFAC for 306 years!...

The best indicator of the impact of KFAC in the Los Angeles market is its impressive list of long term advertisers. They represent 306 years of continuous advertising on this unique station. They buy KFAC because it gets results, and because its prestige audience is not reached by any other radio station. Buy KFAC...you'll stick around a long time too.



List of advertisers on request

radio 1330 • FM 92.3

KFAC • 5773 Wilshire Boulevard
Los Angeles 36, California
WEbster 8-0161

Represented nationally by G. P. Hollingbery Co.

Those 20-second TV breaks are getting more attractive

Selectroniscope, a new spot TV research project conducted by the Television Bureau of Advertising, points to the 20-second station break as an increasingly attractive spot buy for the 1963-64 fall winter period.

A statement issued last week by Bill MacRae, TvB vice president, on results of the Selectroniscope study noted that in spite of a heavy demand for prime-position 20-second breaks, choice availabilities can still be had by timing buys before and after the automobile and the pre-Christmas peak season.

Stressing reach and economy of the prime-time 20's, TvB offers a breakdown of their effectiveness in

the top 50, 100 and 150 markets showing percentage of families reached on a per-week and cumulative week basis and showing cost per thousand families.

Among the data offered by TvB (in tabular form below), it is indicated that in the top 100 markets,

45% of the TV families in a particular coverage area will be reached by three average-rated prime 20 second breaks over the course of a week and within four weeks 71% of the families would have seen the spot announcements an average of 3.8 times each.

PRIME TIME 20-SECOND BREAKS

	Top 50 markets		Top 150 markets		Top 100 markets	
	Announcements per week		Announcements per week		Announcements per week	
	3	5	3	5	3	5
Families reached per week	41%	54%	45%	59%	49%	63%
Families reach in 4 weeks	66%	75%	71%	81%	74%	84%
4-week frequency	3.6	5.2	3.8	5.4	4.0	5.8
Cost per 1000 families	\$2.58	\$2.57	\$2.61	\$2.58	\$2.63	\$2.58

Source: Selectroniscope 1001

Data from A. C. Nielsen Co.

Agency man says TV's good outweighs its bad

If anyone seriously re-examined "all the values, benefits and advantages of television" enjoyed under America's free enterprise system, he would not conclude that TV is a "wastemaker." He would have to agree "that the good far and away outweighs the bad."

This was the challenge of fairness

asked by James W. Beach, vice president and broadcast supervisor of Foote, Cone & Belding, Chicago, in a talk last week before the city's North Shore Kiwanis Club. He stressed that the viewer's freedom of choice, not network executives, really determines whether programs live or die.

Mr. Beach outlined the extensive range of program fare available today, including that of educational TV sta-

tions. "Education is somewhat a misnomer," he said, "because a great deal of their programing is not only informative, but downright entertaining."

The agency executive asked his layman audience how many watch at least some of the many documentary and public service shows aired every day. "Do you really try to instill in your family the desire to use television properly," he asked, "by at least occasionally looking for and insisting the family group watch programs of this type?"

Mr. Beach observed that one can't get the *Saturday Review* every afternoon and "they only bring out *Atlantic* and *Harper's* once a month." He asked, do those who argue that TV isn't any good "go every night to the symphony?"

The television industry spends \$8 million a week in production costs to inform and entertain during the evening time periods alone, Mr. Beach said, with another \$9 million going for buying the time.

Eastman optimistic about spot radio

Robert E. Eastman last week hailed three factors as contributing to what he calls "optimism on the future of spot radio."

Mr. Eastman, president of Robert F. Eastman & Co., a station representative firm, spoke to the American Women in Radio and Television Saturday in Dallas, and predicted a "breakthrough" in spot radio sales.

He attributed such a breakthrough to such factors as group selling, practiced by Eastman and in the Blair Group Plan, new ideas for creative selling, and radio research being prepared by Radio Advertising Bureau. The RAB research, he said, involved (1) deeper in-home measuring, (2)

Everyone's Calling!

FIRST TO . . .

. . . develop TELEPHONE CALL-IN Radio Programs . . . that have the community interest first — (Now on many top U.S. Radio stations.)

RAHALL RADIO a leader in their areas, in . . .

Public Interest Sales Programming.

Rahall Radio—"Community Minded"

WLCY . . . St. Petersburg-Tampa, Florida

WKAP . . . Allentown-Bethlehem-Easton

WNAR . . . Norristown-Philadelphia Area

WWNR . . . Beckley, W. Virginia

• Represented Nationally by H-R

N. Joe Rahall, President



PERSONALITY POWER

Floyd Ottoway
WSYR GANG

Carol Johnson
WOMEN

Ed Murphy
MUSIC

Fred Hillegas
NEWS

Joel
Mareiniss
NEWS

Elliot Gove
TIMEKEEPER

Richard Hoffmann
BUSINESS NEWS

It packs a friendly punch. Stroll down the street with Fred Hillegas or Carol Johnson or Deacon Doubleday. Watch the smiles light up peoples' faces; hear the known-you-all-my-life greetings from total strangers.

This friendly attitude is for **you**, too, when these personalities are selling for you. And, that's why WSYR Radio is the greatest sales medium in Central New York.

So you see what happens:

Personality Power = Sales Power for you in the 18-county Central New York area.
Instant friends for what you have to sell.

Bill O'Donnell
SPORTS

Deacon Doubleday
FARM

John Gray
MUSIC

Alan Milair
MUSIC

Represented Nationally by

THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

WSYR

5 KW • SYRACUSE, N. Y. • 570 KC

NBC in Central New York

WSYR
Syracuse

YOUR MAN IN THE TWIN CITIES!

Your sales story never sounded so good, as it does spoken by—or supported by—WLOL's Big 5 personalities! Give your product an airwise salesman like this!



Carson Rennie & Co.
6-10 a.m.

What's Rennie got in the bag? Wake-up music for one thing. And music to keep 'em up and humming. Plus a big parade of WLOL news reporters . . . time signals, temperature, weather reports, the lowdown on highway conditions, right-from-where-they-bite fishing tips, the morning edition of WLOL's exclusive AIR WATCH traffic reports . . . even timely reports on buses, planes and trains that aren't on time. He also has in there the newest Pulse, which shows a **4 months audience increase of 85%.*** Why not tell Carson Rennie to take his foot off the bag and add your commercial to the Twin Cities' most popular a.m. radio show.

*Pulse—7-9 a.m. Nov.-Dec. 1962 vs. Mar.-Apr. 1963.



LARRY BENTSON, President
Wayne 'Red' Williams, Vice-Pres. & Gen. Mgr.
Joe Floyd, Vice-Pres.

Represented by AM RADIO SALES

—A **MIDCO** STATION—

more on-the-spot checks of car radio usage, (3) a transistor factor to pick up this extensive "will-o'-the-wisp," (4) and retail establishment in-store radio usage.

"Undoubtedly," he said, "this new research will include age and sex tabulations and cumulative figures for a week or more duration."

He said a radio spot sales increase was assured by "the expanding, volatile market [which] requires the extensive, volatile medium, spot radio," and "the vital growth of all advertising [which] will benefit all media."

Rep appointments . . .

■ WEAV-AM-FM Plattsburgh, N. Y.: Spot Time Sales Inc., New York, as national representative.

■ KMLA-FM Los Angeles: Roger Coleman Inc. named national representative.

■ WROD Daytona Beach, Fla.: Jack Masla & Co., New York, as national sales representative.

Sahara golf tourney on TV

Plymouth-Valiant Dealers Association, through N. W. Ayer & Son, Detroit, and Mobil Oil Co., through Ted Bates, New York, will co-sponsor the Sahara Invitational Golf Tournament, Oct. 19-20, on the CBS-TV Pacific Network. On Saturday (Oct. 19) 12 stations

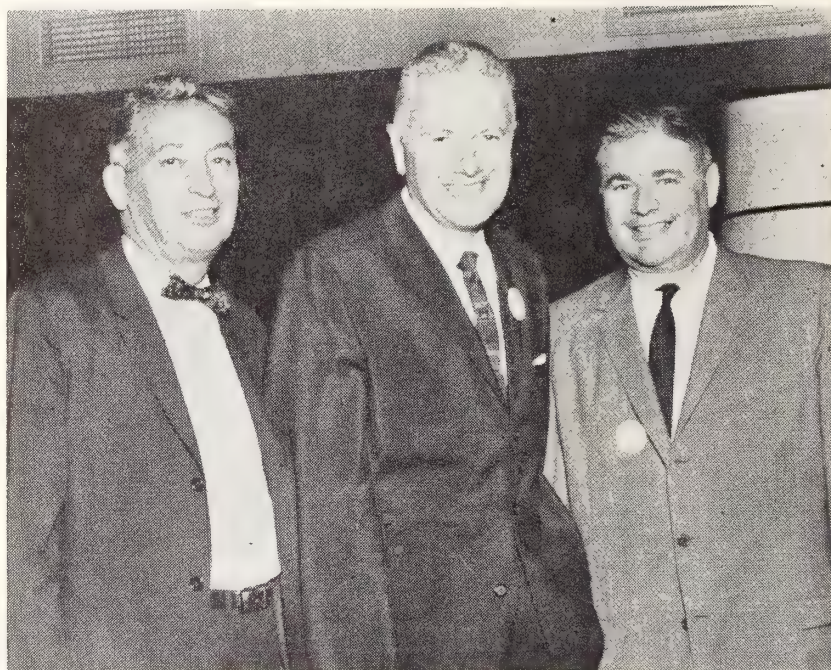
in California, Oregon and Nevada, will broadcast the tournament approximately 4:30-6 p.m. (end of the college football games). On Sunday (Oct. 20) six stations will broadcast the final round 3:30-5 p.m., the other five 4:15-5 p.m. Plymouth-Valiant dealers are sponsoring three-fourths of the telecasts, Mobil Oil one-fourth.

Washington state ruling on beer ads reversed

The Washington State Liquor Control Board has reversed an earlier ruling which prohibited beer and wine commercials on radio and TV that suggest beer drinking in a national park and on board a private yacht (BROADCASTING, Aug. 5).

Reversal of the ruling was made following an informal meeting between the board and directors of the Washington State Association of Broadcasters, according to WSAB President Jim Murphy. Several beer commercials already prepared had been rejected by the board following its first ruling.

The liquor board also has cleared beer and wine sponsorship of professional televised football prior to 8 p.m. for this fall. However, the board must be notified in advance of such broadcasts. Institutional advertising only of beer and wine will be permitted on Sundays under the board's requirements.



500 on board for WIL river cruise

WIL St. Louis held its fourth annual Mississippi River cruise aboard the sidewheeler S.S. Admiral. More than 500 agency, client and broadcast executives were on the cruise with more than 200 major prizes

given out. Among those attending (l-r): Harold Krelstein, president, Plough Inc.; Jack Macheca, vice president, D'Arcy Advertising, and John F. Box Jr., managing director, the Balaban Stations.



TOP MANAGEMENT comes to Topeka

This Spring, as they have annually since 1956, business leaders from all over the nation are attending the Menninger Executive Seminars to study and compare notes on human relations. They're really top level meetings, limited to presidents and vice presidents. We're proud of Menninger's. They prove again that Kansas is BIG—with room for your ideas and a favorable climate for their growth.

We're not psychiatrists. But we do understand our Kansas audience. WIBW TV can take your idea or your product to "the best of Kansas," with dominant coverage day and night in the 32 leading Kansas counties. For case-history proof—call Avery-Knodel.

In a push-button world, the most critical problem is still just to **understand men**. That's what they believe at the Menninger Foundation and they're doing something about it. Menninger's is our next door neighbor at Hilltop, west of Topeka.



RADIO AM • FM • TELEVISION

Topeka, Kansas

A division of Stauffer Publications
Represented nationally by Avery-Knodel

Dodger-Giant pay TV hires Pat Weaver

WESTERN VENTURE PICKS A TELEVISION SHOWMAN AS ITS PRESIDENT

Sylvester L. (Pat) Weaver Jr., one of the most colorful executives in commercial broadcasting, threw in his lot with pay TV last week.

Mr. Weaver left a major post with one of the world's biggest advertising agencies to become president and a member of the board of Subscription Television Inc. (STV), a new venture that proposes to introduce wired pay TV in Los Angeles and San Francisco. He has signed a five-year contract.

STV plans to start operations with a program core consisting of the baseball games of the Los Angeles Dodgers and San Francisco Giants. It hopes to raise some \$23 million from a public stock offering (BROADCASTING, Aug. 26).

To join the new enterprise, Mr. Weaver resigned as chairman of the board of McCann-Erickson Corp. and head of corporate television programing and media for McCann-Erickson Inc. Both companies are subsidiaries of Interpublic Inc.

Contract Terms ■ At STV he will be paid \$85,000 a year. In addition he will be paid an amount "not to exceed \$165,000 in any one year, equal to 1% of consolidated net profits before federal income tax." He also has an option to buy 50,000 shares at the market price of STV stock at the time the option is exercised.

According to a registration statement

filed with the Securities and Exchange Commission, STV will offer some 2.25 million shares of common stock at \$1 par value to sell for an estimated \$12 a share. The public offering will consist of about 1.9 million shares. The rest will be bought by present stockholders at the \$12 price.

One other feature of Mr. Weaver's five-year deal with STV provides that in the event of his death or total disability he or his beneficiary will receive \$1,417 a month for five years.

The exact date of Mr. Weaver's association with STV was not made clear though an announcement to McCann-Erickson's staff on Sept. 11 noted that Mr. Weaver's resignation had been accepted "to make it possible" for him to accept his new position.

Mr. Weaver technically will succeed Donald A. Petrie, a New York attorney, who has been serving as a temporary president during the organization of STV.

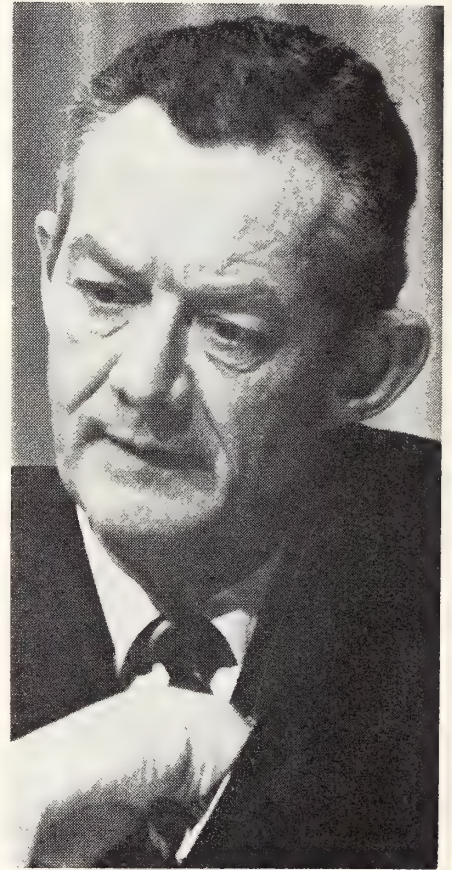
The Company ■ STV comprises Reuben H. Donnelley Corp., Chicago-based direct mail and directory publisher and a subsidiary of Dun & Bradstreet; Lear Siegler Inc., West Coast electronics manufacturer; William R. Staats & Co., West Coast brokerage firm; Matthew M. Fox and his Tolvision of America Inc.; the San Francisco Giants, and the Los Angeles Dodgers.

Under its contract with the Giants and the Dodgers, STV is obligated to begin its pay TV system (by coaxial cable) by July 1, 1964, with 20,000 subscribers in each of the cities. If STV misses the deadline, it pays penalties to the teams.

The Man ■ Mr. Weaver's broadcasting and advertising career spans more than 30 years. In 1932 he joined the Don Lee radio network on the West Coast as a comedy writer. Later he became a freelance writer, producer and director of network radio programs in New York. In 1935 he was hired by Young & Rubicam to produce the Fred Allen program and two years later became manager of the agency's radio department.

In 1938, at the age of 30, Mr. Weaver was hired by the American Tobacco Co. and soon became advertising manager under the presidency of the late George Washington Hill, the archetype of flamboyant admen.

After wartime service in the Navy and the Armed Forces Radio Service he



Pat Weaver
From free to fee TV

returned to American Tobacco. In 1947 he returned to Young & Rubicam as vice president and director of radio and television and member of the agency's plans board. He left that job in 1949 to become vice president in charge of television at NBC. He became president of NBC in 1953 and chairman two years later. At NBC he was credited with developing the one-shot special ("spectaculars," he called them), and the participating sponsorship concepts of the *Today*, *Tonight* and *Home* shows.

Mr. Weaver resigned from NBC in 1956 and operated as a programing consultant until 1959 when he joined McCann-Erickson. The positions he vacated at McCann last week will be filled by Ed Grey who joined the agency last April 1 after serving as senior vice president in charge of media operations at Ted Bates.

As president of STV Mr. Weaver will be returning to the area of his origin. He was born in Los Angeles and spent his childhood there.

It's Gallery all right

Tom Gallery, NBC sports director, will become vice president of programs and director of sports programing of the new Subscription Television Inc., it was officially disclosed last week.

The name "Tom Gallery" was listed among executives of STV in the registration statement the company filed last month with the Securities and Exchange Commission (BROADCASTING, Aug. 26), but NBC's Mr. Gallery denied he was involved.

In an amendment to the statement filed last week, STV identified Mr. Gallery and said he would be paid \$62,500 a year. In addition Mr. Gallery has been given an option to buy 10,000 shares of STV stock at market value at the time the option is exercised.



Sell her a laundry product? No soap!

She may help with the wash . . . but mother buys the soap. And if you want to get mother's ear in Indianapolis, WFBM is your station. For we cater to adult tastes and interests in our music and other programming. And it works. For instance, we have

a daily "Dinner Bell" feature. Each morning we offer a new recipe . . . and each month over fifteen thousand Hoosier housewives call in for copies! All of which leads us to a sure-fire sales recipe for you: add WFBM to your media mix!

*Put your advertising
where the money is!*

WFBM RADIO
1260 INDIANAPOLIS
THE 27th METRO MARKET • 5000 WATTS



Represented Nationally
by the KATZ Agency

The long haul ahead for pay television

O'NEIL SEES PROFITABLE FUTURE—IN 5 TO 10 YEARS

Pay TV has a great potential, but it won't be realized overnight, Thomas F. O'Neil, board chairman of General Tire & Rubber Co. and its broadcast subsidiary, RKO General, told a news conference in Los Angeles on Tuesday (Sept. 10). RKO General, in company with Zenith Radio Corp., is conducting a three-year experiment with broadcast pay TV in Hartford, Conn., transmitting via RKO General's WHCT(TV).

The Hartford experiment is strictly a "research and development" program and was not entered into with any idea of making money. "We expect to spend about \$4 million for the three-year test," Mr. O'Neil said. He estimated that it would take at least five and possibly 10 years to turn pay TV into a profitable operation, but added that this is not much different from conventional commercial television.

He noted that when RKO General took over KHJ-TV in Los Angeles the station was losing money and it took about 10 years to get it to its present

state of operating healthily in the black. He said the story is pretty much the same for the company's other TV properties. (WOR-TV New York; WNAC-TV Boston; WHBQ-TV Memphis and CKLW-TV Windsor-Detroit).

Now that the Hartford experiment is 15 months old, a little more than one-third of the three-year span for which it is licensed, it has shown its operators a few things, Mr. O'Neil said, chiefly that "everybody has oversold pay TV." From what had been reported about previous experiments with pay TV in Palm Springs, Calif., and Bartlesville, Okla., as well as the one which Paramount is conducting in Toronto, Canada, he had anticipated a general public knowledge about pay TV, but "that's not what we found in Hartford." Instead of the public "clamoring for pay TV," the company found many Hartford residents not only not clamoring, but not even aware that a test of this kind of television was going on there. It took an aggressive promotional cam-

paign on the air and in the newspapers to arouse public interest, he reported.

\$75 A Year ■ On the other hand, he and his associates have been pleasantly surprised by the amount of time and money the subscribers to the Hartford system spend each week on pay TV. On the average, the 3,300 homes receiving the service watch for three hours a week, spending \$1.50 for pay TV programs in addition to the 75-cent weekly service charge. That amounts to \$75 per home per year, Mr. O'Neil calculated, noting that this is three times the \$25-a-year-per-home that commercial television collects from American business via advertising purchases of TV time.

"If pay TV ever achieves the same degree of popularity that commercial TV has today," he stated, "it will be a \$1.5 billion-a-year business."

To the public, pay TV is merely another entertainment medium, Mr. O'Neil said, in competition with theaters, concerts, sports events and all other forms of box office attractions as well as the free in-home entertainment offered by radio and television. Pay TV will stand or fall on the merits of its

Sophia Loren to do Roman travelogue for television

Television Productions of America, New York, which produced and sold a one-hour filmed color special, *Elizabeth Taylor in London*, for

showing on CBS-TV on Oct. 6 (10-11 p.m.), last week signed Sophia Loren for a similar special in Rome and is now negotiating for a third

program to spotlight actor Richard Burton.

The Chemstrand Co., which bought the Miss Taylor special, has agreed to buy one-half sponsorship of the one-hour *Sophia Loren in Rome*. A spokesman for Doyle Dane Bernbach, agency for Chemstrand, said the agreement would become effective upon the signing of a suitable co-sponsor and a satisfactory time period.

The format of the Loren program is similar to the one in which Miss Taylor guides a TV tour of London. Miss Loren also will make her TV singing debut in the telecast, which is scheduled for network presentation in February or March. Negotiations with all three networks are said to be in progress. Miss Taylor is reported to be receiving \$250,000 for her performance and Miss Loren \$100,000.

TVPA is headed by Phil D'Antoni and Norman Baer, both of whom were executives with MBS until early this year. On the TVPA drawing board for next year are a two-hour special starring Richard Burton, re-creating various Shakespearean roles, which is in negotiation, and a taped variety program, either a half-hour or hour, to spotlight international acts.



Elizabeth Taylor and the two Americans responsible for her TV special—Phil D'Antoni (l) and

Norman Baer, former Mutual executives and partners in Television Productions of America.

BLAIR RADIO RESEARCH
A DIVISION OF THE BLAIR GROUP

STANDARD PROFILE PROFILE 1234

Product: _____ Date: _____

Agency: _____

We are primarily interested in the following items of all radio stations listed:

1. Audience Composition

	Male	Female	%
Age			
Income			
Education			
Other			

2. Family Size

Single Person _____

Two Person _____

Three Person _____

Four Person _____

Five Person _____

Other _____

3. Family Type

Family with children _____

Family without children _____

4. Education Level

	High School	College	Postgraduate
Male			
Female			

5. Geographic Area

City _____

State _____

Country _____

6. Other Information

Other _____

7. Station Information

Station Name _____

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**Tell us who
you want to sell...**

And our Bull's Eye Marketing Service will dig into National Survey #1 and find them for you. Large families, big spenders, college grads... it doesn't matter. America's most influential group of radio

stations, the Blair Group Plan, will come up with an audience tailor-made to your needs.

P.S. If you don't write this small, drop us a line and we'll send you the big daddy.

Contact the nearest office: **New York**—717 Fifth Avenue, New York 22, New York; **Chicago**—645 North Michigan Avenue, Chicago 11, Illinois; **Atlanta**—1375 Peachtree St., N.E., Atlanta 9, Georgia; **Boston**—118 Newbury Street, Boston 16, Massachusetts; **Dallas**—3028 Southland Center, Dallas 1, Texas; **Detroit**—Eleven Boulevard W. Building, 2990 West Grand Boulevard, Detroit 2, Michigan; **Los Angeles**—3460 Wilshire Blvd., Los Angeles, California; **Philadelphia**—1617 Pennsylvania Blvd., Philadelphia 3, Pennsylvania; **St. Louis**—630 Paul Brown Bldg., St. Louis 1, Missouri; **San Francisco**—155 Sansome St., San Francisco 4, California.

**THE
BLAIR
GROUP
PLAN**

WBAP-TV builds image around 'Ikonogenics'

On Oct. 15, WBAP-TV Fort Worth-Dallas will unveil what it calls "the first complete, original design of a television schedule." Roy Bacus, WBAP-TV general manager, explained the new concept as "more to see and less to look at."

What WBAP-TV has done, Mr. Bacus said, was utilize the principle of "Ikonogenics," a term coined by industrial designer Crawford Dunn.

The Ikonogenics concept calls for complete control of all images that a corporation presents to the world. In the case of the Texas station it began with altering "the concept of what 'communications' meant," Mr. Bacus said.

"The initial step was to stop treating TV as radio with a picture. We set about the challenging task of imagining what TV should be like, not related to any other communications medium, and then set about making it like that," Mr. Bacus explained.

WBAP-TV's use of Ikonogenics will show up in "every phase of station

operation down to the most minute details," according to Mr. Bacus. "This theory will be presented in our visuals, graphics, sets, letterheads, logos, station advertising, program titles, and even our music will be carefully tailored to the image induction pattern."

Mr. Dunn emphasized that clean lines, minimum messages and attractively designed material will be highlights of his presentation. He feels that one of the major mistakes made by broadcasters is in the signal-to-noise ratio.

Many of the graphics used by TV stations are so cluttered (noise), and attempt to carry so many messages in too short a period, he noted, that they actually act as a deterrent to getting the station's message across.

Noise, in his description of the term for television, "is the amount of extraneous material appearing in graphics used by local TV stations and in local commercials and programming."

In the case of WBAP-TV "we began

thinking in terms of what could be done rather than what could not be done," Mr. Dunn said. "We spent countless hours in analysis of what was on the air and then began to lay out our new designs for the station. We abandoned all previous theories on hues, value and chrome.

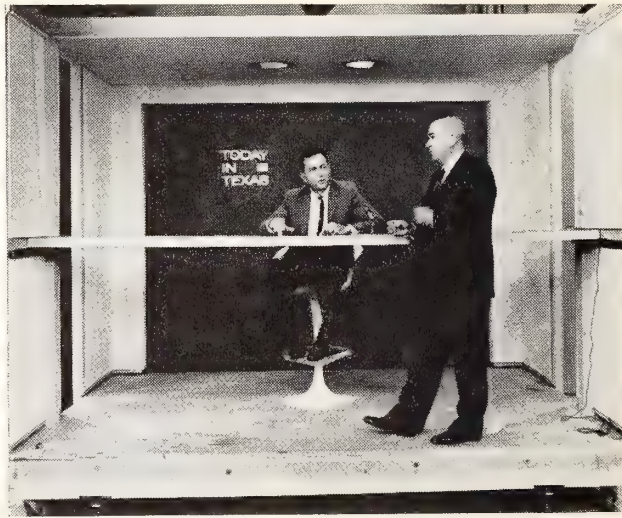
"We found that our task would be a process of distilling off all the extraneous visual and aural data and refining what was left and what was actually communicative."

According to Mr. Dunn, one of the biggest single innovations in the program was use of design talent at the top of the organization to focus on all the elements of the broadcast day and "create a total interrelated presentation that was unified and integral."

The sales curve of the station will not affect the program, Mr. Bacus said. "It's what we feel should be done. It's the first move on the part of TV to improve its image not just to its audience but to the industry and the general public as well."



An example of the cluttered design of TV sets is shown at left on WBAP-TV's 'Dateline' with hostess Bobbie Wygant and guest Jerry Lewis. At right is



the new mobile news set for 'Today.' Designer Crawford Dunn (seated) discusses the new concept with Roy Bacus, WBAP-TV general manager.

program service. Obtaining good program material has been difficult, he added. "That's another part of the over-selling. Broadway producers have the idea that pay TV is already a money-making proposition and they want too much for their shows." Motion picture producers, expected to be major program suppliers to pay TV, have been dragging their feet, he said, specifying two companies—20th Century-Fox and

Universal—which have refused to make any of their motion pictures available to the Hartford pay TV operation.

Mr. O'Neil said it was hard for him to understand this reluctance on the part of the movie makers. "Pay TV is not in competition with the movies," he said. "The best pictures get only 10% of the public into the theaters, leaving the other 90% as good prospects for pay TV."

'Naked City' gets 51st

Syndicated sales of Screen Gems' *Naked City* series reached a total of 51 markets last week with sale of the show to KTRK-TV Houston.

Screen Gems vice president in charge of syndication Robert Seidelman reported that nearly half of these sales had been to ABC-TV affiliates which carried it on its four-year network run.

Time Buyers' Bonanza *one-minute availabilities*

wmal-tv

WASHINGTON, D. C.

Call Harrington, Richter & Parsons Inc. for 1-minute spot avails on more than 26-hours of new local programming each week. (Some 20-sec. and 10-sec. avails, too.)



NEWS

6:30-7:30 PM

MONDAY THRU FRIDAY

Early-evening 1-hour newscast re-designed to even better present the news. Flexible format to emphasize the importance of news, while maintaining its position and length. New format tailor-made for participating sponsors.

THE SALES ACTION HOUR

5:30-6:30 PM, MONDAY THRU FRIDAY Different show each day: Cheyenne, Surfside 6, Adventures in Paradise, Checkmate, Maverick



1ST RUN MGM
30/63 MOVIE
11:30 PM
Friday



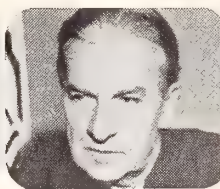
NAKED CITY
10:30 PM Thursday
11:30 PM Saturday



DICK POWELL THEATRE
11:15 PM
Sunday



THE FUNNY COMPANY
8:00-9:00 AM
(M-F)



DIVORCE COURT
1:30-2:30 PM
(M-F)



BACHELOR FATHER
5:00-5:30 PM
(M-F)

wmal-tv abc

The Evening Star Broadcasting Co., Washington, D. C.

The shotgun at newsmen's heads

RTNDA PRESIDENT CITES MULTITUDE OF GOVERNMENT GUIDELINES

Broadcast newsmen must work harder than ever before to guard their freedoms and to affirm their rights as professional journalists. But these efforts also must be accompanied by full exercise of responsibility and objectivity.

This was the call voiced most frequently last week by both speakers and delegates at the 18th international conference and workshop of the Radio-Television News Directors Association in Minneapolis.

Heard equally clearly: praise for the many accomplishments of radio and TV newsmen within recent years and a conviction that electronic journalism today may certainly be termed "mature."

Over 225 delegates had registered for the RTNDA convention by late Thursday and many more were expected before the meeting ended there Saturday with the Paul White memorial banquet addressed by Sol Taishoff, editor and publisher of BROADCASTING and TELEVISION magazines. Total RTNDA membership now is 730.

Guideline Victim ■ "We are the greatest victim of government guidelines in the history of journalism," William G. Garry, retiring RTNDA president and also editorial director of WKGB(TV) Chicago, told the opening session Thursday. He urged radio-TV newsmen to take a strong stand against these growing bureaucratic encroachments.

"The government seems to be overly concerned about the newsman's integrity and his ability to report accurately," Mr. Garry warned.

The growing demands for "fairness"

which are spelled out in various federal proposals could well become a "strangling blanket" over radio-TV news and editorials, Mr. Garry suggested. It isn't a question of whether broadcasters want the "right to be biased, like the newspapers," he said, because the broadcast tradition of fairness already would indicate otherwise.

"We should take our stand to the FCC," Mr. Garry said. "They hold a shotgun to our head and can pull the trigger every three years," he noted. For a basic assurance of fairness by radio-TV, he asked, "what more do you need?"

Conference Planned ■ How broadcast journalists are working continually to improve themselves and their product, Mr. Garry indicated, may be found in a national conference on television newsfilm standards which will be held in New York early next year by RTNDA in cooperation with Time-Life Broadcast. The RTNDA board approved the conference plan Thursday 9.

The purpose of the conference will be to bring together leading newsfilm and video tape producers, directors, cameramen, writers and technical experts so they may present the latest details of their art. The meeting is to run for two days and will be held in the Time and Life Building under the direction of a special RTNDA committee headed by John Thompson of NBC News, Los Angeles.

Mr. Garry said the New York conference will be filmed and recorded so that a one-hour film and a basic manual

can be produced and made available to stations and universities. Time-Life Broadcast is underwriting financial costs.

RTNDA is moving ahead in its plans to establish local chapters and Chicago already has been organized with other large cities such as New York, Washington and Minneapolis to follow, Mr. Garry reported. RTNDA also is well along in plans to survey broadcast news employment and to encourage more station projects for news internships in cooperation with local schools of journalism, he said.

Some Progress ■ Theodore F. Koop, CBS vice president, Washington, and a past president of RTNDA, reported that renewed efforts by broadcasters to repeal the "so-called fairness doctrine" of the FCC are making some progress in Congress, "but not enough."

Mr. Koop said it appears now that Congress "will content itself by waiving the equal time provisions for candidates for President and Vice President in 1964 as it did in 1960." But, he indicated, it is very unlikely that Congress will vote an exemption of the Section 315 provisions for congressional or gubernatorial races even though two-thirds of the state governors are on record in favor of such a move.

The convention's keynote speaker Thursday morning, Mr. Koop said the country's electronic journalists can be proud of their achievements to date. "You are no longer second-class newsmen—if you were," he declared, "but as first-class newsmen your opportuni-

Houston TV reporter helps make the news in search

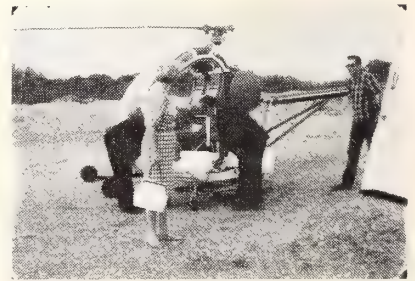
Television often covers the news, but the pictures below show how a KTRK-TV Houston reporter helped make the news—and his initiative may well have saved a life in the process.

Will L. Kelly, 82, was lost on the banks of the Buffalo Bayou, and

teams of police and trained dogs had about abandoned the search, thinking that he had fallen into the river. The resourceful newsman, however, wanted one last chance to scour the area, so KTRK-TV sent him up in a helicopter.

Mr. Kelly was spotted from the

helicopter (1), and aid was rushed to the elderly gentleman (c), who suffered from exposure and lack of nourishment after being lost for 25 hours. He was flown out of the rugged terrain by the helicopter (r) and rushed to the hospital where he is recuperating.



ties and your responsibilities are unlimited."

Taking a long look at the content of news broadcasts, Mr. Koop found them to be professional even though there still may be grounds for legitimate criticism. "The important test is the high aim," he said, "the sincere desire to give the American people the best possible report of current events."

Never Simple ■ The integrity of the product or "good old-fashioned honesty," objectivity, fairness and balance, maturity, and a sense of responsibility—these are the standards of professionalism for broadcast journalists, Mr. Koop said. The selection and assessment of news is never a simple job, he acknowledged, and "this crucial period of social change in the U. S." is especially challenging.

Mr. Koop said many veteran newsmen consider that the continuing civil rights story is the most difficult they have ever handled.

"Not only does it involve fundamental logic, political and sociological problems, but it also stirs emotions that make the news media subject to an unusual amount of critical scrutiny," Mr. Koop said. The civil rights story, he continued, calls for exercise "of the most careful judgment, not to play down events of transcending importance but to weigh all angles and determine that their presentation is accurate, reasoned, clear and fair."

New Services ■ Robert F. Hurleigh, president of MBS, told Thursday's luncheon session for presentation of station news awards (BROADCASTING, Sept. 9) that the broadcast field will see the development of specialized news services, especially for voice transmission. But he said the proposed building of a news service for the broadcasting industry to compete with the present wire services "appears to be impractical and unnecessary."

Few broadcasters would want to pay to maintain the present wire services and support a new broadcast news wire at the same time, Mr. Hurleigh said. Even if such a new wire were successful, he said, it could weaken the existing services and even curtail the news flow from abroad.

Mr. Hurleigh noted that broadcasting as a regulated industry "must conduct itself under a constant spotlight." He said he knows of no industry "that finds so many serious and sincere people who never were inside a station and yet they are absolutely convinced they could run a better newsroom, a better program service and a better station."

Mr. Hurleigh appeared to prefer the views of FCC Commissioner Lee Loevinger over those of former Chairman Newton Minow. He noted that Mr.

Loevinger "confesses that he does not like all that he sees on television," but the new commissioner "does not believe it is the commission's proper function to cause the broadcasters to program according to edict."

Recalling his appearance before the Rogers subcommittee on broadcast editorializing, the MBS president said "our fight should be for the right to editorialize" and to accept the responsibility that each station that does editorialize has the capacity to do so.

"If the operator with the small staff



Past President Koop
"You're no longer second class"

believes he should editorialize and he doubts whether he has local believability, then he should engage someone who does have the qualifications to be his station editorialist," Mr. Hurleigh said.

No Legal Right ■ At the closing banquet Mr. Taishoff attacked Section 315, the equal time provision of the Communications Act, saying "It has no legal right to exist in a free society that guarantees freedom of the press and of speech."

Telling the news directors that they have the opportunity to put legislators "on the record" on Section 315, Mr. Taishoff noted the willingness of President Kennedy in his first news conference after inauguration to debate his Republican opponent in 1964.

If the President is willing to waive the equal-time rule for himself "as head of his Democratic party . . . he must favor it down the line for all offices," Mr. Taishoff said.

The publisher suggested that it is

"newsworthy" to ask candidates if they favor repeal of the section when they "appear before the microphones and cameras of stations in their districts and states.

"It is our guess," he said, "that those to whom the question is put in proper focus will favor repeal. Thereby the candidate will declare his willingness to rely upon the innate journalistic fairness of broadcasters and also expose his confidence in his ability to defeat his worthy opponent on the rostrum, in the hustings or on the air.

"In so doing, you will get the views of all the opposing candidates for whatever office they may seek on the record. One of them has to win."

Mr. Taishoff told the newsmen that it is their job to uphold the "dignity of the newsmen. . . . Repeal Section 315 and you repeal all of the 'equal-time' fungi and 'fairness' appendages tacked on it by the politicians and bureaucrats seeking to ingratiate themselves with incumbent legislators."

Canon 35 ■ The defeat of all efforts for revision of the American Bar Association's Canon 35 is the most serious subject of the year for the RTNDA freedom of information committee, Bill Small, CBS Washington and committee chairman, reported Thursday morning.

"The major avenue of action left to our members" to win the right of courtroom coverage, he said, "is to continue to plug away at the local level, chipping away at resistance, engaging in successful demonstrations of what could be done as well as actual coverage by mike and camera."

Mr. Small cited a recent demonstration by Minneapolis stations as an "impressive" example. Local radio-TV newsmen there showed a meeting of the National Association of Claimant Counsels how such coverage might be conducted. The lawyers set up a mock trial of a damage suit with State Supreme Court Justice Walter Rogoshefski presiding.

WTCN-TV arranged TV pool coverage for itself and for KSTP-TV and WCCO-TV, Mr. Small related, while WCCO provided pool coverage for area radio stations. The local radio-TV outlets showed how they would use excerpts in spot news and put together special programs to demonstrate how they would also cover major trials.

Mr. Small reported that John H. Yauch, chairman of the special ABA committee on Canon 35, suggested in a published article last March "that no body of factual data exists 'indicating in the least that a person's right to a fair trial would be enhanced by picture-taking, broadcasting and TV.'"

Change In Thought ■ This, Mr. Small emphasized, "is indicative of a shift of thinking by the spokesmen of the ABA. Most of their traditional arguments

have dropped by the wayside and they now suggest that journalism must do more than indicate that it is free of distractions; it must *contribute* to the process of fair trial."

Mr. Small reported that the burden of argument by broadcasting has been "that we can cover trials without interfering with the administration of justice. This was assumed to be all that was needed." But the main point, he stressed, "is that the printed media have never been asked to prove that their coverage helps a trial."

In some communities which permit cameras in courts, Mr. Small said, "there has been evidence that their presence has put lawyers and judges on their best behavior, aware of the special importance of that particular trial." He noted that Mr. Yauch of ABA felt it is up to individual courts to adopt or reject Canon 35 as a guideline and cited the fact that in the past both Texas and Colorado have acted independently of Canon 35.

In D. C. ■ Mr. Small reported that Canon 35 also has continued to furnish a basis for coverage refusals by federal executive agencies and by local public bodies. He cited one incident of the Internal Revenue Service not allowing film coverage of hearings on expense account revisions. After protest the IRS lifted the ban.

Other cases involved radio-TV bans ordered by the California Corporation Commission and the state's public utilities commission for local hearings. Battles for access, however, were won by KMOX St. Louis and KWOs Jefferson City, Mo., at the Missouri House of Representatives, Mr. Small reported.

Mr. Small viewed the "near miss" of coverage of the committee hearings of the U. S. House of Representatives as at least an encouraging gain over the previous solid wall of objection. He attributed the change largely to the support of Representative Oren Harris (D-Ark.) earlier this year.

As for the "news management" controversy in Washington, Mr. Small recalled that RTNDA attempted to gather together various other news organizations there and put the evidence in a record for confrontation before the Kennedy administration. The effort "bogged down" when a number of the other groups "declined to actively participate," he said.

Wire Survey ■ A survey of RTNDA members by the organization's wire policy committee found that those contacted "were unanimous in concluding that the radio news wire is virtually as indispensable to the newsroom as the news director himself. But it is the committee's conclusion that the wires (AP and UPI) hold this distinction not because they are outstandingly good . . .

but rather because there is nothing else."

The wire policy committee study was based on detailed correspondence with 20 RTNDA members and a questionnaire to 151 news directors. Response exceeded 50%. The committee is headed by Tom Frawley, WHIO-AM-TV Dayton, Ohio.

"Broadcast news has, over the past 20 years, undergone drastic changes," the committee report noted, while "radio news wires have changed hardly at



Mutual's Hurlough
"You're in constant spotlight"

all. Worse, the committee believes changes which have been made seem tailored mainly for 'rip-and-read' stations rather than serious news operations."

Big Problems ■ The report noted, however, that the radio news wire as now formulated "does face staggering problems. It must serve both radio and television stations, big markets and small, serious news stations and headline-readers, industrial centers and agricultural regions."

The question is raised, the report asked, "can a single wire make the continuing compromises demanded by such a diversified customer list? Or does the wire ultimately become so diluted that no customer is adequately served?"

The report also said the survey found that audio feeds "have not achieved their early promise" although stations using them "had general praise." The number is small though, it said. Those services able to transmit newsreel film by network line drew praise too, but there appeared to be a need for more

weekend service.

At a radio workshop Thursday afternoon on investigative reporting, Dick Eardley, KBOI Boise, Idaho, related how his station played a key role in obtaining a murder confession which resulted in the release of an innocent serviceman.

Mike Silva of *Life* magazine's Detroit bureau told how he and other *Life* reporters worked two months to get details and pictures which ultimately broke the New York State Liquor Authority scandal.

John Corporon, WDSU-AM-TV New Orleans, recounted the difficulties in researching and explaining the complexities of Louisiana's "mysterious unpledged electors bill" story. Panel moderator Robert F. Gamble, WFBM-AM-TV Indianapolis, stressed the need for even more investigative reporting in both radio and TV.

Around The World ■ Howard Kany, CBS-TV News, New York, outlined news coverage for television around the world at a TV news panel Friday held at the studios of KSTP-TV Minneapolis-St. Paul. A study of foreign news shows, he said, displays "more similarities than differences in their makeup."

In many countries the TV stations carry a higher percentage of film than in the U. S., Mr. Kany said, while some run all film. In the latter case the stations appear to feel that since radio airs spot news the role of TV is to illustrate news the public already knows, a theory quite different from America, he noted.

William McGivern, KSTP-TV news director, told the panel of some of the hazards and rewards of shooting news film in color. The RTNDA delegates toured the KSTP-TV news facilities and also saw demonstrations of a new portable video tape recorder staged by representatives of the Storer Stations. Panel moderator was Sheldon Peterson, WTCN-AM-TV Minneapolis-St. Paul.

Saturday's RTNDA speakers also were to include Don Jamieson, president of the Canadian Association of Broadcasters, Dr. Edzard M. Litin, Mayo Clinic, "Keeping the Newsman Healthy," and Professor Harold L. Nelson, University of Wisconsin, "Keeping the Boss out of Jail."

Film sales . . .

Blackpool Tower Circus (Independent Television Corp.): Sold to WABC-TV New York.

The Untouchables (Desilu): Sold to WNBQ(TV) Chicago; WVUE(TV) New Orleans; KICU(TV) Fresno, Calif.; KTRG-TV Honolulu; KORK-TV Las Vegas, Nev., and WLBZ-TV Bangor, Me.

Fractured Flickers (Desilu): Sold to KTBS-TV Shreveport, La.; KMID-TV Mid-

Caught with our personalities showing... ^{your salesmen}



Howard Tupper



Dave Kidd



Charles John Stevenson



Leon Kelly



Bill Edwardsen



Don Tuttle



Martha Brooks



Randy English

We're caught and rather proud of having one of the most versatile groups of special people in radio. This is a favorite page from the family album of the area's foremost station, WGY.

From dawn 'til long after dark WGY's personalities pinpoint your sales message to specific buying groups. Full range programming makes WGY the most listenable station in the Northeastern New York and Western New England market.

810 KC • 50 KW
WGY

A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY
Represented by Henry I. Christal Company

TvQ's top ten for August by age

Rank	Program	Total Audience TvQ	Age Groups				
			6-11 TvQ	12-17 TvQ	18-34 TvQ	35-49 TvQ	50+ TvQ
1	Beverly Hillbillies (CBS)	53	88	66	43	40	49
2	Bonanza (NBC)	49	53	59	43	45	52
3	Disney World of Color (NBC)	45	64	48	36	41	44
4	Red Skelton Hour (CBS)	44	69	52	38	36	41
5	Saturday Night Movies (NBC)	43	51	50	44	43	31
6	Andy Griffith (CBS)	41	52	41	35	36	44
7	Monday Night Movies (NBC)	40	42	47	40	41	33
8	Dick Van Dyke (CBS)	39	61	56	35	32	28
8	Doctor Kildare (NBC)	39	56	38	36	30	42
10	Combat (ABC)	38	48	43	39	34	29
10	Hazel (NBC)	38	60	36	23	28	48

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land-Odessa, Tex.; WNAC-TV Boston; KRDO-TV Colorado Springs; KMJ-TV Fresno, Calif.; KCRG-TV Cedar Rapids, Iowa; WATE(TV) Knoxville, Tenn.; KTVA(TV) Anchorage. Also in Venezuela and Bermuda.

Leave It to Beaver (MCA TV): Sold to KRLD-TV Dallas-Ft. Worth; WHTN-TV Huntington, W. Va.; WJZ-TV Baltimore; WFMV-TV Greensboro, N. C.; KBTB(TV) Denver; KVVH(TV) Amarillo, Tex.; WDSU-TV New Orleans; WBTW (TV) Florence, S. C., and WTIC-TV Hartford, Conn.

Bachelor Father (MCA TV): Sold to KVOO-TV Tulsa, Okla.; KRLD-TV Dallas-Ft. Worth; WAVE-TV Louisville, Ky.; KRON-TV San Francisco and WNBFTV Binghamton, N. Y.

Love That Bob (MCA TV): Sold to WHO-TV Des Moines, Iowa; WKBN-TV Youngstown, Ohio; WCAU-TV Philadelphia; WKNX-TV Saginaw, Mich.; WNBFTV Binghamton, N. Y. and KSTP-TV Minneapolis-St. Paul.

M-Squad (MCA TV): Sold to KAKE-TV Wichita, Kan.; WOKR(TV) Rochester, N. Y. and WLBT(TV) Jackson, Miss.

Restless Gun (MCA TV): Sold to WCTV(TV) Thomasville, Ga.; WTVY(TV) Dothan, Ala. and KFMB-TV San Diego.

Thriller (MCA TV): Sold to KHSL-TV Chico, Calif.; KPLR-TV St. Louis, KPTV(TV) Portland, Ore.; WVUE(TV) New Orleans and WJHL-TV Johnson City, Tenn.

Checkmate (MCA TV): Sold to KPLR-TV St. Louis, KTRK-TV Houston, and WJHL-TV Johnson City, Tenn.

Frontier Circus (MCA TV): Sold to KREM-TV Spokane, Wash., WSUN-TV St. Petersburg, Fla. and KRON-TV San Francisco.

Overland Trail (MCA TV) Sold to KTNT-TV Seattle-Tacoma and KALB-TV Alexandria, La.

Riverboat (MCA TV) Sold to KBOI-

TV Boise, Idaho and WCBI-TV Columbus, Miss.

Suspicion (MCA TV): Sold to KTNT-TV Seattle-Tacoma.

En France (Seven Arts Associated): Sold to WRC-TV Washington; KCND-TV Pembina, N. D.; KNOX-TV Grand Forks, N. D.; KSOO-TV Sioux Falls, S. D.; KRDO-TV Colorado Springs, Colo.; WROC-TV Rochester, N. Y.; KOB-TV Albuquerque, N. M. and WSJV(TV) South Bend-Elkhart, Ind. Now sold in 51 markets.

Films of the 50's, Volume 7 (Seven Arts Associated): Sold to KSL-TV Salt Lake City and KRDO-TV Colorado Springs.

Films of the 50's, Volumes 4 & 5 (Seven Arts Associated): Sold to WHIO-TV Dayton, Ohio; WJIM-TV Lansing, Mich.; WWL-TV New Orleans, and WTVP(TV) Decatur, Ill.

Films of the 50's, Volume 3 (Seven Arts Associated): Sold to WWL-TV New Orleans.

Boston Symphony Orchestra concert specials (Seven Arts Associated): Sold to KCHU(TV) San Bernardino, Calif. Now sold in 35 markets.

Mahalia Jackson Sings (Seven Arts Associated): Sold to KCHU(TV) San Bernardino, Calif.

Seven Arts Special Features (Seven Arts Associated): Sold to KXTV(TV) Sacramento, Calif. and WFMV-TV Greensboro, N. C.

Calif. theater owners unite to stop toll TV

The California Crusade for Free TV, organization representing the major motion picture theater chains and independent theaters in California, has been formed for the purpose of collecting signatures for a statewide referendum

to have pay TV outlawed in that state.

A similar operation, conducted by theater owners in Southern California in 1957-58, forced franchises issued by the city of Los Angeles to be put to a public vote. As a result, the three companies to which franchises had been issued turned them back and dropped plans for starting pay TV.

The California crusade group is opening offices in San Francisco and Los Angeles and plans to ask labor organizations, parent-teacher associations, women's clubs and others to join in the campaign. CCFTV is also urging the California public utilities commission to hold a hearing with the goal of prohibiting the use of public utility facilities for delivering pay TV programs into homes for private gain.

N.Y. Philharmonic to form own network

Plans for formation of a new independent New York Philharmonic radio network were announced last week by David M. Keiser, president of the New York Philharmonic Society.

CBS Radio broadcast Philharmonic concerts for 33 years but discontinued them in May of 1963. CBS in recent years had made the program available to affiliates on a sustaining pretaped basis. It could be scheduled at the convenience of the individual station.

In the coming season all but four concerts in the series will be broadcast live (Sunday 3-5 p.m., beginning Oct. 6) from Philharmonic Hall of Lincoln Center in New York, originating over the facilities of WOR in that city.

The broadcasts will allow seven minutes for local sponsorships within the two-hour body of the concerts.

The proposed network will be handled by G. H. Johnston Inc., New York, the firm which also supervises the Metropolitan Opera radio "network." G. H. Johnston reported last week that it expected to form a lineup of at least 100 stations for the broadcasts.

26 stations buy color version of show

United Artists Television has announced that its *Lee Marvin Presents—Lawbreaker* series has been bought by 26 stations for telecast in color. The series, which is based on the re-creation of actual police department cases has been sold in a total of 105 markets.

M. J. Rifkin, executive vice president in charge of sales for UA TV said that greater local demand for color programming would influence the company in further production of color programs for first-run syndication.

(Programming continues on page 83)



**CURTAIN
GOING UP
ON A NEW
SEASON...**

...THIS FALL THE STARS' ADDRESS IS CBS

The most dazzling cluster of stars ever to form a single galaxy of entertainment will soon light up the channels of the CBS Television Network. But however many pages this display requires and however deft Al Hirschfeld's sketches may be, they can barely scratch the surface of the imposing spectacle the network will bring to the screen in the weeks and months ahead. Since it is both accountable and responsive to the diverse character and tastes of 185 million people, the new season's schedule will contain things of interest and enjoyment for all, if not for everybody at the same time. The single constant has been to make each thing the best of its kind.

Thus this coming season the network will make significant additions to its unprecedented array of stars. It will bring to television for the first time on a weekly basis such superb artists as Danny Kaye and Judy Garland. It also breaks new ground with two powerful dramatic series: a unique action program springing from our national history entitled *THE GREAT ADVENTURE* and a drama of contemporary life in a crowded metropolis, *EAST SIDE/WEST SIDE*, starring George C. Scott. Then, too, the

SUNDAY



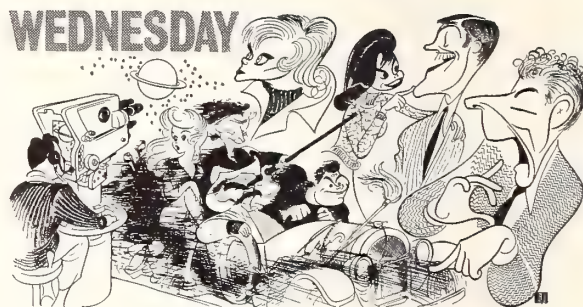
MONDAY



TUESDAY



WEDNESDAY



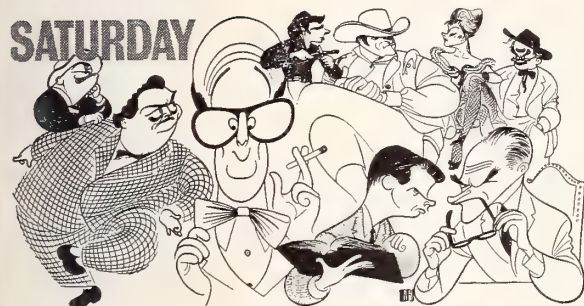
THURSDAY



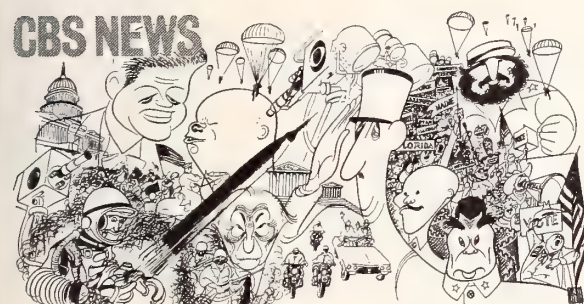
FRIDAY



SATURDAY



CBS NEWS



SPORTS



SPECIALS



network will return Phil Silvers to his accustomed place beside Lucille Ball, Jack Benny, Dick Van Dyke, Jackie Gleason, Andy Griffith, Red Skelton, Danny Thomas, and the Beverly Hillbillies—companions who have amply proved that no form of television entertainment is a surer avenue to great audiences than top-flight comedy.

To add the essential ingredient of *variety* the CBS Television Network will again present those ever-inventive impresarios Ed Sullivan and Garry Moore. And the Network, itself an impresario, will enliven the season and enlarge the medium's following with a diverse and distinguished schedule of special programs, among them: "Elizabeth Taylor in London," with script by S. J. Perelman; the American television premiere of England's Royal Ballet with Dame Margot Fonteyn; an exciting musical hour with Robert Goulet and Carol Lawrence; a 90-minute musical starring Carol Burnett as "Calamity Jane." Equally "special" for the nation's sports fans is the network's spectacular panorama of sports, beginning for the second successive season with exclusive coverage of NFL professional and NCAA college football.

In the area of information CBS News will greatly strengthen its coverage of the day's news. Twice each day *half-hour* news broadcasts with Walter Cronkite and Mike Wallace will present the reports of CBS News' major domestic and foreign correspondents on the latest events breaking in their respective sectors. In longer perspective, a new series entitled *ROOTS OF FREEDOM* will dramatize the concepts of liberty, democracy, law and ethics throughout the world, traveling to such historic centers of inspiration as Athens, Rome, and the Holy Land.

Once again, as in past seasons, the chances are that the American people will find their greatest rewards and satisfactions in the program schedule of the CBS Television Network. For its programs have been compounded into a mixture of matchless entertainment and insights into the events of our time. They reflect the network's response to the expanding tastes, sophistication and awareness of the nation's viewers who more and more are demanding no less than the best in what they see on the air. Thus it is no accident that The Stars' Address Is CBS.

Al Hirschfeld's brilliant sketches of the leading figures of the American theatre have been a striking feature of the Sunday theatrical section of *The New York Times* for nearly forty years. On these pages he has transferred his talents to television and sketched his impressions of the great galaxy of stars appearing on the CBS Television Network this Fall. As Brooks Atkinson recently wrote in *The Times*, "Mr. Hirschfeld transmutes Broadway and television actors into nimble lines that fly humorously over pieces of white Bristol board. Some of the actors wince. But they are all flattered to be caught in mid-air by a superb stylist. Leaning over his drawing board, Mr. Hirschfeld can confer immortality."



SUNDAY



1. THE TWENTIETH CENTURY—6:00 PM EDT (*new series starts October 27*) The fascinating chronicle of the great events and personalities of this century, narrated by CBS News Correspondent Walter Cronkite.

2. MISTER ED—6:30 PM (*new series starts September 29*) Television's most celebrated four-footed comedian—the talking horse—keeps his owners Alan Young and Connie Hines in a constant state of confusion.

3. LASSIE—7:00 PM (*new series starts September 29*) These

exciting dramas recount the adventures of a boy and his dog who have become the symbol of loyalty and courage over the past ten years.

4. MY FAVORITE MARTIAN—7:30 PM (*premiere September 29*) Only the amazingly versatile talents of a star like Ray Walston could handle a role for which there are no precedents—that of a Martian whose space ship comes to grief on earth and who is taken in as a roommate by a newspaperman played by an exciting new young star, Bill Bixby.



5. THE ED SULLIVAN SHOW—8:00 PM (new series starts September 29) Fifteen years and 788 Sundays ago a poker-faced impresario presented the first of a series of variety shows that have become legendary in television.

6. THE JUDY GARLAND SHOW—9:00 PM (premiere September 29) Acclaimed by audiences throughout the world Judy Garland begins still another career as the star of a weekly television series. Each program carries the captivation and glamour of a brilliant first night opening.

7. CANDID CAMERA—10:00 PM (new series starts September 29) Once again the hidden camera is on the move, recording the reactions of ordinary people caught by surprise, with Allen Funt and Durward Kirby.

8. WHAT'S MY LINE?—10:30 PM Television's most successful Sunday night panel show begins its 13th consecutive season as Bennett Cerf, Dorothy Kilgallen and Arlene Francis offer a dazzling display of wit and repartee. With host John Daly.

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MONDAY



1. CBS EVENING NEWS WITH WALTER CRONKITE A new expanded series of half-hour news broadcasts Monday through Friday which will include on-the-spot reports and expert analyses of world events by CBS News domestic and foreign correspondents.

2. TO TELL THE TRUTH—7:30 PM EDT (new series started September 9) Everybody thinks he can tell who is fibbing and who is not when host Bud Collyer presents three contestants. It is not so easy. Two of the contestants are impost-

ers who pretend to be what the third contestant really is.

3. I'VE GOT A SECRET—8:00 PM (new series started September 9) Blasting off with Garry Moore, you could hardly ask for a livelier gang of inquisitors than Bill Cullen, Bess Myerson, Henry Morgan and Betsy Palmer, all expert in extracting information from the most tight-lipped guest.

4. THE LUCY SHOW—8:30 PM (new series starts September 30) When Lucille Ball and Vivian Vance started this new series last Fall, everybody knew what would happen—and it did!



The show was an immediate smash and remained one all season long. These two zanies have established a permanent corner on the nation's funny bone.

5. THE DANNY THOMAS SHOW—9:00 PM (new series starts September 30) Technically, Danny is the head of his delightful family supported by Marjorie Lord and Rusty Hamer. But he's apt to turn out low man on the totem pole.

6. THE ANDY GRIFFITH SHOW—9:30 PM (new series starts September 30) Behind the good-humored, slow-talking face of

Sheriff Andy Griffith there's a powerful arsenal of guile. The fellow who speaks loudly and carries a small stick is Deputy Don Knotts.

7. EAST SIDE/WEST SIDE—10:00 PM (premiere September 23) George C. Scott, one of the most compelling personalities in the American theatre, stars as a hard-hitting, but compassionate social worker. A new hour-long series centered on the human conflicts of a great city. Produced by David Susskind.

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TUESDAY



1. MARSHAL DILLON—7:30 PM EDT The greatest danger for a frontier peace officer comes not so much from gun fighters as from ordinarily law-abiding citizens provoked to violence. But James Arness, as the Marshal, together with Dennis Weaver, Milburn Stone and Amanda Blake are a match for whatever comes along each week in these compelling rebroadcasts of the best of the half-hour GUNSMOKE series.

2. THE RED SKELTON HOUR—8:00 PM (new time, new series starts September 24) When Red expanded his half-hour

program last season to a full hour, all that happened was that everybody started laughing twice as much and kept it up all season. This season all that will happen is they'll start laughing a half hour earlier.

3. PETTICOAT JUNCTION—9:00 PM (premiere September 24) A new and entirely different series created by the same Paul Henning whose BEVERLY HILLBILLIES proved to be last season's smash comedy hit. Bea Benaderet stars as a widowed proprietor of a rural hotel on the spur line of an



old railroad. Everything is somewhat chaotic except her three daughters; the moving force behind the railroad and its passengers. With Edgar Buchanan.

4. THE JACK BENNY PROGRAM—9:30 PM (new series starts September 24) If a new entertainment medium ever supplants television, you can be sure of one thing: its leading comedian will be a 39-year-old man who will walk across the stage, remove his glasses and stare fixedly at the audience. His name will be Jack Benny, recognized as the

most durable and invariably funny entertainer in history.

5. THE GARRY MOORE SHOW—10:00 PM (new series starts September 24) Garry's amazing versatility cuts across all aspects of show business—as a performer, a discoverer of talent, and a provider of entertainment. One of last season's innovations was the occasional appearance of a new comedienne named Dorothy Loudon. This season she will be on regularly with Garry, Durward Kirby and the rest of his troupe. **THE STARS' ADDRESS IS CBS** ©

WEDNESDAY



1. CBS REPORTS—7:30 PM EDT (*alternate Wednesdays: new series September 18*) Under the supervision and direction of its executive producer, Fred W. Friendly, CBS REPORTS will continue this season to address itself boldly and uncompromisingly to the major issues confronting the nation in health, politics, social relations and science.

2. CHRONICLE—7:30 PM (*alternate Wednesdays: premiere October 2*) A major new CBS News public affairs series exploring man's adventurous and meaningful personal

contact with the ideas, culture and institutions of various traditions and times. CBS News Correspondent Charles Collingwood will have a central role.

3. GLYNIS—8:30 PM (*premiere September 25*) Glynis Johns, the noted stage and screen actress-comedienne, stars in an exciting new mystery-comedy series. Jess Oppenheimer, creator of I LOVE LUCY, is executive producer. As a would-be writer of crime fiction, Miss Johns complicates the criminal cases of her lawyer-husband, played by Keith Andes.



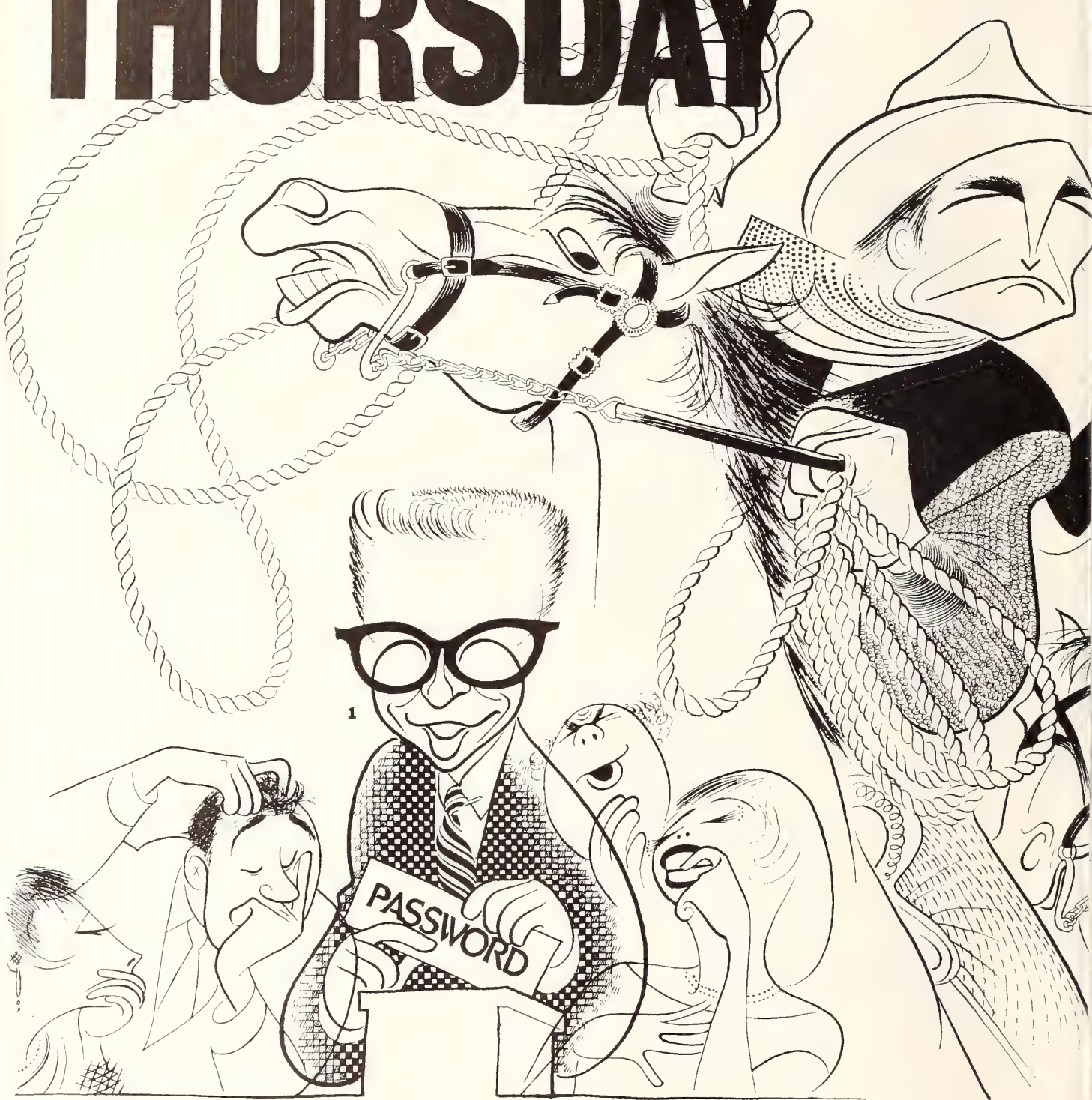
4. THE BEVERLY HILLBILLIES—9:00 PM (new series starts September 25) Enjoy a new sequence of laugh-provoking, off-beat situations artfully contrived by Paul Henning and performed with enormous gusto by Buddy Ebsen, Irene Ryan, Max Baer, Jr., and Donna Douglas.

5. THE DICK VAN DYKE SHOW—9:30 PM (new series starts September 25) And speaking of laughter, this merry program of marital life, created by Carl Reiner and produced by Sheldon Leonard, carried off top prizes for the best com-

edy of the year. Watch Dick superbly supported by Rose Marie, Morey Amsterdam and Mary Tyler Moore.

6. THE DANNY KAYE SHOW—10:00 PM (premiere September 25) Merely the mention of his name conjures up one of the greatest talents the entertainment world has ever known, a talent so versatile that he holds the world's audiences in the palm of his hand. This season, in a full hour weekly program, he promises to do the same with America's television audiences. **THE STARS' ADDRESS IS CBS** ©

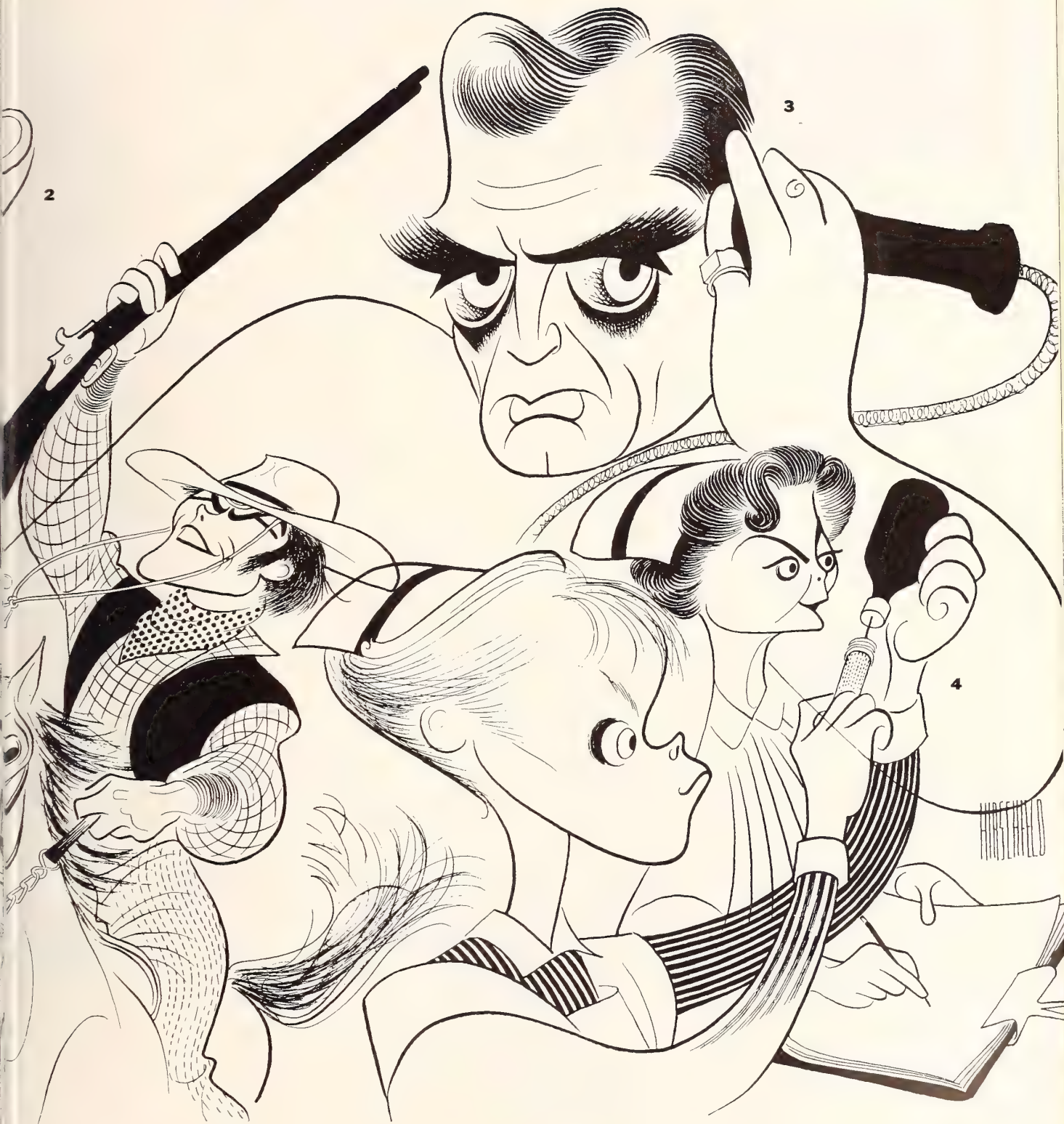
THURSDAY



1. PASSWORD—7:30 PM EDT (new time, new day, starts September 26) Each week Allen Ludden seems to take fiendish glee in pitting two famous guest stars and their companions against each other as they attempt to guess the secret words. For the players there's all the fun of free association. And since wit and intelligence are at stake you can practically see the veins stand out on the foreheads of the contestants. For the audience there is the happy advantage of knowing what the secret word really is.

2. RAWHIDE—8:00 PM (new time, new day, new series starts September 26) This impressive hour-long drama of the old West is now starting its fifth season. Exciting stories and authentic characterizations of cowhands and wranglers who drove the great cattle herds across the prairies create believable situations of the real West. The stars are Eric Fleming and Clint Eastwood with Paul Brinegar.

3. PERRY MASON—9:00 PM (new time, new series starts September 26) A total of 36 awards in six seasons may seem



an astonishing record to some people, but not to the millions of viewers who watch the famous attorney-detective with complete fascination week in and week out. They don't need any official awards to tell them that this is the "best mystery program" in television. They know it themselves and wouldn't miss seeing Raymond Burr, Barbara Hale and William Hopper match wits with Ray Collins and William Talman.

4. THE NURSES—10:00 PM (new series starts September 26)

Far more than just a series of medical case histories, this engrossing drama delves into personality problems among nurses, doctors and patients. Under the over-all supervision of executive producer Herbert Brodtkin, it is a penetrating distillation of life in a large metropolitan hospital. It stars Shirl Conway and Zina Bethune who reveal the dedication and devotion to duty necessary in a profession that always demands discipline, training, skill, and continual resourcefulness. **THE STARS' ADDRESS IS CBS** ©

FRIDAY



1. THE GREAT ADVENTURE—7:30 PM EDT (premiere September 27) Employing some of the foremost talents of the entertainment world—theme music by Richard Rodgers, narration by Van Heflin, production by John Houseman and Bert Granet, with associate producer Ethel Winant, and scripts by top television playwrights—this new regular weekly hour-long series of dramas takes its material from the adventure and courage that have been an integral part of America's history. Beyond its intrinsic excitement and

dramatic interest, the series will have significant educational value for the entire family. As such it is a groundbreaking development in nighttime television. Presented in cooperation with the National Education Association.

2. ROUTE 66—8:30 PM (new series starts September 27) The horizons of excitement and danger beckon Martin Milner and Glenn Corbett as they bear down on the accelerator of their high-powered sports car. Where it will take them is always unknown, but this is what impels them forward



into strange and hazardous situations week after week.

3. TWILIGHT ZONE—9:30 PM (new time, new day, new series starts September 27) Rod Serling's vivid and often terrifying imagination approaches new heights of fantasy as his dramas again explore the depths of the human psyche and telescope time and space. You will find it hard to believe your eyes as this noted television dramatist escorts you into the shadowy realm beyond the fringes of reality.

4. THE ALFRED HITCHCOCK HOUR—10:00 PM (new time, new

series starts September 27) A famous mystery story writer once said "Death seems to provide the Anglo-Saxon race with a greater fund of innocent amusement than any other single subject . . . the tale must be about dead bodies or very wicked people—preferably both." As every one knows this is most clearly apparent in television. For there is no other man in any other medium who spins these tales with the same delicious horror and bewilderment as the Old Master.

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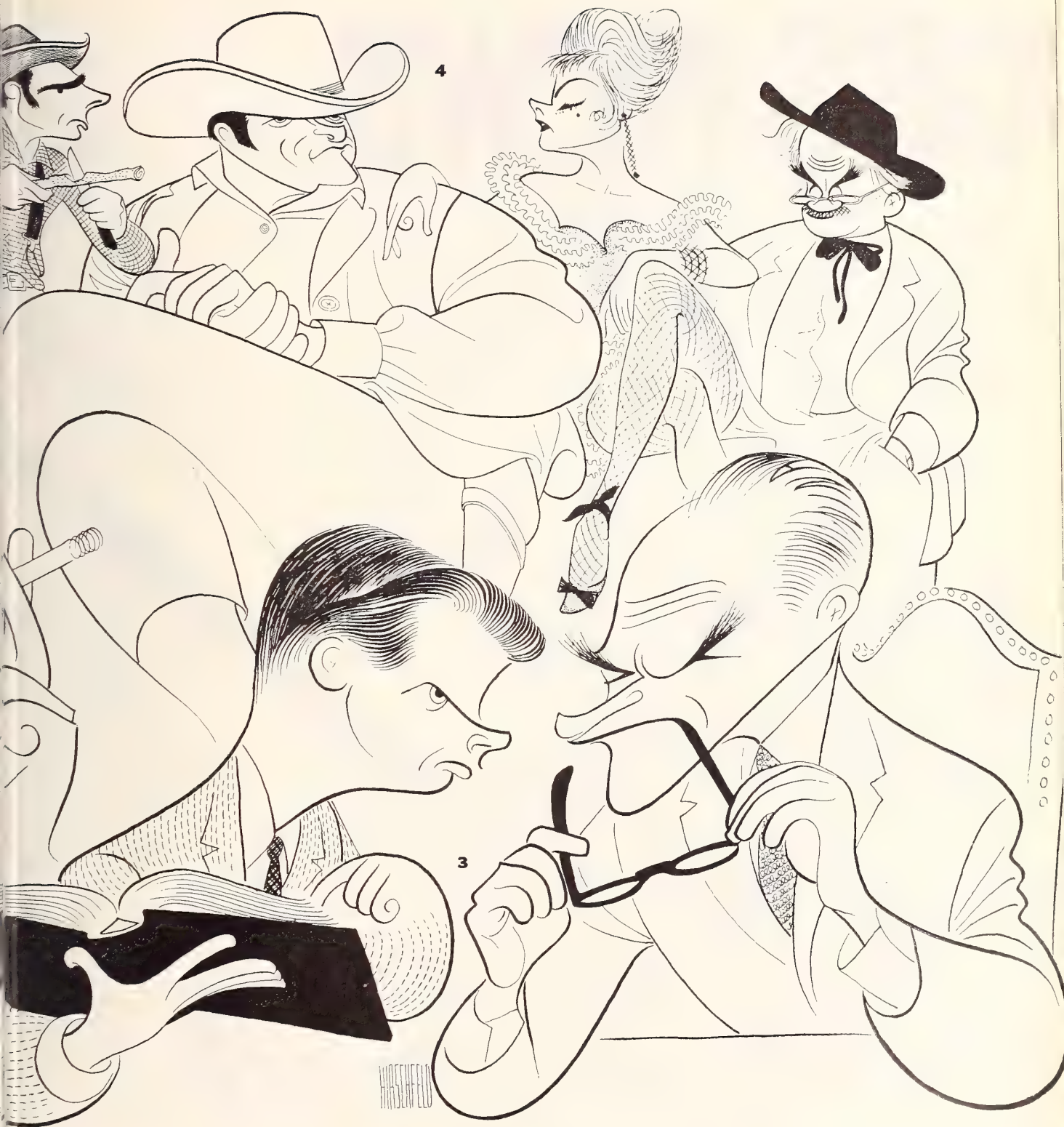
SATURDAY



1. THE JACKIE GLEASON SHOW—7:30 PM EDT (new series September 28) One of the marks of a great entertainer is his ability to surround himself with similar talent. And the great Gleason is no exception. Last season marked his own triumphant return to television, with the June Taylor dancers, Frank Fontaine and guest stars all of whom worked together to capture and hold the hearts of the television audience. Jackie and his troupe are back again in a full-blown musical comedy hour that dazzles the eyes

week after week. In sum it's all "awa-a-a-y we go" comedy.

2. THE NEW PHIL SILVERS SHOW—8:30 PM (premiere September 28) One of television's greatest comic inventions was a staff sergeant named Ernie Bilko. The man whose inspired clowning endowed this character with flesh and blood now returns to the network in a civilian role. Phil Silvers, one of the top bananas of all time, will be seen as a factory foreman whose schemes for self-enrichment are usually self-defeating.



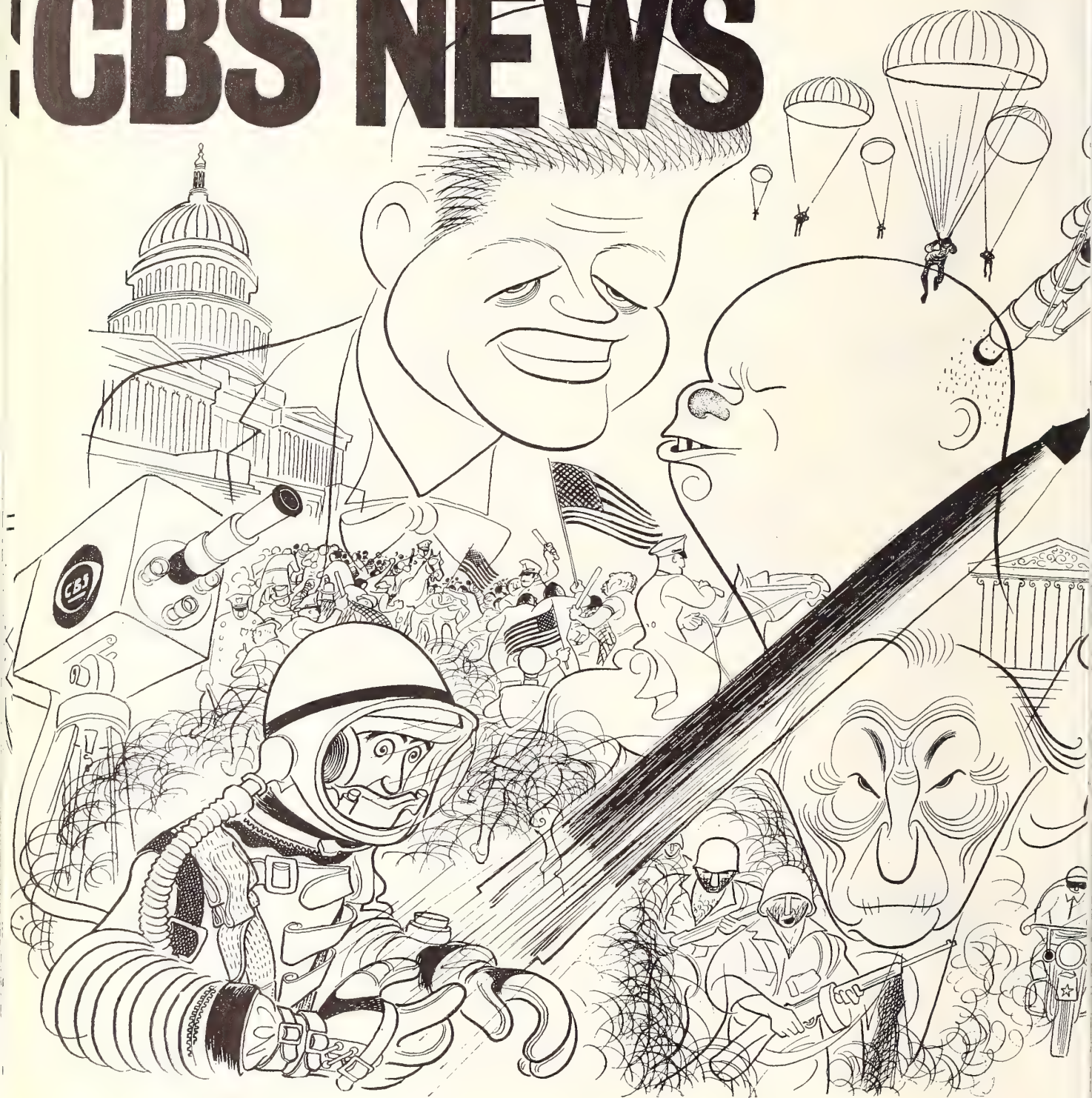
3. THE DEFENDERS—9:00 PM (new time, new series starts September 28) Last Spring it was honored as television's best drama. And E. G. Marshall received a highly deserved award for the best "acting in a series." He'll be back again ably assisted by his young partner Robert Reed in this distinguished series created by Reginald Rose with Herbert Brodtkin as executive producer.

4. GUNSMOKE—10:00 PM (new series starts September 28) Explaining the phenomenal popularity of the Western has

become one of the most popular academic indoor sports. No program has been as widely discussed by television critics and social scientists as GUNSMOKE. And for good reason. It is the most challenging and provocative of all Westerns, as well as the most popular. But its reality defies analysis for it is compounded of the superb performances of James Arness, the star, and the notable quartet of Dennis Weaver, Milburn Stone, Amanda Blake and Burt Reynolds.

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CBS NEWS



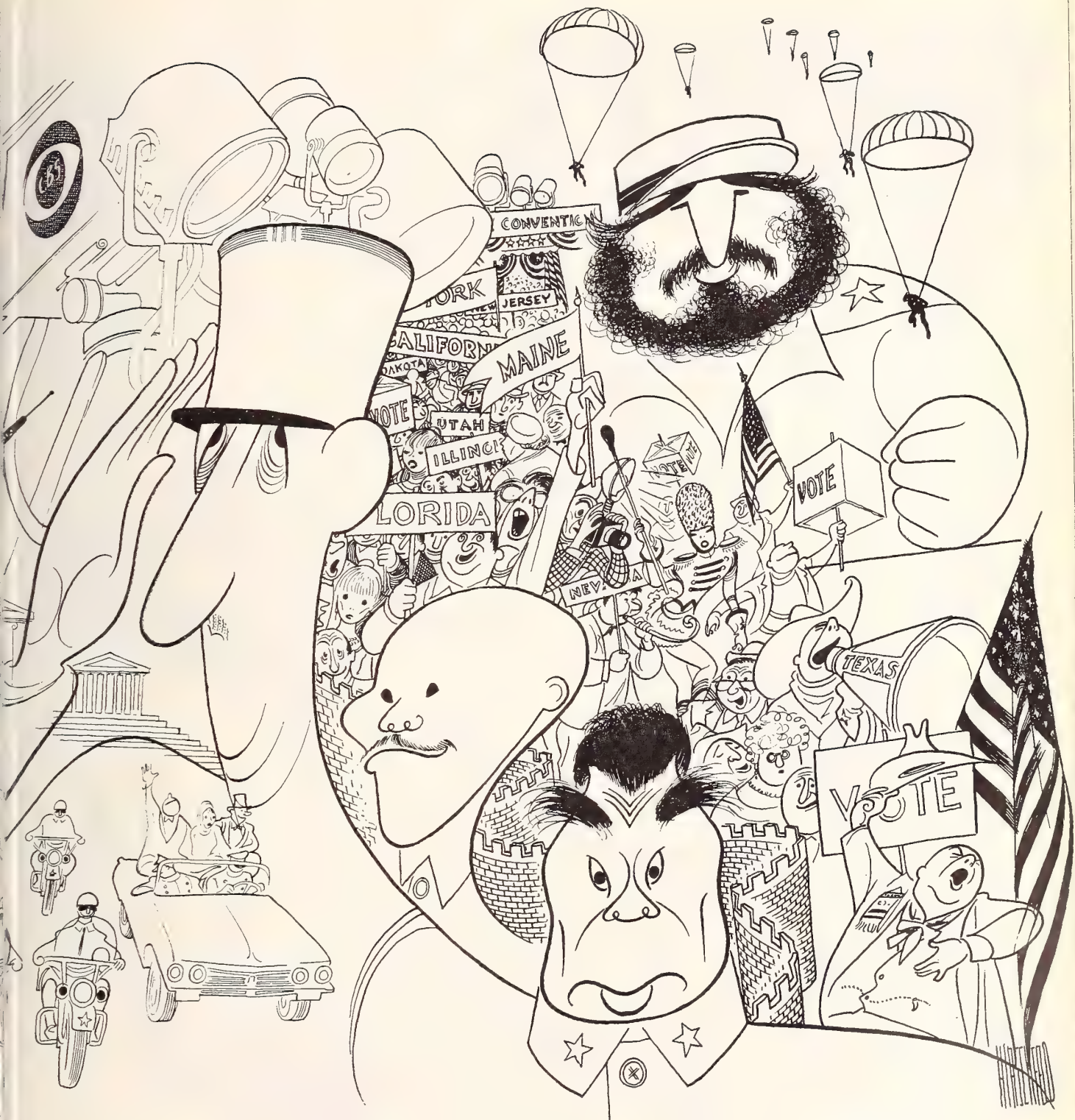
No instrument of communication conveys the swift change of events with the immediacy and reality of television.

This reality will be more visible this season than ever. This Fall there will be *two* daily series of half-hour news broadcasts—the **CBS MORNING NEWS** with Mike Wallace and the **CBS EVENING NEWS** with Walter Cronkite. Monday through Friday these broadcasts will provide the important news of the day from CBS News correspondents scattered throughout the world. On Sunday nights Harry Rea-

soner in the East and Midwest, and Charles Kuralt in the far West, will summarize the weekend news.

Once again **CBS REPORTS** will concentrate on the political, economic and scientific forces that shape our environment. And as a humanistic counterpart, CBS News will present this Fall a regular series of broadcasts entitled **CHRONICLE** which will explore the impact of man's cultural activity throughout history on his social development.

In addition a series of special broadcasts called **ROOTS OF**



FREEDOM will trace the history of religious liberty, justice, law and political democracy. Each of these "specials" produced by Perry Wolff will be taped "on location" in the historic sites which gave birth to these concepts. A companion group of "specials" will examine the theatre from ancient Greece to today.

In other areas of public affairs the award-winning program **THE TWENTIETH CENTURY** will re-create the dramatic events of the recent past. **CAMERA THREE** will continue to

offer its revealing portrayals of contemporary art and artists. **FACE THE NATION** will return with its news interviews of world leaders. **LOOK UP AND LIVE** and **LAMP UNTO MY FEET** continue their examination of the force of religion on contemporary life. Meanwhile, moving to completion behind the scenes are plans for covering the 1964 Presidential election campaigns under the direction of the CBS News Election Unit headed by CBS News Correspondent Bill Leonard. **THE STARS' ADDRESS IS CBS**

SPORTS

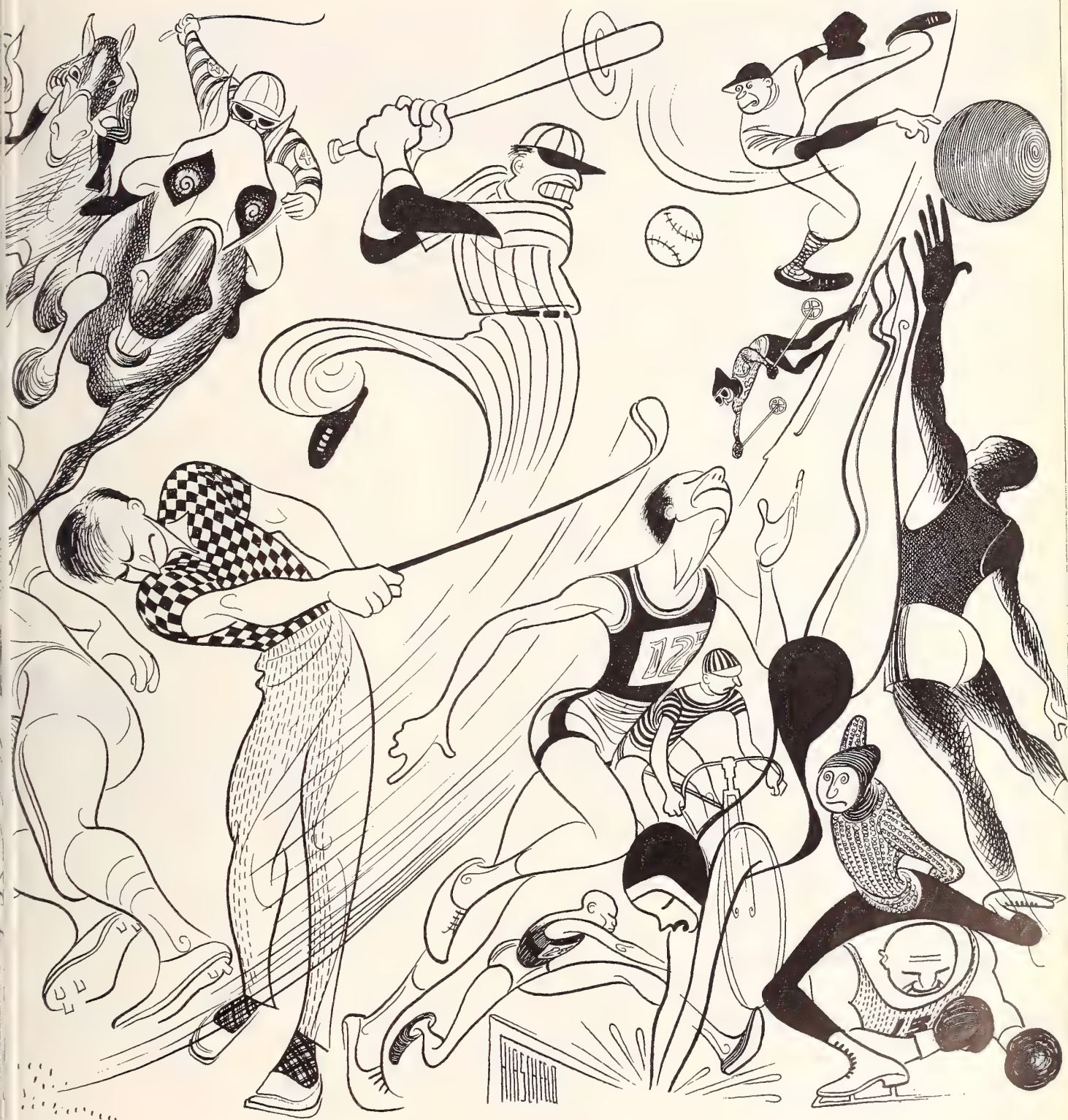


Probably the largest and most democratic club in the world is the so-called "Living-Room Athletic Club." Its membership consists of that vast collection of viewers who week in and week out follow the year-round spectacle of sports on their television screens.

This season the spectacle will again be at its best on the CBS Television Network. After presenting the opening kickoff of the football season with the NFL Hall of Fame Dedication game between Cleveland and Pittsburgh, CBS

Sports will present on the network the exclusive coverage of **94 NFL PROFESSIONAL** games and **24 NCAA** college football games. As the old year ends and the new one begins, this unequalled feast of football will culminate in four bowl games—the **BLUEBONNET**, **GATOR**, **COTTON** and **NFL PLAYOFF**.

On the **SUNDAY SPORTS SPECTACULAR** CBS cameras will travel far afield to present the world's outstanding athletes in such diverse competitions as ski flying, gymnastics, sports car and stock car racing, track and field, bowling,



outboard motor racing, and basketball with the clowns of the court, the Harlem Globetrotters. Other programs will cover surfing around the world, the world's Star-class sailboat championships, and the first television broadcast of the World's Pentathlon Championships. April will bring the **MASTERS GOLF TOURNAMENT** from the beautiful Augusta National course. And later in the Spring CBS Sports will provide its annual **TRIPLE CROWN** coverage of three classic races, the Kentucky Derby, the Preakness, and the Bel-

mont Stakes. In July, the world's greatest professional golfers will compete in the annual **PGA** tournament.

One thing is certain: on the CBS Television Network America's sports fans will be in the thick of it all, whether it's a photo finish or a goal-line plunge. For the expert announcers, highly-skilled camera crews and technical direction of CBS Sports provide viewers with the most complete, dramatic and professional sports coverage in television.

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SPECIALS



If you have been following this narrative in sequence, it should now be amply clear that the new season's regular program schedule on the CBS Television Network is exceedingly rich in promise night after night. But there will be certain "special" programs that will carry the promise of exceptional excitement and entertainment.

One of the dramatic high points of the new season is certain to be reached on Friday, September 20, with the presentation of Ingrid Bergman in Henrik Ibsen's drama

HEDDA GABLER (5) Co-starring will be Sir Michael Redgrave, Sir Ralph Richardson and Trevor Howard.

On Monday, September 23, there will be a noteworthy occasion of hilarity entitled **OPENING NIGHT (1)** which will bring together Lucille Ball, Jack Benny, Andy Griffith, Garry Moore, Phil Silvers and Danny Thomas. On Sunday, October 6, Elizabeth Taylor will provide a Cook's tour of her native city in **ELIZABETH TAYLOR IN LONDON (2)**

On November 1 the national junior beauty contest **MISS**



TEENAGE AMERICA will be broadcast. November 7 will bring **BING CROSBY (3)** to the screen in the first of four hour-long variety programs. And on November 12 Carol Burnett will cavort in a 90-minute musical comedy called **CALAMITY JANE (4)**. Among the major events will be the first presentation on television of the **ROYAL BALLET (6)** with Dame Margot Fonteyn; an hour of musical variety **THE ROBERT GOULET SHOW (7)** with Carol Lawrence; a commemorative first anniversary program, **LINCOLN CENTER DAY** (September 22);

the notable series of the New York Philharmonic **YOUNG PEOPLE'S CONCERTS (8)** with Leonard Bernstein and that annual favorite, the **THANKSGIVING DAY PARADE (9)** with Bob Keeshan of **CAPTAIN KANGAROO** fame.

In work are two original dramas—**THE VELVET KNIFE (10)** by Peter Ustinov in which he co-stars with Anthony Quinn; and **THE MAN WHO BOUGHT PARADISE** with an all-star cast. The season's succession of dazzling entertainments clearly establish that **THE STARS' ADDRESS IS CBS** ①

The new season's most exciting panorama of entertainment and information will be presented on these primary U.S. stations of the CBS Television Network. "The Stars' Address is CBS" and CBS's address in the cities below is represented by these call letters:

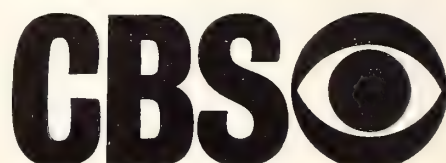
W-TEN
Albany, N. Y.
KGGM-TV
Albuquerque, N. M.
WFBG-TV
Altoona, Pa.
KFDA-TV
Amarillo, Tex.
KTVA
Anchorage, Alaska
WAGA-TV
Atlanta, Ga.
WRDW-TV
Augusta, Ga.
KTBC-TV
Austin, Tex.
KBAK-TV
Bakersfield, Calif.
WMAR-TV
Baltimore, Md.
WABI-TV
Bangor, Me.
WAFB-TV
Baton Rouge, La.
KFDM-TV
Beaumont, Tex.
KVOS-TV
Bellingham, Wash.
KOOK-TV
Billings, Mont.
WNBZ-TV
Binghamton, N. Y.
KXMB-TV
Bismarck, N. D.
KBOI-TV
Boise, Idaho
WHDH-TV
Boston, Mass.
KBTX-TV
Bryan, Tex.
WBEN-TV
Buffalo, N. Y.
WCAX-TV
Burlington, Vt.
KXLF-TV
Butte, Mont.
WWTW
Cadillac-
Traverse City, Mich.
KFVS-TV
Cape Girardeau, Mo.
KAVE-TV
Carlsbad, N. M.
WMT-TV
Cedar Rapids, Iowa
WCIA
Champaign, Ill.
WCSC-TV
Charleston, S. C.
WCHS-TV
Charleston, W. Va.
WBTV
Charlotte, N. C.
WDEF-TV
Chattanooga, Tenn.
KFBC-TV
Cheyenne, Wyo.

WBBM-TV
Chicago, Ill.
KHSL-TV
Chico, Calif.
WCPO-TV
Cincinnati, Ohio
WJW-TV
Cleveland, Ohio
KKTV
Colorado Springs-
Pueblo, Colo.
WNOK-TV
Columbia, S. C.
WRBL-TV
Columbus, Ga.
WCBI-TV
Columbus, Miss.
WBNS-TV
Columbus, Ohio
KZTV
Corpus Christi, Tex.
KRLD-TV
Dallas, Tex.
WHIO-TV
Dayton, Ohio
KLZ-TV
Denver, Colo.
KRNT-TV
Des Moines, Iowa
WJBK-TV
Detroit, Mich.
KDIX-TV
Dickinson, N. D.
WTVY
Dothan, Ala.
KDAL-TV
Duluth, Minn.
WTVD
Durham, N. C.
KROD-TV
El Paso, Tex.
KTVC
Ensign, Kan.
WSEE
Erie, Pa.
KIEM-TV
Eureka, Calif.
WEHT-TV
Evansville, Ind.
KTVF
Fairbanks, Alaska
KXJB-TV
Fargo-Valley City, N. D.
WBTV
Florence, S. C.
WINK-TV
Fort Myers, Fla.
KFSA-TV
Fort Smith, Ark.
WANE-TV
Fort Wayne, Ind.
KFRE-TV
Fresno, Calif.
KXGN-TV
Glendive, Mont.
KLOE-TV
Goodland, Kan.

KREX-TV
Grand Junction, Colo.
KFBB-TV
Great Falls, Mont.
WBAY-TV
Green Bay, Wis.
WFMY-TV
Greensboro-
Winston-Salem, N. C.
WNCT
Greenville, N. C.
WABG-TV
Greenwood, Miss.
KGBT-TV
Harlingen, Tex.
WHP-TV
Harrisburg, Pa.
WTIC-TV
Hartford, Conn.
KAYS-TV
Hays, Kan.
KBLL-TV
Helena, Mont.
KGMB-TV
Honolulu, Hawaii
KHOU-TV
Houston, Tex.
WHNT-TV
Huntsville, Ala.
KID-TV
Idaho Falls, Idaho
WISH-TV
Indianapolis, Ind.
WJTV
Jackson, Miss.
WDXI-TV
Jackson, Tenn.
WJXT
Jacksonville, Fla.
KRCG-TV
Jefferson City, Mo.
WJHL-TV
Johnson City, Tenn.
WARD-TV
Johnstown, Pa.
KODE-TV
Joplin, Mo.
KINY-TV
Juneau, Alaska
WKZO-TV
Kalamazoo-
Grand Rapids, Mich.
KCMO-TV
Kansas City, Mo.
KOTI-TV
Klamath Falls, Ore.
WBIR-TV
Knoxville, Tenn.
WKBT
LaCrosse, Wisc.
WFAM-TV
Lafayette, Ind.
KLFY-TV
Lafayette, La.
WLYH-TV
Lancaster-Lebanon, Pa.
WJIM-TV
Lansing, Mich.

KGNS-TV
Laredo, Tex.
KLAS-TV
Las Vegas, Nev.
KLEW-TV
Lewiston, Idaho
KOLN-TV
Lincoln, Neb.
KTHV
Little Rock-Pine Bluff, Ark.
KNXT
Los Angeles, Calif.
WHAS-TV
Louisville, Ky.
KLBK-TV
Lubbock, Tex.
WMAZ-TV
Macon, Ga.
WISC-TV
Madison, Wisc.
KEYC-TV
Mankato, Minn.
WLUC-TV
Marquette, Mich.
KGLO-TV
Mason City, Iowa
KBES-TV
Medford, Ore.
WREC-TV
Memphis, Tenn.
WTOK-TV
Meridian, Miss.
WTVJ
Miami, Fla.
WISN-TV
Milwaukee, Wisc.
WCCO-TV
Minneapolis, Minn.
KXMC-TV
Minot, N. D.
KMSO-TV
Missoula, Mont.
WKRQ-TV
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KNOE-TV
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WCOV-TV
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WLAC-TV
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WWL-TV
New Orleans, La.
WCBS-TV
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WTAR-TV
Norfolk, Va.
KOSA-TV
Odessa, Tex.
KWTV
Oklahoma City, Okla.
WOW-TV
Omaha, Neb.
WDBO-TV
Orlando, Fla.
KTVO
Ottumwa, Iowa
KEPR-TV
Pasco, Wash.

WMBD-TV
Peoria, Ill.
WCAU-TV
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KDKA-TV
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WGAN-TV
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KOIN-TV
Portland, Ore.
WAGM-TV
Presque Isle, Me.
WPRO-TV
Providence, R. I.
KHQA-TV
Quincy, Ill.
KOTA-TV
Rapid City, S. D.
KOLO-TV
Reno, Nev.
WTVR
Richmond, Va.
KWRB-TV
Riverton, Wyo.
WDBJ-TV
Roanoke, Va.
WHOC-TV
Rochester, N. Y.
WBBF-TV
Rock Island, Ill.
KXTV
Sacramento, Calif.
WKNX-TV
Saginaw, Mich.
KMOX-TV
St. Louis, Mo.
KSBW-TV
Salinas-Monterey, Calif.
WBOC-TV
Salisbury, Md.
KSL-TV
Salt Lake City, Utah
KCTV
San Angelo, Tex.
KENS-TV
San Antonio, Tex.
KFMB-TV
San Diego, Calif.
KPIX
San Francisco, Calif.
WTOG-TV
Savannah, Ga.
WDAU-TV
Scranton, Pa.
KIRO-TV
Seattle, Wash.
KSLA-TV
Shreveport, La.
KVTV
Sioux City, Iowa
KELO-TV
Sioux Falls, S. D.
WSBT-TV
South Bend, Ind.
WSPA-TV
Spartanburg-
Greenville, S. C.
KXLY-TV
Spokane, Wash.
KTTS-TV
Springfield, Mo.
WSTV-TV
Steubenville, Ohio
KPAR-TV
Sweetwater-Abilene, Tex.
WHEN-TV
Syracuse, N. Y.
WCTV
Tallahassee, Fla.
WTVT
Tampa, Fla.
WTHI-TV
Terre Haute, Ind.
WTOL-TV
Toledo, Ohio
WIBW-TV
Topeka, Kan.
KOLD-TV
Tucson, Ariz.
KOTV
Tulsa, Okla.
KLIX-TV
Twin Falls, Idaho
KWTX-TV
Waco, Tex.
WTOP-TV
Washington, D. C.
WCNY-TV
Watertown-Carthage, N. Y.
WSAU-TV
Wausau, Wisc.
KAUZ-TV
Wichita Falls, Tex.
KTVH
Wichita-Hutchinson, Kan.
KIMA-TV
Yakima, Wash.
WSBA-TV
York, Pa.
WKBN-TV
Youngstown, Ohio



It's easier to control longer shows

PRODUCERS THINK TREND TO HOUR AND 90-MINUTE SHOWS WILL CONTINUE

Longer television programs are here to stay. And chances are they may get even longer.

A panel of top production executives told the Hollywood Press Club last Tuesday (Sept. 10) that the 60-minute and 90-minute programs are going to continue for the foreseeable future. They agreed also with the probability that two-hour, or even longer, programs are in the offing.

Panel members were: Lucille Ball, president of Desilu Productions; William Dozier, vice president and production head of Screen Gems; Norman Felton, executive producer of MGM-TV; Roy Huggins, vice president and executive producer of Revue Productions; and David Wolper, president of Wolper Productions.

The producers noted that they like the longer format, particularly for TV dramas, because it gives time for the development of plot and character that is not available within the confines of a half-hour, which, as Miss Ball pointed out, is actually 23 minutes for the program proper.

Easier Control ■ But dramatic advantages are not the whole story, Mr. Dozier noted. The rising cost of TV production, he said, has made exclusive sponsorship of a weekly TV show impossible for all but the largest advertisers, and multiple sponsorship fits well with the extended programs. Also, when the big investigation was going on in Washington a few years back, the networks saw a chance to assume greater program control by assuming greater responsibility and "an hour show is easier to control than a half-hour and so we'll have more of them."

Along with the extended program time periods have come multiple-broadcast programs, a single story extended over two or more weeks. Mr. Huggins reported that a two-part show almost invariably gets a better rating the second week than the first and when a five-part *Lassie* serial was broadcast last spring the ratings rose from a 12 for the first installment to 30 for the finale. Perhaps this is why 77 *Sunset Strip* is planning to present a five-week story this fall.

The producers agreed that competition is tougher than ever this year, with each network and each production company going all out to get the top rating. And they agreed that ratings are still very important, despite a lack of belief in their infallibility. The network and the sponsor have to have some measurement of how their programs are faring and so far no better measurement has

been found than the national ratings. When someone from the floor said that the ratings might be outlawed, Mr. Huggins retorted, "in that case, we'd start bootlegging them." Mr. Wolper said that at lunch the other day two executives of Procter & Gamble Co. had told him that when the rating ruckus broke out P&G had made some surveys of its own which satisfied this top broadcast advertiser that the regular rating service reports were accurate enough for P&Gs' purposes.

Program Types ■ Mr. Felton said that in advance of the meeting he'd had the fall schedules of the three TV networks analyzed by program types, with this weekly breakdown: four quiz shows, eight news specials or documentaries, two feature motion pictures, four west-

Strong entries

The anthology-drama and western formats shape up as strong entries for off-network release during the 1964-65 season, according to Len Firestone, vice president and general manager of Four Star Distribution Corp. He noted that syndicators now are in the process of deciding which of the off-network series in their libraries are contenders for distribution next year. Mr. Firestone said that dramas and quality westerns seem strong on the networks this season, but he added: "I may change my mind after I see the first ratings of this season, but that's the way it looks right now."

erns, 15 variety shows, nine anthologies, 20 comedies and 21 dramas with continuing characters, of which 18 are serious dramas. These 18, plus the anthology dramas, make great demands on the writers of TV dramatic shows, he said, commenting that there is a ready market for writers who can turn out good hour or 90-minute shows.

The panel members generally felt the right time slot could help a program and the wrong time slot could hurt its chances of success. But this view was hotly contested by David Levy, former top NBC-TV program executive, who, when called on to comment, declared "good shows rise and reach the people." Citing *Dr. Kildare* as a program scheduled in a "wrong" time slot, against tough competition, he said: "I wouldn't

worry about the show. If it's good, no time period will hold it back."

Asked about the effects of the outlawing of network option time, the producers said it is too soon to tell. Mr. Wolper said that as a producer of documentaries, which largely must be sold to stations because of network policies, he's happy about the change. Mr. Dozier agreed that syndication would be helped, noting that in anticipation of the rule Screen Gems was producing its first syndicated series in several years—the Truman biographical series.

Reviews of TV programs aren't too important, the producers said, as they're written about programs that are over before the reviews appear, but they agreed that a good review will sometimes encourage an actor and on occasion general critical approval has been known to persuade a sponsor to keep a series on the air when the ratings weren't quite good enough to justify that decision. But Mr. Dozier got no contradiction when he stated: "Advertisers like good reviews but [the reviews] won't keep a show on the air for three years. That takes ratings."

'Have Gun' racks up \$2 million in sales

CBS Films has completed sales of almost \$2 million on its *Have Gun, Will Travel* series which was placed into off-network syndication several months ago, James T. Victory, vice president, domestic sales, announced last week.

The series is being sold on a three-year basis and covers 156 half-hour segments. CBS Films is holding for possible future release 69 additional episodes of *Have Gun*. Stations will begin to telecast the series this month.

A regional sale to the Texas State Optical Co., Beaumont, Tex., through Erwin Wasey, Ruthrauff & Ryan, Houston, will place the series in 13 Texas markets. In addition, CBS Films has made sales to three NBC-owned stations — WNBQ(TV) Chicago, WRC-TV Washington and WRCV-TV Philadelphia—and to three ABC-owned stations—WABC-TV New York, KABC-TV Los Angeles and WXYZ-TV Detroit.

Other sales have been made to WSB-TV Atlanta, WLWC(TV) Columbus, Ohio; WBRC-TV Birmingham, Ala.; WLOS-TV Asheville, N. C.; KJEO(TV) Fresno, Calif.; KATV(TV) Little Rock, Ark.; WUSN-TV Charleston, S. C.; WCHS-TV Portland, Me. and WDAU-TV Scranton, Pa.

NAACP sticks to Oct. 1 Hollywood deadline

NO SET QUOTA FOR NEGROES ON PRODUCTION CREWS

On Oct. 1, 1963, *Hazel* resumes production when Shirley Booth, star of the Screen Gems NBC-TV series, returns from a summer at Cape Cod.

Oct. 1 is also the date that the National Association for the Advancement of Colored People has set as deadline for its demand that one or more Negroes be included in the technical crew for each television filmed program or theatrical motion picture. And that date is still firm, two NAACP officials told a news conference in Hollywood last Monday (Sept. 9).

There is no significance in the selection of *Hazel* as the focal point of their campaign for more employment of Negroes in the Hollywood film studios beyond the fact that it is the first series to go into production this fall. Neither Screen Gems nor Ford, the series' sponsor, is in any way being singled out as unfair, James L. Tolbert, president of the NAACP Hollywood-Beverly Hills chapter, explained. The NAACP demand is being made of all studios and all sponsors and any examples of non-compliance will be dealt with on an individual program basis.

"We are being very careful not to

start something that would be hard to stop," Mr. Tolbert said. "If we start a selective buying campaign against one sponsor, it might continue after the wrong has been corrected." "Selective buying" is the term used by the NAACP for the action it proposes to put into effect among the 20 million Negroes of the nation; the word "boycott" is never mentioned.

"There has to be an individual determination in each case," he stated. "If no Negro is employed on the *Hazel* crew—and not only *Hazel* but all fall shows—we intend to get all offenders—if there are any offenders—and to proceed against them all. We're not singling out any one show; we'll go after all."

No Quotas ■ Thomas G. Neusom, NAACP West Coast attorney, said that the NAACP is not setting any quotas for the employment of Negroes, but just making a demand for equal employment opportunities. He and Mr. Tolbert said that it is not important whether a Negro is added to a crew as an extra member or made one of a crew without enlarging its present number of persons; the important point is

Novel on TV first

In an unusual reversal, a story planned as a novel will be seen as television show before it is published in book form.

Revue Studios has purchased an original novel prospectus, *Allegory on Lenox Avenue* by William McGivern as an episode for the *Kraft Suspense Theater* series beginning on NBC-TV Oct. 10.

The story is the 18th property in work for the Kraft series.

that at least one Negro be included in its membership.

Just returned from a New York meeting with the officers of the American Association of Advertising Agencies (BROADCASTING, Sept. 9), the NAACP officials reported an understanding reception by the agency organization. "We didn't have to lay out the ground rules; they understood the problem," Mr. Tolbert reported. The pair said they had received assurances that Negroes will be given fair employment opportunities in programs and commercials as well as in the studio crews and noted that a number of companies had already made commercials using Negro talent. Another meeting is tentatively scheduled for Oct. 27, when progress toward implementing the promises will be discussed.

Even if it is determined that a sponsor and/or its advertising agency is not cooperating, the NAACP will not move into any hasty action, Mr. Neusom said. First, the offending company will be notified and given a chance to explain or to rectify the condition. If that does not result in fair treatment for Negroes, then the national NAACP office will be brought into the picture and together with the Hollywood-Beverly Hills chapter a procedure will be worked out. Then, and only then, will there be public disclosure of the offending organization and a call for selective buying be made. The NAACP executives made it clear that they expected cooperation from the great majority of advertisers and agencies and did not anticipate many instances when action against any company would have to be instituted.

New hosts added to NBC's 'Monitor'

NBC Radio announced last week addition of Barry Nelson, Vic Damone and James Daly as new hosts of its weekend *Monitor* service.

Starting Oct. 6 *Monitor Beacon* will feature David Wayne (Saturday 9-12 noon) Barry Nelson (Saturday 3-6 p.m.) Gene Rayburn (Saturday 7-30-

memo from Fred Custer

8-5-63

Harvey:

Now KPOL delivers the lowest cost-per-thousand of any Los Angeles radio station!

Quantity, too...More than the average audience of the three big network stations and almost twice as many listeners as the second good music station.

(Radio PULSE, May/June '63 - L. A. Metro)

How's that for short copy?

Fred

KPOL

Distinguished Radio - Los Angeles

5700 SUNSET BLVD., LOS ANGELES 28, CALIF. - HOLLYWOOD 6-4123
REPRESENTED BY PAUL H. RAYMER CO.



PITTSBURGH?

TAKE A SECOND LOOK

It's U.S. Steel, in Duluth. Take a second look at the Duluth-Superior-PLUS market—it's bigger than you think! Bigger because KDAL-TV now delivers Duluth-Superior-plus coverage in three states and Canada—through 18 licensed translator stations!

So Duluth-Superior-plus is now bigger—a quarter of a million TV homes, the second largest market in both Minnesota and Wisconsin. And who delivers it all? Only KDAL!

KDAL
A WGN STATION



*Duluth-Superior-Plus
2nd largest market
in both Minnesota
and Wisconsin*

9/6/63 TO: Swish FROM: Galen

We've got this small ad in Broadcasting coming due next week. It's a problem: what can you do with $2\frac{1}{4} \times 5$ "? Amos suggested releasing some statistics on how KMTV is the only Omaha station to deliver large audiences in Lincoln, but if we quote books we'd have to use that disclaimer and there isn't room in $2\frac{1}{4} \times 5$ " for a disclaimer. Hughes wanted to say something about KMTV's unique food and drug services, but there isn't room enough for his picture. I'd like to run one of our graphs showing how KMTV has led...there's that disclaimer problem again...how KMTV has been doing well over the years. I know you would like to list the names of all the towns represented at KMTV's 14th Anniversary Family Party...but 114 Nebraska, Iowa, Missouri and South Dakota town names in a space like this? Lew wants to talk about KMTV's new Special Projects Unit but we could never squeeze those accomplishments into this space. Joe said he'd like to see us run KMTV's blue-chip list of clients, but they don't make type small enough to squeeze them in. Norm is pretty proud of KMTV's new, live musical shows and "Your Neighbor's Faith" but it's that picture and space problem again. We could run that ad we've been planning for Science Fiction Movies, but we'd have to mention a source and you know what else. Owen said what is KMTV doing with a $2\frac{1}{4} \times 5$ " space anyway? And if we get stuck, we could always say "compliments of a friend."

(Petty and everybody's friend—
KMTV-3-OMAHA)



- personal attention
- effective merchandising
- value-plus rate plans



CHATTANOOGA

CALL

ADVERTISING TIME SALES INC.



NOW!

10:30 p.m.) James Daly (Sunday 3-6 p.m.) and Frank McGee (Sunday 7-10 p.m.)

Further plans for *Monitor* include eight five-minute segments of *The Live-ly Ones* each weekend beginning Sept. 28 with Vic Damone as host. They'll be sponsored by Ford Motor Co. through the J. Walter Thompson agency.

Program notes . . .

TV special on Olympics ■ Geoffrey Sel-den Associates, New York, reports it is producing a special 90-minute TV program, *Olympiad—1964*, which is scheduled for telecasting prior to the opening of the 1964 Olympic games in Tokyo next fall. Author-journalist Quentin Reynolds has been signed to write and narrate the program.

New comedy series ■ International Video Tape Productions has announced plans for production of a half-hour comedy series, *Say Something Funny*, described as an audience participation-improvisation show. Writer will be Stan Dreben, with the pilot due to be taped before the end of September.

Russian special ■ A one-hour special, *The Face of Russia*, produced by Lori

Productions and showing how the average Russian lives, works and relaxes, has been acquired for worldwide distribution by Desilu Sales.

TV slated to get 93 more post-'54s

Screen Entertainment Co. has acquired 93 post-1954 motion pictures for distribution to theaters and television. Package includes seven widescreen, full color pictures produced by Alan Ladd Enterprises for Warner Bros. release, which will be released for theater reruns before being sold to TV stations. Major portion of the films is a block of 69 pictures released to theaters by American International Pictures, largely science fiction films which Screen Entertainment Co. will offer to TV.

SEC principals are Harold Goldman, founder and formerly executive vice president of National Telefilm Associates, and Henry Saperstein, president of UPA pictures and owner-distributor of *All-Star Golf*, *Mr. Magoo*, *Dick Tracy*, *Ding-Dong School* and *The Christmas Carol*. The two are also syndicating 256 half-hour films and 52 cartoons.

FINANCIAL REPORTS

KCOP(TV), KPTV(TV) aid Chris Craft earnings

A second quarter increase in revenues and earnings was reported by Chris-Craft Industries, whose TV stations, KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore., both operated profitably. "KCop, which began operating profitably in the fall of 1962, has continued to increase its percentage of sales, both national and local, in the Los Angeles market and has substantially increased its contribution to earnings," the report states.

Six months ended June 30:

	1963	1962
Revenues	\$39,055,529.00	\$38,402,528.00
Earnings before federal income tax	2,277,127.00	2,641,152.00
Federal income tax	900,000.00	1,205,000.00
Net earnings	1,377,127.00	1,436,152.00
Earnings per share	1.00	1.04*
Number of shares outstanding, June 30, 1963	1,376,672	

*Based on the 1,376,672 shares outstanding on June 30, 1963. Earnings for the six months ended June 30, 1962, were \$1.09 based on the 1,313,116 shares then outstanding.

Republic Corp. up 30% in first nine months

Republic Corp., reports an increase in earnings of almost 30% for the 39 weeks ending July 27, 1963, in comparison to the like period of last year.

The report notes that "intensive marketing efforts during the first nine months of this fiscal year have produced a significant increase in the amount of new contracts executed for exhibition of Republic's film library. As a result, revenues from this source have held steady and the amount of future installments to be collected on such contracts has increased nearly \$300,000 during the current fiscal year."

With Republic's North Hollywood studio facility under lease to CBS, the report notes that "this division, for the first time in many years, is realizing a fixed income unaffected by the seasonal fluctuations in motion picture and television production that made its operation hazardous and marginal in the past."

Nine months ended:

	July 27, 1963	July 28, 1962
Net income per common share \$	0.48 \$	0.34
Revenues from sales of manufactured products, film and studio rentals and other income	34,667,662.00	31,985,093.00
Cost of manufactured products sold and operating expenses (including depreciation of \$919,848.00 and \$937,730.00)	26,843,195.00	24,772,683.00
Selling, general and administrative expenses	5,412,145.00	5,228,778.00
Income before federal income tax	2,412,145.00	1,983,632.00
Federal income tax	950,000.00	855,000.00
Net income	1,462,145.00	1,128,632.00

THE NATION'S 33rd TV MARKET

The
CREAM
of
NBC and CBS
Shows are on
WAPI-TV
BIRMINGHAM

When you place a schedule in the Birmingham market you can be sure that there are *no* "weak" nights on WAPI-TV. Check this impressive list of greats. And too, WAPI-TV has the best movies from every major feature film package.

- ☆ Bonanza
- ☆ Richard Boone
- ☆ Beverly Hillbillies
- ☆ The Lucy Show
- ☆ Andy Griffith
- ☆ Perry Mason
- ☆ Dick VanDyke Show
- ☆ Red Skelton
- ☆ Garry Moore

- ☆ The Virginian
- ☆ Mr. Novak
- ☆ Danny Kaye
- ☆ Rawhide
- ☆ Dr. Kildare
- ☆ Bob Hope
- ☆ Joey Bishop
- ☆ The Defenders
- ☆ Gunsmoke
- ☆ NFL Pro Football

- ☆ NCAA Football
- ☆ The Merv Griffin Show
- ☆ As the World Turns
- ☆ Huntley-Brinkley Report
- ☆ The Lieutenant
- ☆ Espionage
- ☆ Eleventh Hour



WAPI-TV



BIRMINGHAM, ALABAMA

REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC.

Where is the 'fairness' line drawn?

FCC HAS TO DECIDE IF DRAMATIC SHOW MUST OFFER EQUAL TIME

Do dramatic shows that espouse a partisan position on a controversial issue come within the scope of the FCC's fairness doctrine?

This question, raised by complaints about a CBS-TV *Armstrong Circle Theater* program, has plunged the commission into a philosophical quandary.

Some officials at the commission see no problem. Broadcasters, they say, shouldn't be allowed to advance a controversial position under the guise of drama without being required to afford opportunity for reply to spokesmen for opposing viewpoints.

And some predict flatly that the commission will hold that the fairness doctrine does apply to the program involved.

But others—including some members firmly committed to the fairness doctrine—say the issue is more complicated. "We can't say that the fairness doctrine would never apply to dramatic shows," said one troubled official. But, he added, the commission should avoid any action that would inhibit broadcasters in the production of provocative and vital drama.

Automobile Injury Suits ■ The program involved was "Smash-Up," broadcast on Oct. 10, 1962. Done in the *Circle Theater's* customary dramatized-documentary style, the program dealt with fraudulent claims in automobile injury suits. One of the assertions made was that excessive jury awards in such cases have contributed to higher insurance premium costs.

The National Association of Claimants Counsel of America complained to the commission that the program would prejudice prospective jurors against damage claimants, and claimed that the program was instigated by insurance companies.

In addition, one FCC staffer said the agency received "hundreds" of complaints from lawyers "throughout the country" who maintained that juries in automobile injury cases "were not returning anything, even in substantial cases." The lawyers reportedly blamed the CBS-TV program.

There was no indication last week that the commission suspected any collusion between insurance companies and the network. But that still leaves the task of determining whether the fairness doctrine applies to the dramatic program.

CBS-TV, in commenting on the complaint, said that "because of the nature

of dramatic programs and because creative talents cannot be channeled at will, we have never accepted the proposition that a drama which may present one facet or point of view is to be counterbalanced by an opposing point of view."

One complicating factor, however, is that programs on the now-concluded *Circle Theater* series were not straight drama but dramas done in news-documentary form.

Third Time Around ■ The issue first appeared on the commission agenda shortly before the August recess. It was passed over then until last week—when it was passed over again. It is expected to come up again this week, along with a number of other fairness doctrine questions.

The staff is said to have recommended dismissing the CBS argument with the contention that the fairness doctrine applies to dramatic programs as well as to editorials and commentary.

But there appeared to be no support within the commission last week for

such a comprehensive statement. And a number of officials said that the commissioners themselves had reached no consensus on what form the agency's reply should take.

However, a check of several staff members and commissioners indicated sentiment was developing for a carefully phrased reply to CBS in which the commission's concern would be limited to the "Smash-Up" program.

"This was documentary drama, not entertainment," said one official. Another noted that the commission would have to "take these things on a case-to-case basis."

No Directives ■ It was understood that, even if the commission feels that the fairness doctrine applies to the program, it will not say that remedial action should be taken. The commission would note, however, that the network has a wide choice in the selection of formats it could use for affording opportunities for reply to spokesmen for opposing views.

The commission is also expected to tell the complaining lawyers—who asked that it prevent broadcasting of shows like "Smash-Up" in the future—that the agency cannot bar programs from the air.

The other fairness doctrine questions which the commission is expected to face this week are posed in letters from Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee; Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee; and the National Association of Broadcasters.

Representative Harris and the NAB have contended that the commission's July 26 statement on the fairness doctrine imposed new controls over broadcasters and should be withdrawn (BROADCASTING, Sept. 2, 9).

Senator Pastore asked whether broadcasters who carry sponsored programs advancing a controversial point of view are required to provide free time for replies.

This question has come to the fore as the result of requests from the Citizens Committee for a Nuclear Test Ban Treaty for free time on more than 300 radio stations to answer paid programs which oppose the nuclear test ban pact (BROADCASTING, Sept. 2).

Some Explanation ■ Meanwhile, the Mississippi Broadcasters Association has called on the FCC to "clarify" the language in its July 26 notice, which

If you can't beat 'em . . .

It's an old saying that you can't beat City Hall.

Albert S. Tedesco, owner of WXXX Oakland Park, Fla., learned that lesson when Oakland Park's city council asked the FCC not to grant a license to cover WXXX's construction permit (BROADCASTING, Jan. 14). And since Mr. Tedesco couldn't beat it he changed the station's programing. The FCC last week granted the license.

The city's complaint was that WXXX was going to present an all-Negro format. The city, which has no Negro residents, charged that the programing was directed to nearby Fort Lauderdale, contrary to the original program proposals advanced by Mr. Tedesco in his application for the station. The city asked the commission to set the license request for hearing.

The FCC, noting that WXXX's programing had been changed to serve everyone in its primary service area, including the residents of Oakland Park, last week granted the license without a hearing.



Kennedy plays straight man to Bob Hope

"I feel very humble—although I think I have the strength of character to fight it," NBC-TV star Bob Hope told President Kennedy Wednesday (Sept. 11) after receiving a Congressional Gold Medal for his "outstanding service to the cause of democracy throughout the world."

President Kennedy said authorization of the gold medals is "one of the really rarest acts of Congress." He pointed out that only 10 or 11 have been passed since World War II. Only two other entertainers have been so honored—Irving Berlin and George M. Cohan.

The bill authorizing the U. S. Mint to spend \$2,500 for striking the

medal was sponsored by 97 senators: "This is the only bill we've gotten by lately," the President remarked.

Mr. Hope said he was "thrilled" to see the 50 or so members of Congress at the ceremony. "For a while it looked like a congressional investigation, but I really appreciate this very much."

Among congressional leaders at the ceremony (1 to r above) were: Representative Michael Feighan (D-Ohio); Senator A. Willis Robertson (D-Va.); Senator Stuart Symington (D-Mo.); Senator Wallace Bennett (R-Utah); Representative Wright Patman (D-Tex.) (partially obscured behind Mr. Hope's left

shoulder); Representative Carl Albert (D-Okla.); Representative John Moss (D-Calif.) and Representative Charles Halleck (R-Ind.).

Earlier this year, Mr. Hope, who is principal owner of KOA-TV Denver and KOAA-TV Pueblo, both Colorado, received the National Association of Broadcasters' annual Distinguished Service Award. He was the first entertainer to be given the NAB award.

The White House ceremony for the NBC-TV comedian, who will host and star in an hour series this season, was nonpartisan in more ways than one. It was covered by all three television networks.

was intended to "advise" licensees of their responsibilities under the fairness doctrine.

The MBA, in a resolution, expressed its opposition to the notice because of its "vagueness and ambiguity" and called on the commission to provide guidelines to assist broadcasters in satisfying the commission's fairness requirements.

The resolution, along with a covering letter, was sent to the commission, members of the Mississippi congressional delegation, and each of the other state broadcaster associations.

The letter, written by William M. Jones, president of MBA, noted the commission's investigation of eight as yet unidentified Mississippi radio and TV stations as a result of their broadcasts during the riots "touched off by

the integration of the University of Mississippi last year.

He said all stations "should be examined by the FCC on the basis of what they have accomplished over a period of years" rather than on one incident. He asked for the help of other state associations in bringing the matter to the attention of Congress.

There'll be 'give' in time standards

FCC Commissioner Kenneth A. Cox sought to reassure broadcasters last week that any commercial time limit rule adopted by the commission would be flexible enough to accommodate the different types of stations throughout

the country.

Discussing the commission's proposed time-limits rule at the Radio Advertising Bureau Management Conference at Hot Springs, Va., last week, Commissioner Cox said:

"We would expect to make allowances for differences between fulltime and daytime stations . . . just as highway speeds vary depending on freeway, school zones, business zones or other considerations, so we would expect to make allowances for different types of radio stations. . ."

In its proposed rulemaking, the commission has asked for comments on the proposal to incorporate the National Association of Broadcasters commercial codes in the FCC rules.

Commissioner Cox said that after

Loevinger feels FCC needs no radical changes

FCC Commissioner Lee Loevinger, after three months in office, has concluded the commission isn't as creaky and slow-moving an instrument of government as it is sometimes described.

The commissioner supported this contention with a hatful of statistics in a speech to the Federal Communications Bar Association in Washington last Thursday (Sept. 12).

He said the agency's procedures could be improved—but not, he emphasized, along the lines recommended either by former Chairman Newton N. Minow or in an FCBA monograph proposing a reorganization of the agency.

The commissioner maintained that, on the basis of filings, the commission in fiscal 1962 had a workload more than 10 times the combined workload of six other major agencies—some 740,000.

The majority of the filings were applications in the Safety and Special Service Bureau, which are handled virtually automatically. In fiscal 1963, which ended June 30, that bureau received 490,000 applications.

In the same year, he said, the Broadcast Bureau received 15,000 applications. And of these, 3,500 had been pending more than three months at the end of the year. He conceded this was "kind of high" but not when compared to the volume of work.

Just Too Much ■ He attributed the delay to the sheer volume of work and the increasing complexity of the commission's job. He said the reason wasn't the commission's concern with programing, as some

critics of the agency have claimed. He said of 1,000 renewal and transfer applications pending more than three months at the end of the last



Commissioner Loevinger

fiscal year, only 150 were held up because of questions about programing and station operations.

He said more money and personnel would help. The agency last year had 1,500 employees and a \$12.5 million budget.

But he also endorsed two of the proposals advanced by the Administrative Conference of the U. S.: formulate and publish criteria for programing and selecting applicants, and delegate more work to the staff.

In discussing programing, he said there was room for debate on the question of whether elaborate criteria should be adopted, as most commissioners favor, or whether minimum criteria should be adopted along with an effort to promote greater diversity of station ownership, as he proposed in his Lincoln, Neb., speech (BROADCASTING, Sept. 2).

He also suggested that commissioners, rather than the staff, write agency opinions. He said this would "improve the quality" of the opinions.

Commissioner Loevinger saw no merit in the proposed reorganization of the commission suggested by either Mr. Minow or the FCBA. Mr. Minow proposed that the agency functions be split in two, with a single administrator making policy and an administrative court handling adjudicatory matters. The FCBA monograph suggested a tripartite organization, with a commission to make policy, single executive to administer it and a court.

But dividing the agency, Commissioner Loevinger said, would only lead to confusion, intra-agency bickering and delay.

reading the comments on the proposal, he is convinced that "a single NAB-type standard" will not work throughout the entire broadcasting industry.

He also indicated he favored giving some consideration to daytime stations in the winter. He said the daytime limit on commercial time "might vary with the season" as daytimers "have a problem" in winter.

Commissioner Cox also promised broadcasters the FCC would help them combat double billing by newspapers. Broadcasters have been warned that those found to have engaged in the practice would have serious character-qualification questions to answer at license renewal time.

"As far as newspaper double billing is concerned," he said, "it's up to you

broadcasters to tell us about it." He said both the FCC and Federal Trade Commission "have to be triggered" by well-documented complaints.

He promised that complaints sent to the FCC would promptly be sent "to the appropriate government agency for investigative action." He said newspapers that double bill are subject to conviction for conspiracy to defraud.

Comsat takes a new swipe at the FCC

The Communications Satellite Corp.'s running feud with the FCC gave rise last week to much criticism of what has been termed commission interference with the corporation's private business.

The criticism arose over the commis-

sion's proposed rule that it review Comsat's procurement procedures. Similar details would also be required from common carriers that will use the space communications system and companies receiving contracts valued at more than \$2,500.

The FCC has been concerned with what it considers Comsat's slowness in offering stock for public sale and generally seems to feel that progress is lacking. At the time the commission pushed for a stock offer in the near future (BROADCASTING, Aug. 5), Comsat Chairman Leo D. Welch accused the commission of prying into corporate affairs.

Comsat's comments filed last week took the same vein—that the FCC should not attempt direct regulation of



Courtesy of The Detroit Institute of Arts

"HEAD OF PAN"

Pan, with his shaggy locks and broad snub nose, licks his lips gleefully in this 2nd century B.C. Greek sculpture. Fashioned in Parian marble with golden-reddish patina, it was probably part of a group representing a satyr seizing a nymph.

in a class by itself

Masterpiece — *exceptional skill, far-reaching values.* This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser on WWJ Radio and Television.

WWJ and WWJ-TV
THE NEWS STATIONS

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

the corporation. Mr. Welch terms the commission action "invasion" of management.

AT&T, the Electronic Industries Association, the Aerospace Industries Association and General Telephone & Electronic Corp. also attacked the commission's proposed rule. All criticized the \$2,500 cut-off figure as being too small for the companies to get involved

in the red tape of proposed procurement procedures. The companies all agreed that the procedures would discourage small companies from competing for contracts. AT&T suggested a \$100,000 cut-off figure.

Cosat also suggested that the commission could retain regulation of the corporation without such delaying procedural requirements.

KEY REVOCATION CASE REARGUED

KWK concludes oral plea for death knell commutation

KWK St. Louis plunged into another round last week in its efforts to gain a reconsideration of the revocation penalty handed down by the FCC last spring.

Robert M. Booth, attorney for KWK Radio Inc., at the second oral argument held in the case, told the commission that revocation is too severe a penalty and that there are no bars to the commission's reconsidering in favor of a fine or a cease and desist order. Representing the Broadcast Bureau, Thomas B. Fitzpatrick contended that forfeitures could not be invoked when there had been "flagrant" violations of the Communications Act.

KWK was found guilty last May of conducting fraudulent "Treasure Hunts" in which the prizes were not hidden until the final day of the search. The station has since conducted a determined battle to gain reconsideration (BROADCASTING, July 15). The Broadcast Bureau, on the other hand, has consistently rebutted with strong opposition to anything less than the decided death penalty. KWK was granted the oral argument along with a 30-day stay of the effective date of the revocation after the conclusion, including appeals, of the case.

The revocation vote was a 3-2 decision in which former Chairman Newton N. Minow concurred. Commissioner Lee Loevinger, the latest appointee to the FCC, represents the only ballot among those participating which was not cast at the revocation decision.

It is Mr. Booth's contention that the facts do not support the FCC's decision. He told the commissioners (Commissioners Kenneth Cox and Robert T. Bartley are not participating in the case) that the licensee of KWK was a victim of the mismanagement of its vice president and general manager William Jones Jr., who personally conducted the promotional contests. Mr. Booth said that both forfeiture and a cease and desist order are available to the commission in the place of revocation, which would bring hardship to KWK employees and the loss of a radio service to the public.

The commission, when it decided to revoke the license, said that the forfeiture provision of the Communications Act was not available because the treasure hunts took place prior to congressional approval of fines from the commission. Commissioners Rosel H. Hyde and Robert E. Lee, both of whom dissented to the revocation, suggested that possibly KWK could come to an agreement with the FCC whereby the station would waive its right to the one-year statute of limitations placed on the forfeiture provision.

KWK actually missed falling under the forfeiture provision by less than one month from the conclusion date of the last treasure hunt.

Interpreting Congress ■ Mr. Booth said that Congress intended that the fining procedure be open to the commission in cases that might otherwise result in revocation and lost service. However, Mr. Fitzpatrick rebutted this argument by saying that, nevertheless, Congress still intended revocation to be invoked to punish "flagrant" violations of the rules. The bureau attorney further claimed that it was not legally possible for the commission to waive the statute of limitations which would also open up the possibility of waiving the \$10,000 limit on fines in favor of a higher figure.

Chairman E. William Henry indicated to Mr. Booth that he was concerned it may have been KWK's intention to hope that the promotional contests would bring the station a profit above a possible fine. Mr. Booth denied this. Mr. Fitzpatrick, however, said that the treasure hunts definitely were planned as profit seeking promotions. He added that the longer the contest continued the greater the advantage for KWK.

Mr. Fitzpatrick said that if the commission allows a fine in this case unscrupulous broadcasters could come to consider forfeitures as capital contributions.

Mr. Booth cited the WNOE New Orleans case in which the station conducted rigged contests but received only a fine. WNOE's violations were termed

1964's composite week

Broadcasters whose licenses come up for renewal in 1964 were notified of the dates which have been selected for program analysis by the FCC last week.

The composite week will consist of Sunday, April 28, 1963; Monday, March 25, 1963; Tuesday, May 21, 1963; Wednesday, Oct. 31, 1962; Thursday, June 20, 1963; Friday, Nov. 23, 1962, and Saturday, Jan. 26, 1963.

The commission also reminded licensees that if they think the programming represented in the composite week is an inadequate reflection of their format they may submit additional program information.

more severe by Mr. Booth than the inflections of KWK. He also pointed to the KIMM Denver case in which the station was issued a cease and desist order in lieu of revocation for having broadcast off-color remarks.

Mr. Booth told the assembled commissioners that KWK merely wishes to continue operation and to serve the public and that if it were fined it wouldn't contest the amount of the forfeiture, which in itself is unimportant. He quickly assured the commissioners that KWK was not trying to buy its way out of the case.

Retain Control ■ Mr. Fitzpatrick said that the licensee of KWK failed to take even "minimal" steps to assure that the treasure hunts would be properly conducted. The bureau has long maintained the commission should uphold the precedent it set in the KRLA Pasadena, Calif., nonrenewal case. The KRLA ruling found that the absentee licensee must be held responsible for the actions of its station manager.

Mr. Fitzpatrick said the fraud committed by KWK abused the privilege granted to it when it was licensed. If revocation is not the punishment received, he contended, it will be an open invitation to all absentee owners to know as little as possible about the actions of their employees. KWK did nothing to assure propriety, Mr. Fitzpatrick said.

Mr. Booth said that hindsight should not apply in this case, adding that good commission licensees would never choose to ignore their responsibility. Mr. Booth held that the KRLA case was not to be equated with that of KWK because the former involved many more violations than fraudulent contests, and that the fraudulent promotions KRLA conducted were not the major issue in the case.

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EQUAL-TIME EXEMPTION

Senate Commerce Committee clears resolution that will suspend Section 315 for 60 days in 1964 election

A congressional resolution exempting broadcasting coverage of the 1964 presidential and vice presidential elections from the equal-time provisions of Section 315 of the Communications Act cleared the Senate Commerce Committee last week on a unanimous vote with only two minor changes from the House-passed version.

The bill is nearly identical to the limited 1960 suspension. It is not expected to reach the Senate floor for several weeks because of other pending legislative matters.

H. J. Res 247, as passed by the House, would have suspended the equal-time requirements for President and Vice President for a 75-day period prior to the Nov. 3, 1964, elections. The Senate cut this back to 60 days (beginning Sept. 3), a week after the Democratic nominating convention in Atlantic City. The House passed the

bill last spring on a 263-126 vote before the two major parties had scheduled their conventions (BROADCASTING, June 24).

The Senate Commerce Committee approved the narrowest exemption proposed in several bills under consideration, which caused Senator Vance Hartke (D-Ind.), a committee member, to file "additional views" urging suspension of Section 315 for all political races. Senator Hartke concurred in the committee action but urged the Senate to go much further. He said broadcasters' coverage of the 1960 elections showed that they should be given total freedom in political campaigns.

Additionally, he said, suspension or outright repeal would benefit both candidates and the public because the campaign issues would receive a more thorough airing. The Indiana Democrat is the author of a bill which would

repeal permanently the political equal-time laws.

Rates Deleted ■ The committee also deleted the word "rates" from the House language spelling out matters upon which licensees would report to the FCC following the election. Stations still will be required to report their total income from the 1964 campaigns but, under the Senate committee version, would not have to report time charges to individual candidates.

The resolution provides that the FCC shall make a detailed report to Congress not later than May 1, 1965, on broadcast coverage of next fall's elections. The report would cover all political races, not just the top two.

Two amendments to the Communications Act, requested by the FCC, also were approved by the Senate Commerce Committee. S 1193 requires that parties seeking to intervene file petitions to do so with the FCC no later than 30 days after publication of the hearing issues and S 1005 gives the commission the authority to grant temporary operating applicants for certain nonbroadcast facilities permission to operate temporarily for a maximum of 60 days.

THE NAB ON RADIO BIRTH CONTROL

Says FCC should consider AM and FM separately

The National Association of Broadcasters last week expressed mixed feelings about the FCC's proposed rules to govern the future growth of radio.

NAB said that AM and FM should not be considered jointly and urged the separation of FM problems from the present rulemaking. NAB also opposed the commission's goal of prohibiting common ownership of AM-FM facilities in the same community and the proposed ban against duplication by an FM station of more than 50% of the programs of its AM affiliate.

NAB, however, welcomed the commission's efforts to "tighten engineering standards" but added that it wished the agency had aimed the proposed rules at doing only that. The rules, taken as a whole, propose "an unwise government intrusion into business practices" the association said.

The association said that inclusion of FM matters will not speed the settlement of AM assignment problems. It complicates the matter and may "unnecessarily" delay the lifting of the present freeze on AM applications, NAB said. (The prohibition against more than 50% duplication applies only to FM stations in cities over 100,000 where there are no unassigned FM channels.)

The association said a licensee should be left free to program in a manner in

which he feels will best serve the community. NAB pointed out that under some conditions AM reception is poor and is augmented through duplication by FM affiliates. It also said that the commission fails to grasp the significance of its proposal in terms of service to the public—and seems to be more interested in promoting the sales of FM receivers.

Hand In Hand ■ The 50% limitation will also injure AM stations by impeding the future development of radio network service. The networks' ability to provide services will diminish proportionally to the decline of FM duplication, NAB said.

Because FM can augment the coverage of an AM service, the NAB expressed deep concern about the proposed separation of commonly owned AM and FM stations. The association gave examples of cases in which FM is a valuable support to the AM facility: daytime-only stations which have a nighttime FM service; AM-FM stations having a decreased nighttime power for the AM, and AM-FM stations having a directional AM operation, but total coverage from the FM.

The association also said that FM operations have often survived only through the financial support of an AM affiliate.

Although NAB agreed to an im-

proved method of making AM assignments, it frowned on the proposed "go-no-go" system until a definitive method of measuring daytime service contours is worked out.

NAB also opposes regulating the number of assignments in a community according to population figures. "While the commission tends to imply that its assignment table is based on population factors and not economics, the two are inseparable in developing the assignment table the commission proposes. It represents an unwise government intrusion into business practices. The association is against arbitrary measures on how many stations a community can support—let free enterprise do the deciding, for that is the system under which radio has developed."

Rogers hearing resumes Wednesday

Three new witnesses have been scheduled to be heard when the editorializing hearing resumes Wednesday.

Jesse Helms, vice president in charge of programs, news and public affairs, WRAL-TV Raleigh, N. C.; Arthur W. Arundel, president and general manager of WAVA-AM-FM Arlington, Va., and Ralph A. Renick, news director, WTVJ-TV Miami will appear at the hearing of the House Communications Subcommittee.

Representative Walter Rogers (D-Tex.) chairman of the subcommittee announced the tentative witness list Friday, Sept. 6 (BROADCASTING, Sept. 9).

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The Sunday afternoon concerts of the New York Philharmonic Society, one of the world's leading orchestras, directed by Leonard Bernstein, are now available on a new basis direct from Philharmonic Hall, Lincoln Center, for live programming to quality radio stations and sponsors.

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While the program will be put on telephone lines "live" Sunday afternoon, stations desiring to do so may tape the program for broadcast that Sunday evening, starting no later than 9:15 PM local time.

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The broadcasters' march on Washington: Part II

Representative W. R. Hull Jr. (D-Mo.), emphasizing a point with his hand, agrees with the opposition of the Missouri Broadcasters' Association to the FCC's rulemaking to adopt commercial time standards. Ten MBA members met with their congressional delegation last week and gained considerable support against the FCC proposal. Discussing the proposition above are (l-r from Representative Hull) Earl Dougherty, KXEO Mexico; Senator Edward Long (D-Mo.); Dan Dailey, KGBX Springfield and president of the Missouri broadcasters; Representative Durward G. Hall (R-Mo.);

Representative Richard Ichord (D-Mo.); Representative Leonor Sullivan (D-Mo.); Bill McKibben, WIL St. Louis; Stanley Fike, administrative assistant to Senator Stuart Symington (D-Mo.), and Representative William Randall (D-Mo.).

Other members of the MBA delegation making the rounds in Washington were Sam Burk, KIRX Kirksville; Gene Wilkey, KMOX-TV St. Louis; Pearson Ward, KTTS-AM-FM-TV Springfield; Ralph Stufflebam, KYTV(TV) Springfield; Alice Koch, KMOX St. Louis; D. T. Knight, KODE-AM-TV Joplin, and Oscar Hirsch, KFVS-TV Cape Girardeau. The Mis-

souri broadcasters also visited the offices of Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, and Representative Walter Rogers (D-Tex.), chairman of the Communications Subcommittee. Representative Hull is a member of both the parent Commerce Committee and the Communications Subcommittee.

Members of the North Carolina Association of Broadcasters also visited Washington last week with equal success. Hollis Seavey, National Association of Broadcasters, assisted the state delegations in their Washington rounds.

More opposition to codes as FCC rules

STATE GROUPS FILE COMMENTS, PASS RESOLUTIONS

The FCC last week was the target of a number of resolutions and comments from state broadcaster associations and a congressional delegation censoring the commission for its proposed rule which would adopt the National Association of Broadcasters' radio and television codes of commercial time standards as agency rules.

The Alabama, Texas and Ohio associations questioned the commission's legal right to propose the rules. The Ohio association said that Congress never gave the FCC such regulatory

powers. The rule would give the commission complete control of station operations, it said. The Alabama association was also thinking along these lines when it charged that if the commission controlled the amount of commercial time it would inevitably come to control the cost as well.

Resolutions opposing the rulemaking were adopted by the Connecticut, Missouri (see story above) and Arkansas associations.

A question asked by most of the commentators was "How does one define

over-commercialization?" The Alabama association claimed that there is no way to define it.

The Texas association said that the NAB doesn't want its code "imposed" on all broadcasters. It pointed out that only little more than one-third of the radio stations in the U. S. subscribe to the NAB code and questioned why the commission should adopt a code accepted by so few.

The Oklahoma congressional delegation told the commission that none of its members could recall ever receiving a complaint that a broadcast station in that state over-commercialized. It also said that the agency lacked the legal power to make rules governing

commercial time. It is contrary to the intent of Congress when it passed the Communications Act, the delegation said.

Last week also saw the introduction, by Representative Graham Purcell (D-Tex.), of the second bill designed to prevent the FCC from limiting the extent of commercial time on broadcast stations (HR 8379). The first such prohibitive bill was introduced by Representative Purcell's fellow Texan and party member Representative Walter Rogers (BROADCASTING, Sept. 2).

But not all was opposition. The National Association for Better Radio and Television told the commission it was the agency's duty to adopt rules limiting commercial time. NAFBRAT said the NAB codes are for the most part ignored and inoperative. The organization thought the commission would be proper in adopting as rules the code broadcasters themselves have created.

LAND MOBILE RADIO FCC cross-country junket to inspect installations

Users of land mobile radio and other nonbroadcast licensees in Los Angeles will have an opportunity later this month to demonstrate to the FCC at first hand what they regard as the need of safety and special-services radio for additional spectrum space.

The FCC commissioners are scheduled to visit the California city Sept. 27 through Oct. 2 as part of a cross-country trip that will begin Sept. 25 and include stops at three Air Force installations in the West.

The visits to the Strategic Air Command headquarters, in Omaha, Neb., the North American Air Defense Command, in Colorado Springs, Colo., and a missile base in Denver were the original purpose of the trip.

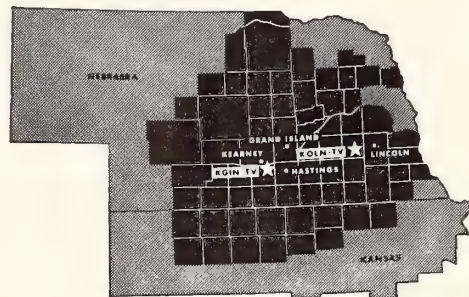
The Air Force, one of the largest users of common-carrier facilities, is often involved in rate-making cases before the FCC. The commission wants to observe the operation of these facilities, including those used in defense warning systems, and to discuss defense communications problems with the military personnel.

Congested Area ■ Commission sources said Los Angeles was added to the itinerary to satisfy a long-standing desire to view at first hand the variety of uses to which nonbroadcast radio is being put. Los Angeles has a variety of such services in a concentrated area, and is regarded as being one of the country's most spectrum-congested areas in the mobile-radio service.

Nonbroadcast users have long maintained the commission has not allocated sufficient spectrum space for their serv-



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LINCOLN-LAND* "A"	
(KOLN-TV/KGIN-TV)	59,900
OMAHA "A"	55,400
OMAHA "B"	55,000
OMAHA "C"	54,000
LINCOLN-LAND* "B"	22,300
LINCOLN-LAND* "C"	22,000

*Lincoln-Hastings-Kearney

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WJFM GRAND RAPIDS
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TELEVISION

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WTVF-TV CADILLAC-TRAVERSE CITY
WTVF-TV SAULT STE. MARIE
KOLN-TV/LINCOLN, NEBRASKA
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ices. The Electronic Industries Association has already requested the commission to take channels 14 and 15 from television and make them available for nonbroadcast use.

While in Los Angeles, the commissioners will be shown how radio is being used by police and fire departments and other mobile operators, as well as by industry in its manufacturing processes, and by businesses. Arrangements for the Los Angeles visit are being made in cooperation with the National Association of Manufacturers Committee on Manufacturers Radio Use, which urged the commission to make the trip.

A meeting with an educational television group—Community Television of Southern California—is also on the commission's agenda in Los Angeles. The ETV group, headed by Dr. Lee DuBridge, president of California Institute of Technology, will confer with the commissioners at Cal Tech Sunday. CTSC is interested in applying for channel 28.

As of last week, FCC Chairman E. William Henry was the only commissioner not scheduled to make the entire trip. The chairman, who has a speaking engagement in New York on Sept. 24, plans to join his colleagues in Los Angeles on Sept. 27.

THE CO-OP ADVERTISING CONTROVERSY

FTC opinion of last March is subject of Senate hearing

Congress was asked last week for a clarification of the antitrust statutes that would assure retailers that they can join together in cooperative advertising without violating the law.

Herman Nolan, chairman of the board of McKesson & Robbins Inc., and M. W. Armistead III, president and publisher of the *Roanoke* (Va.) *Times and World-News*, said retailers are uncertain about the legality of such advertising because of a controversial advisory opinion rendered by the Federal Trade Commission in March.

They testified before the Senate Select Committee on Small Business, which is conducting a hearing on the competitive aspects of cooperative advertising and on advertising allowances given retailers by manufacturers and wholesalers.

The committee also heard an official of Doyle Dane Bernbach Inc., New York advertising agency, issue a strong indictment of the practice of manufacturers granting advertising allowances. E. B. Weiss, director of the agency's special merchandising service, called it an "economic evil." He said it results in inefficient advertising and added that agencies, which earn no money from the practice, would like to see it abandoned.

The FTC's advisory, which has provoked outcries of alarm from small businessmen, held that retailers who pool advertising allowances to finance advertising violate the antitrust laws if

the advertising contains product prices.

House Committee's Report ■ The House Small Business Committee, after taking testimony on the advisory opinion from FTC Chairman Paul Rand Dixon and other witnesses last month, concluded that retailers need have no fear of engaging in cooperative advertising as they have in the past.

And Mr. Dixon, who also testified before the Senate group last week, sought to reassure Congress and retailers further. He said the opinion, given in response to a specific question, held only that the commission might have to question cooperative advertising in which prices were quoted.

He said, however, that the commission would move against advertisers only if they were sufficiently powerful to set and maintain prices in a given market. He also noted that the FTC has never taken action against the practice.

But when committee members asked his view of proposals that Congress enact legislation to "clarify" the situation, Mr. Dixon said he would "recommend against such action." He said that after 49 years of experience with federal trade law, the commission "knows what is an unfair practice." New legislation in the area of cooperative advertising, he said, would make the commission's job more difficult.

Two measures aimed at undercutting the FTC opinions are now pending.

Fears of costlier news services voiced

NAB TO FILE COMMENTS ON RAISED AT&T, WU CHARGES

The FCC-approved increase in the cost of private, leased telegraphic lines of AT&T and Western Union caused news services to express concern last week that the increase would impair the dissemination of news.

Commission Hearing Examiner Forrest L. McClenning also heard testimony by a number of newspaper and magazine publishers. Although several of the publishers who appeared own broadcast facilities, there was no direct testimony from broadcasters.

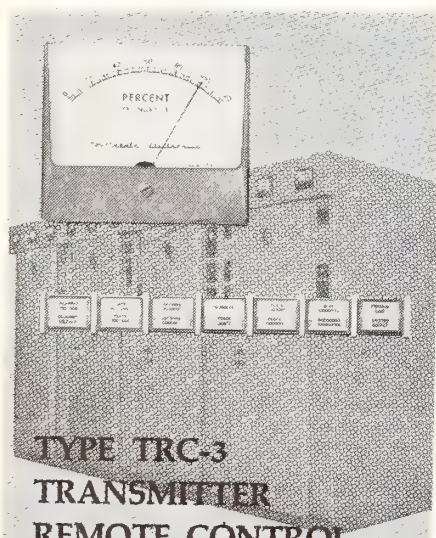
The increase, about 20%, was approved last winter by the FCC. UPI and AP wire services estimate that the increased cost to them will be passed along to customers as a 7-8% raise in the cost of their own service. The American Newspaper Publishers Association joined UPI and AP in requesting the commission to reconsider the raise because of its ultimate impact. One commission source said that he did not believe that small broadcast stations

would be injured by the higher rates, unless they were already experiencing financial difficulties (BROADCASTING, Feb. 25).

Harry L. Flory, general manager of communications for UPI, said last week that broadcasters should get a lower service rate than would be possible in face of the 20% increase in the cost of leased lines. Gannett Newspapers, also a group owner of broadcast facilities, estimated that its expenses for wire services would jump from \$363 to \$1,107 a month for its newspapers.

Mr. Flory told the commission that "UPI would be opposed to subsidy—we definitely do not want a subsidy." Commission attorney John Lothschuetz had suggested that a government subsidy might alleviate the burden of the increased cost of facilities.

The National Association of Broadcasters will not present direct testimony, but will file comments on the evidence that is given.

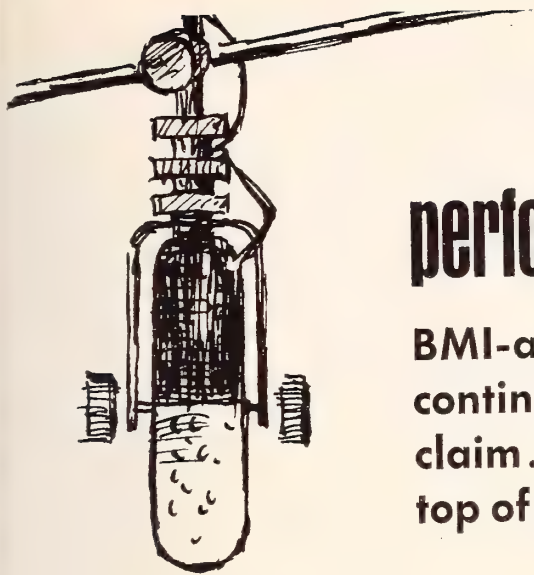


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of the song hits in the combined trade press music polls during the past eight years are BMI

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32.2%

of the top song hits in 31 countries 'round the world, as listed in Billboard, are BMI

13 ^{OF} THE 15

International tunes that hit the Hot 100 during the past year, as listed in Billboard, are BMI

70

of the TOP 100 tunes of the past year, as listed in both Billboard and Cash Box, are BMI

3 MUSICAL HITS

currently on Broadway—"Oliver," "Stop the World—I Want to Get Off" and "She Loves Me"—are BMI

MORE THAN HALF

of the perennial singles hits (58 out of 101) recommended by Billboard as standards for year-round programming are BMI

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for the best musical score of 1962—presented for "Lawrence of Arabia," which is BMI

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Color—big plus for independent TV stations

Color is a big plus for an independent TV station in a competitive market, says John Hopkins, president and general manager of KCOP(TV) Los Angeles. Last spring KCOP invested \$250,000 in equipment that permits it to broadcast color films and slides and today the station has 25 regularly scheduled color programs on the air each week, adding up to 13 hours of air time. This fall KCOP's sales are running 25% ahead of the fall of 1962 and while Mr. Hopkins does not give all the credit for the increase to color, he does call it a definite asset to the KCOP sales staff.

One sale that has been credited to

KCOP's colorcasting ability is that of three Saturday afternoon schedules to the RCA Dealers of Southern California. This group, through Jack Lawlor Advertising, Los Angeles, is sponsoring six-hour schedules of feature movies, travelogues and cartoons all broadcast in full color on KCOP at 12 noon-6 p.m. on Oct. 12, Nov. 9 and Nov. 30.

Any color set owner will automatically pick colorcasts first from the program schedules, Mr. Hopkins said, a habit he estimates gives KCOP color programs 50,000 more viewers on the average than the shows it broadcasts in monochrome. A program in color is a new program to

the viewer watching it in color, he noted, expressing the expectation of drawing a whole new audience for *Ripcord*, which will be shown in color on KCOP this season, coming from a black-and-white run.

Mr. Hopkins has recently returned to Los Angeles from a swing around the country showing the KCOP 17-minute promotional film—an all-color production, of course—to some 2,000 agency media executives in New York, Chicago, St. Louis, Detroit, Minneapolis, San Francisco and Los Angeles. He reports that TV timebuyers are showing increased interest in independent TV stations, in color and, happily, in KCOP.

Hobler's new WHWH starts in Princeton

WHWH Princeton, N. J., went on the air Sept. 7. Licensed on 1350 kc to the Nassau Broadcasting Co., the 5-kw station operates from 6 a.m. to midnight.

Nassau Broadcasting Co. is headed by Herbert W. Hobler, who is also vice

president in charge of operations at Videotape Productions of New York, a producer of video tape commercials. David A. Moss, former assistant general manager of WKDN Camden, N. J., is WHWH manager.

The WHWH studios are in the Houghton Building at 221 Witherspoon Street. The transmitter building is near Mount Rose in Hopewell Township.

Changing hands

ANNOUNCED ■ The following sales of station interests were reported last week subject to FCC approval (for other commission activities see FOR THE RECORD, page 110).

■ WEAT-AM-TV West Palm Beach, Fla.: Sold by Rex Rand (80%) and Bert Lebar (20%) to John D. MacArthur, chairman of board and president, Bankers Life & Casualty Co., Chicago, for approximately \$2.1 million (estimated \$2,350,000 with adjustments). Bankers Life, through subsidiary, owns KGA Spokane, Wash. Mr. Rand owns 85% of WINZ Miami. Transfer applications will be filed within fortnight. Mr. Lebar, in addition to his 20%, holds option to acquire additional 5%. WEAT-TV (ch. 12), established in 1955, is an ABC-TV affiliate. WEAT is a fulltimer on 850 kc with 1 kw. It is affiliated with MBS.

■ KFDM Beaumont, Tex.: Sold by D. A. Cannan Sr. and C. B. Locke to Mr. and Mrs. John H. Hicks Jr. for \$400,000. Upon FCC approval of his acquisition of KFDM, Mr. Hicks will sell his 50% interest in KOLE Port Arthur, Tex., and his 42.5% in KPFL Lafayette, La. He also plans to acquire 100% of WTAW College Station, Tex., of which he presently owns 50%. Messrs. Cannan and Locke retain their interests in KFDM-TV Beaumont; Mr. Cannan, in addition, is majority owner of KFDX-TV Wichita Falls, Tex. KFDM is a fulltimer on 560 kc with 5 kw. Broker: Hamilton-Landis & Associates.

■ KVOL Lafayette, La.: Sold by George H. Thomas to James L. Kirk II (80%) and Evan H. Hughes Jr. (20%) for \$310,000. Mr. Hughes is KVOL employee of 15 years. Mr. Thomas super-

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Fulltime AM-FM in major market area. Showing great improvement under absentee ownership. \$100,000 down and good terms.

Top-rated, profitable powerful regional daytimer in multiple station market with good economy. Can go full after freeze. \$50,000 down and terms or \$150,000 all cash.

Profitable AM in one-station market. Ideal owner-manager property. Good buyer can pay only \$15,000 down and easy payout.

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NEW ENGLAND
\$175,000

MIDWEST
\$60,000

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vised construction of station in 1936 and has run it ever since. He was a 50% owner until last year, when he bought the other half from the local newspaper. Mr. Thomas retains interest in KANE New Iberia, La. KVOL is a 1 kw fulltimer on 1330 kc.

■ KICA-TV Clovis, N. M.: Sold by John H. Marshall and family to Texas State Network Inc. for \$350,000. Texas State is principally owned by estate of Sid W. Richardson and is licensee of KFJZ-AM-FM Fort Worth, KRIO McAllen and KFDA-TV Amarillo, all Texas. Established in 1957, KICA-TV (ch. 12) has primary affiliation with CBS-TV, secondary with ABC-TV.

■ WELY and Ely Cable Television System, both Ely, Minn.: Sold by WELY Corp. to North Central Video Inc. for more than \$200,000; exact price undisclosed. Principal of North Central is Joseph Poiré and V. T. Hallett is president of WELY Corp. The Ely CATV system has in excess of 1,300 subscribers, carries two channels and plans to add a third this fall. WELY is on 1450 kc with 1 kw day, 250 w night. Broker: Blackburn & Co.

Legion picks KVOS-TV, KVOO

The Golden Mike awards of the American Legion Auxiliary were presented last week to KVOS-TV Bellingham, Wash. and KVOO Tulsa, Okla.

The awards are presented annually to a radio and TV station for the "best program series in the interest of youth."

Kvos-tv's Golden Mike trophy was presented for the station's *Tide Pool Critters*, a series of stories on marine life.

The radio award was given KVOO Tulsa for *The Gilcrease Story*, a series of American history episodes based on material obtained through the Gilcrease Institute in Tulsa.

Media reports...

WLIB boosts rates ■ WLIB New York Negro oriented station has announced an average rate increase of 10% effective Sept. 16. The rate boost, first for the station in four years, is said to reflect a 10.5% population increase in the New York Negro community to over 1.6 million since the previous rate card became effective.

WTOL-FM starts multiplexing ■ WTOL-FM Toledo broadcast the area's first stereophonic radio program yesterday (Sept. 15), three weeks after moving into new facilities in downtown Toledo. The station, which with WTOL-AM-TV is licensed to Community Broadcasting Co., initially plans to broadcast stereo 42 hours a week.

WABC signs agency ■ WABC New York

has appointed Ketchum, MacLeod & Grove as its advertising agency replacing Daniel & Charles which ended its association with the station last month.

Year-end report ■ NBC newsmen stationed abroad are returning to the United States at the end of the year for a speaking tour. The correspondents are scheduled to be in Pittsburgh, Detroit, Chicago, Philadelphia, New York, New Orleans, Los Angeles, Boston and Washington to report on U. S. foreign policy in their assigned countries.

Wilmington ETV begins operations

The new noncommercial educational television station serving the Wilmington, Del.-Philadelphia area, WHYV-TV (ch. 12) inaugurated its programming last Thursday night (Sept. 12). Among those appearing to wish the station well was FCC Chairman E. William Henry.

Following a delay due to some technical difficulties Chairman Henry told the WHYV-TV audience that 1963 has been a vintage year for ETV—seeing 10 new stations granted by the commission. He said he thought ETV is doing a good job, but there is room for much improvement. The chairman said he would like to see educational and cultural television fare compete

with commercial stations for the big audience.

Host of the inaugural program was television producer David Susskind. Also on the program were William G. Harley, president of the National Association of Educational Broadcasters, John F. White, president of National Educational Television and TV personality Dave Garraway.

New calls and format

WYRE Annapolis, Md., formerly WABW, assumed its new call letters and a revised program format last Monday (Sept. 8). Station is now licensed to Radio Chesapeake Inc. with Erny Tannen as president and Marvin Mirvis as general manager. Mr. Tannen is also owner of WDMV Salisbury, Md. Mr. Mirvis formerly was general sales manager of WITH Baltimore.

With John Deane, from WENZ Richmond, Va., as program director, and Tony Donald as new WYRE community relations director, the 250-watt daytimer on 810 kc is introducing a number of features pegged to the Chesapeake Bay area's concentration of boating. Other programs are aimed at the mushrooming suburban areas of nearby Washington and Baltimore.

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SUNNY WESTERN STATE —High powered, fulltime, radio station with regional coverage of strong growth area. New equipment. Owner-operator can materially increase \$40,000.00 annual cash flow. Priced at \$310,000.00 on long terms.

CALIFORNIA —Daytimer that is running ahead of 1962 gross of \$55,000.00. Absentee owned. Needs owner-operator. Priced at \$80,000.00 on ten year terms.

Contact—John F. Hardesty in our San Francisco office.

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EIA group endorses tax repeal proposal

SOBIN MAKES REPORT AT N.Y. FALL CONFERENCE

The proposal to repeal the 10% manufacturers excise tax on all-channel TV receivers received added impetus last week from electronics industry executives at the fall conference of the Electronic Industries Association.

Morris Sobin, chairman of the consumer products division of EIA, said the repeal proposal presented to the executive committee of the division by the Committee for The Full Development of All Channel Broadcasting (CAB) had been reviewed and would be passed on to the FCC. It is hoped that the repeal proposal will be incorporated into the FCC recommendations to Congress for legislation next year.

The repeal proposal refers to sets

manufactured after next April 30 which will be subject to the new law requiring all TV sets shipped in interstate commerce to be capable of receiving both UHF and VHF signals.

The proposal is intended to minimize the disparity in price between all-channel sets and VHF-only sets.

The consumer products division's executive committee also approved a recommendation for EIA participation in a test of television receivers to determine whether aural power of television broadcasting stations can be reduced without impairing reception in fringe areas. The engineering test will be conducted by the technical committee of the CAB.

Machtronics portable now on the market

The Machtronics portable video tape recorders are now available to purchasers for immediate delivery, according to Terry H. Lee, Storer Broadcasting Co. vice president for planning and development and head of Storer Programs Inc.

Storer Programs has exclusive distribution and sales rights to the portable TV tape machines.

The MVR-11 and MVR-15 models may be used on the air, using any normal equipment found in most television stations. Both models are suitcase size and can be plugged into any standard 110-volt AC outlet.

The MVR-11 weighs 68 pounds and sells for \$13,850. The MVR-15 is 78 pounds and sells for \$15,750.

Mr. Lee said the MVR-11 is currently in use at several TV stations. It is a complete recorder, capable of instantaneous video and audio signal.

The MVR-15 has over a dozen extra

features such as automatic tape tensioning, a completely new audio system and a complete operational remote control system. It will be available in quantity in November.

The MVR-11 can be converted into an MVR-15 at a cost of \$1,900.

The recorders are manufactured by Machtronics Inc. of Mountain View, Calif. Henry J. Davis, Storer Programs Inc., New York, is in charge of broadcast connected sales for the recorders.

Technical topics ...

Color clinics ■ Magnavox Co., reporting intense dealer interest in color TV training, last week announced a series of training clinics for Magnavox dealer servicemen in 50 cities. Clinics including shop work on color sets, to be held by company specialists, will run through November.

Zoomar guide ■ The Television Zoomar Co., New York, has prepared a pocket guide as an aid in use of the zoomar lens. It includes cross references for

lens focal length, camera distance from subject and width and height of set, enabling quick calculation of one of these three variables when the other two are known. The guides have been mailed to 3,000 TV executives.

Transmitter brochure ■ Continental Electronics Manufacturing Co., a Ling-Temco-Vought Inc. subsidiary, has published a booklet that describes its Type 417B high-level plate modulation 50 kw shortwave broadcast transmitter.

EIA won't publish a yearbook for 1963

The Electronic Industries Association announced last week that there will be no 1963 EIA Yearbook because the association was unable to receive clearance to publish certain government information on employment, productivity, and research and development expenditures which were to have constituted a major portion of this year's edition.

William S. Hepner Jr., EIA public relations director, stated, however, that updated tables containing statistics that would customarily appear in the yearbook are available free of charge from the association's marketing services department in Washington.

The next yearbook reportedly will be a combined 1963-64 edition to be issued on or before March 15, 1964.

Engineering show for Georgia regional meets

An engineering roadshow will highlight the five regional conferences of the Georgia Association of Broadcasters which start Sept. 30 in Athens. National sales consultant Fred A. Palmer, Worthington, Ohio, will be featured at each meeting along with special engineering conferences conducted by representatives from Collins Radio Co., Gates Radio Co., Bauer Electronics Corp. and RCA.

Following Athens, the tour stops in Rome Oct. 1, Thomaston Oct. 2, Albany Oct. 3 and Statesboro Oct. 4. Sales and management executives will meet separately while station engineers are shown the latest in equipment, according to John Jacobs Jr., WDUN Gainesville, general chairman for the Georgia regional meetings.

Sony ups TV recorder price

An increase in price from \$10,900 to \$11,500 has been announced by the Sony Corp. of America for its portable video-tape recorder, model PV-100. The increase, effective Nov. 1, is said to be the result of several new product improvements including "stop look" and "slow down" features. Delivery of the unit, which was introduced in the United States last year, started last month.

Something no mansion should be without

Ampex Corp. introduced a television home tape recording system estimated to sell at \$30,000 in New York last week at the High Fidelity Music Show. The system can record programs off the air for immediate playback, can record a program while the viewer is absent, or record one program while a different program is being viewed.

The system includes a Fisher mul-

tiplex tuner, a Fisher professional stereo master audio control, a Conrac television tuner, a Garrard automatic record changer, Ampex four-track stereo tape recorder, Ampex Video-tape recorder, automatic timer, Packard-Bell 21-inch color television receiver, Vidicon television camera, and Electro-Voice microphones. The system, called the "Signature V" will be featured in the winter catalogue of Neiman-Marcus of Dallas.

Geneva, June 20, 1963—Disarmament conference delegates of the United States and the Soviet Union sign the "Hot Line" Agreement.



**They reduced the risk of accidental war
when they agreed to establish direct communications
between the White House and the Kremlin.**

ITT will provide the "Hot Line" for the U.S.A.

The most private communication line in the world will be provided by ITT. Through a subsidiary—American Cable & Radio Corporation—ITT has been awarded the contract to supply cable links for the U.S. end of the "Hot Line." □ This closed-circuit teletypewriter system between Washington and Moscow will run through London, Copenhagen, Stockholm and Helsinki. ITT will handle arrangements for the line from Washington to a point midway between London

and Helsinki. Beyond that, the Russians take over. □ The "Hot Line" will be open 24 hours a day, always ready to accept coded intelligence for immediate transmission. It will be operated by personnel with special bilingual skills in telegraphic communications work. □ President Kennedy has said, "This age of fast-moving events requires quick, dependable communications in time of emergency." He hailed the "Hot Line" as "... a first step to help reduce the risk of

war occurring by accident or miscalculation." □ ITT's experience throughout the world as a designer, manufacturer and operator of all types of communication systems was instrumental in the awarding of the "Hot Line." Understandably, it's an apt assignment for the world's largest international supplier of electronic and telecommunication equipment. □ International Telephone and Telegraph Corporation. World Headquarters: 320 Park Avenue, New York.

ITT
worldwide electronics and telecommunications

Unity plea made for British commercial TV

BURGESS SPEAKS OUT AS INDUSTRY ENTERS MATURITY

A plea of unity among all commercial television companies in Britain, now that the industry had entered a new phase in its growth, has been made by John Burgess, chairman of Border Television Ltd., the smallest company in the commercial field.

In his annual report to stockholders he said that the closing chapter had been one of tremendous growth and rugged individualism as new companies came into operation. Now that the industry had grown up and become an accepted part of the nation's life it was time to look to the future.

Whether a company was large or small it was only part of the whole which had one objective, "to provide the best possible television programs for the whole family."

For the year ended April 30, 1963 the company made a before-tax profit of \$76,787 and tax provisions for the year and those over-provided for the previous year cancelled out. A debit balance carried forward of \$70,557 left a credit balance of \$6,230. In view of this Mr. Burgess said that although the results were very satisfactory for a year which coincided with a recession in advertising and the times sales tax, his board was not recommending a dividend and the directors had waived all fees.

Speaking of the new levy after July

1964 on advertising revenue over \$4.2 million, Mr. Burgess said that although Border Television did not expect to pay any of the tax directly, it would be wishful thinking to believe that the levy would not affect the smaller companies. Experience showed that when advertisers have to trim appropriations because of rate increases resulting from tax increases, it is the smaller companies which are hardest hit.

Commenting on the new Television Act he said it was obvious that Parliament wished local commercial television to continue. In pointing out that Border is the smallest company he warned that the financial margin for operating it is "dangerously narrow."

If Border is to continue after 1964 the financial terms of the ITA contract and Border's agreement for purchasing programs from other companies must be realistic.

Six more named as Geneva delegates

The U. S. delegation to the international radio conference in Geneva next month was just one member short of completion last Thursday (Sept. 12). Twenty-four members of the delegation including its chairman, Joseph H. McConnell, had been named last month

Canadian beer spots

One-minute beer and wine commercials will be allowed in Canada effective Jan. 1, 1964, the Canadian Board of Broadcast Governors announced Tuesday (Sept. 10) at Ottawa. This follows public hearings held late last month to change regulations for radio and television commercials from 12 seconds of selling and 48 seconds of nonadvertising fill material.

Commenting on the new regulation, Carlyle Allison, BBG vice chairman, stated the purpose was "to take the hypocritical approach out of brewery advertising, sequences in which young men and women are pictured in happy scenes prior to commercials. It is our view that a straight, no nonsense advertisement is preferable."

After the New Year Canadians will be able to see and hear straight one-minute product advertising for beer and wines from Canadian as well as U. S. border stations.

(BROADCASTING, Aug. 26).

New members of the delegation are:

Jacob D. Beam, former ambassador to Poland, and T. A. M. Craven, former FCC commissioner, vice chairmen; Lieutenant Colonel Edward N. Wright, U.S.A.F.; Senators Norris Cotton (R-N.H.) and John O. Pastore (D-R.I.), and Representative Oren Harris (D-Ark.).

A second member from the House of Representatives will complete the delegation.

The conference, scheduled Oct. 7-Nov. 8, is sponsored by the International Telecommunications Union. An international agreement on frequencies for use in space communications is the conference goal.

Abroad in brief...

New Toronto FM ■ CHUM-FM Toronto started broadcasting on 104.5 mc with 18 kw on Sept. 15. It is Toronto's fourth FM station. Bill Stephens, of CHUM representative firm Stephens & Towndrow Ltd., Toronto, reports that CHUM-FM is sold out from the start.

Canadian sets ■ Canadian-made radio receiving set sales were up in the first half of this year as compared to the same period a year ago, while Canadian-made television receiver sales were down slightly in this period. The Dominion Bureau of Statistics, Ottawa, re-

A 'dare' on radio-TV pays off

"People retain what they hear and recall what they have seen pictorially more efficiently, more easily than they absorb what they read," according to John P. Gledhill, president of J. Lyons & Co. (Canada) Ltd., Toronto. He expressed this view to a meeting of the Radio Television Executives Club at the Park Plaza hotel, Toronto, Sept. 5.

He was recounting the success his company has had over the past year in marketing tea using only television and radio as advertising media and with no gimmicks or premiums. The tea now has over 25% of the national tea label market in Canada, he said.

Marketing of the tea was on a soft-sell basis, with special packaging which carried no brand name, only a distinctive cover. Slogan for the product, "The tea that dares to be known by good taste alone" was used with success even though a

leading New York advertising agency and research organization had said the slogan couldn't succeed.

Mr. Gledhill told how he hunted for a voice that sounded like quality and a film commercial that was quality. He found both in Toronto, and the commercial won awards for excellence in U. S. contests. It was also a low-priced production.

He feels that use of two modern marketing tools accounted for the firm's success: use of radio and television, and sight selection at the retail level. Shoppers look for packages they recognize from TV advertising. The Lyons product carries the product name only on the outside cellophane wrapper because of legal requirements. The wrapper is taken off the moment the package is used. Only the distinctive box is retained to identify "the tea that dares to be known by good taste alone."

ports made-in-Canada TV receiver sales from January-June 1963 as 172,835 units, compared with 172,879 in the first six months of last year. Canadian-made radio receivers totaled 319,896 units as against 287,487 in the first six months of 1962.

'Playdate' sponsors ■ Four advertisers participate in the one-hour drama series *Playdate* on Monday evenings, starting Sept. 30, on CBC-TV. Tuckett Ltd., Hamilton, Ont. (tobacco) (MacLaren Advertising Co., Toronto); Chrysler Corporation of Canada Ltd., Windsor, Ont. (BBDO Canada, Toronto); Sterling Drug Ltd., Toronto (Dancer-Fitzgerald-Sample Inc., New York); and Clairol Inc. of Canada, Toronto (Foote, Cone & Belding of Canada, Toronto), share the Canadian dramatic series, which will also include once a month the *Red Skelton Show* from the U. S.

New members ■ The Bureau of Broadcast Measurement, Toronto, has announced that eight more Canadian stations have joined, as well as two advertisers. The new members are CKN

Seven Islands, Que.; CKRD Red Deer and CJCA Edmonton, both Alberta; CKSL London, CHLO St. Thomas, CKCY Sault Ste. Marie and CJNR Blind River, all Ontario, and CFDR Dartmouth, N. S. DuPont of Canada Ltd., Montreal, and E. S. Sumner Corp., New York, are the other new members.

Samoa ETV contracts let

International General Electric and Jerrold Electronics Corp. have announced contracts with the National Association of Educational Broadcasters to supply equipment to a planned six-station educational television system in American Samoa.

IGE will furnish the VHF system with close to \$1 million worth of studio and transmitter equipment which is scheduled to be in operation by February 1964.

The communication systems division of Jerrold Electronics has contracted to furnish \$45,000 worth of microwave and master TV systems to the ETV network.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Gutman

Leo A. Gutman, director of advertising, sales promotion and publicity for Four Star Distribution Corp., elected VP of FST Advertising Inc., New York, wholly owned subsidiary of Four Star Television.

Mr. Gutman's duties will include direction of all advertising, sales promotion and publicity for Four Star Distribution Corp. and Four Star Television International. Before joining Four Star organization in July 1962, Mr. Gutman was director of advertising for Paramount Pictures Corp.

Donald M. Kendall, president of Pepsi-Cola International Ltd. for past six years, elected president and chief executive officer of parent Pepsi-Cola Co., New York, succeeding **Herbert L. Barnet**, who becomes board chairman, post vacant since 1959.

Fred L. Bernstein, general sales manager of WLOS-TV Asheville, N. C., joins Tobias & Co., Charleston and Columbia (both South Carolina) advertising and public relations agency, as general manager. Mr. Bernstein is former VP and executive general manager of New York office of Forjoe & Co., national radio-TV station representatives.

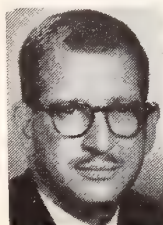
Kenneth E. Moore, VP and account group manager in New York office of Fuller & Smith & Ross, appointed manager of FSR's Boston office, effective Oct. 1, succeeding **Robert J. McMahon**,

who is being transferred to agency's Los Angeles office. Mr. Moore joined FSR in New York in 1944. **Patrick Sullivan**, formerly of D'Arcy Adv., joins FSR as executive on Lestoil Products account. **Dale Strand** named account executive in agency's account service department.

Robert W. Hora, VP and executive art director at Klau-Van Pietersom-Dunlap, Milwaukee, joins new agency of Cooper, Strock & Scannell, that city, in same capacity.

John L. Dryer, who joined Los Angeles office of Young & Rubicam in 1953 as account executive, elected VP of agency. Mr. Dryer handles some of Y&R's major West Coast accounts.

Neil McCutcheon, senior assistant account executive at Grey Adv., joins New York office of North Adv. as account director. Mr. McCutcheon will work on Boyle-Midway (American Hom Products) and Dr. West tooth brush (Chemway) accounts.



Mr. Wiener

Mr. Wiener was administrative VP of McCann-Erickson for five years.

Alan A. Bloomfield, senior account executive, promoted to account super-

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visor on Helene Curtis at Edward H. Weiss and Co., Chicago. Mr. Bloomfield joined Weiss agency in 1961 from position of account director on Toni account at North Adv.

Jack Kennedy, assistant chief of television branch of National Geographic Society, joins Peter M. Robeck & Co., New York, as TV production head.

Edwin C. Kennedy joins Foote, Cone & Belding, New York, as consultant to management for planning and development. Mr. Kennedy was formerly publisher of *The American Weekly*.



Mr. Angelus

account.

Desmond C. O'Neill, account executive with The Katz Agency, station representative, joins Guild, Bascom and Bonfigli, New York, as senior media director.

Richard M. Stone, former account executive at WINS New York and Avery-Knodel Inc., joins Food Advertisers Service Inc., New York, as east-ern division manager.

Harold L. Mooney, previously director of marketing research at Mogul, Williams & Saylor, joins Vinti Adv., New York, as vice president and marketing director.



Miss Ratny

Ruth L. Ratny, VP-creative director of Niles Communications Centers, Chicago, for nine years, appointed broadcast creative director of Powell, Schoenbrod & Hall, Chicago - New York advertising firm.

William Todd, VP-creative director of Geyer, Morey & Ballard, Chicago, joins Foote, Cone & Belding, that city, as copy supervisor. **Todd D. Lief**, formerly with Clinton E. Frank Inc., and **Arthur B. Rogoff**, previously of Erwin Wasey, Ruthrauff & Ryan and Compton Adv., join FC&B as copy writers.

Gerald J. Kaufman, copy chief at Smith & Dorian Inc., New York, promoted to creative director, responsible for supervision of creative functions and TV production. He has been with agency since its formation six years ago.

George Bentley, formerly with Henry B. Kreer & Co. and Fuller & Smith & Ross, Chicago, joins creative staff of Waldie & Briggs, that city.



Manton's 'Prophet'

Jock Manton, associate director of ABC-TV network and TV news shows, poses with his statue of President Woodrow Wilson entitled *The Prophet of Peace*, which will be housed in the Truman Memorial Library at Independence, Mo. It was commissioned by former President Truman and donated by New York press photographers and writers.

Among other works by Mr. Manton are busts of President Truman, which is now in the Truman library, and of President Eisenhower, which is housed at the U. S. Military Academy.

THE MEDIA



A. H. Stackpole

been named to new position of board chairman. **Cecil M. Sansbury**, WHP-AM-FM-TV general manager, re-elected executive VP of WHP Inc. Major General Stackpole, with WHP since 1956, had been VP of WHP Inc.

William Bengtson, formerly assistant general manager and sales manager of KLIK Jefferson City, Mo., joins KOAM Pittsburg, Kan., as general manager-sales manager. Mr. Bengtson replaces **John Bartlow**, who died Aug. 14.

Major General Albert H. Stackpole (USA - Ret.) elected president of WHP Inc., licensee of WHP-AM-FM-TV Harrisburg, Pa., succeeding his brother, **Lt. General Edward J. Stackpole** (USA-Ret.), who has

Woodford H. Dulaney Jr., station manager of WAVE Louisville, Ky., appointed general manager of wowt New Albany, Ind., replacing **Allen H. Embury**, who resigned.

George G. Dubinetz, VP of Robert E. Eastman Co., national radio representative firm, joins WAIT Chicago as assistant general manager.

Nate Grabin, western manager of Macfadden-Bartell Corp., Chicago, and with Macfadden for 35 years, has announced his resignation effective Oct. 1.

Donald L. Wilks appointed manager of McGavren-Guild Co.'s new Boston office at 900 Statler Bldg.



Mr. McManus



Mr. Eldon

Advertising Time Sales Inc., radio-TV station representative, in move that centralizes sales administration of all its sales offices, has created two new executive posts in its New York headquarters. **W. B. Taylor Eldon**, VP and New York radio sales manager, assumes direction of radio sales for company's eight regional offices, and becomes VP and national radio sales manager. **James A. McManus**, VP and New York TV sales manager, appointed VP and national TV sales manager, extending his supervision over TV salesmen in all nine ATS offices.

Clair R. McCollough, president of Steinman Stations, elected to board of directors of Broadcast Pioneers, New York. Mr. McCollough, a former president of broadcast pioneer group, is currently president of Broadcasters Foundation. Further business of Broadcast Pioneer board meeting last Wednesday in New York included appointment of **Lloyd E. Yoder**, VP-general manager of WNBQ-TV, WMAQ-AM-FM Chicago, as chairman of Pioneer's NAB banquet committee, and reappointment of **Sol Taishoff**, editor and publisher of BROADCASTING and TELEVISION magazines, as chairman of Pioneers' expansion committee.

Michael Strouse joins WWDC-AM-FM Washington as account executive. He is son of Ben Strouse, WWDC president.

Charles A. Macatee, national sales representative for WMAL-AM-FM-TV Washington, appointed national sales manager for WMAL-AM-FM. **Robert F. Whiteley**, WMAL local sales manager since 1961, named national sales representative for WMAL-TV. **Alexander W.**

Sheftell, account executive, succeeds Mr. Whiteley as local radio sales manager. **William Roberts**, with Washington advertising agency of Kal, Ehrlich and Merrick since 1947, joins WMAL-AM-FM as account executive.

Robert McAllister, formerly of WTAR-TV Norfolk, Va., joins WJZ-TV Baltimore as air personality.



Mr. Thompson

Lamont A. (Tommy) Thompson, sales manager and acting general manager of KPIX(TV) San Francisco since January, joins Television Advertising Representatives (TvAR), New York, as executive VP. Mr. Thompson originally joined TvAR in 1959 and was VP in charge of Chicago office before moving to KPIX.

Franklin Rohner elected VP for business affairs at CBS-TV, Hollywood. Mr. Rohner was formerly director of business affairs.

Ron Menchine, former sports director and account executive at WNAV Annapolis, Md., to sports director and sports program host at WBAL-AM-FM Baltimore.

Merrie Lynn, women's director and assistant to general manager of KHOW Denver, joins KOA-AM-FM, that city, as hostess of *Hello Neighbor Show*.

Paul L. Raikes, director of promotion, public relations and merchandising for WIRE Indianapolis, joins WFBM, that city, as merchandising manager.



Mr. Barris



Mr. Goldberg

Chuck Barris, manager of ABC-TV daytime programming, promoted to director of daytime programming for ABC-TV western division, Hollywood. **Len Goldberg**, broadcast coordinator at BBDO, joins ABC-TV network in New York as manager of program development.

NEWS

Richard W. Fatherley, previously with WNHC New Haven, Conn., joins WDEE Hamden, Conn., as director of news and public affairs.

Joe Weaver, formerly of WTOL-TV Toledo, joins news staff of WJBK-TV Detroit as reporter-newscaster.

Sam Zelman, news director, and **Virgil Mitchell**, promotion-publicity di-

rector of KTLA(TV) Los Angeles, appointed to station's editorial board.

Morton A. Edelstein, formerly with Chicago's *American*, joins WBBM-TV Chicago news staff as assistant assignment editor. **Donald J. Smetzer**, previously with Encyclopaedia Britannica Films, joins WBBM-TV as photographer.

GOVERNMENT

William Jibb, public information officer for Federal Trade Commission, named administrative assistant to Senator George Smathers (D-Fla.). Prior to joining FTC nine months ago, Mr. Jibb was head of his own public relations firm in Tallahassee, Fla.

EQUIPMENT & ENGINEERING



Mr. Alexander

Robert S. Alexander, VP of International Telephone & Telegraph Corp., New York, joins Zenith Radio Corp., Chicago, as VP in charge of all manufacturing in company's plants throughout U. S. and responsible for Zenith products by company's foreign licensees. He replaces **Donald MacGregor**, who is retiring Oct. 1, but will continue as consultant to company. Before joining IT&T, Mr. Alexander was board chairman of Wells Gardner Electronics Corp., Chicago.

Norman J. Wayman, director of sales for Industrial Electronic Sales Co., communications products distributor, Falls Church, Va., joins Electronic Industries Association as staff director for consumer products division.

Dr. Jacob A. Randmer, formerly with Univac division of Sperry Rand Corp., joins Machlett Laboratories, Springdale, Conn., as chief engineer for power tube operation.

Alfred C. West, general partner in Glore, Forgan & Co., investment banking firm, Chicago, and **Joseph C. Fen-**

nelly, president of J. C. Fennelly Co., San Francisco, elected to board of directors of Machtronics Inc., Mountain View, Calif. Machtronics manufactures a portable closed-circuit TV tape recorder, and provides consulting services and produces equipment for broadcast industry.



Mr. Nelson

H. Donald Nelson appointed to newly created position of distributor sales planning manager for entertainment electronic components of General Electric Co., with headquarters at company's tube department and electronic components division at Owensboro, Ky. Mr. Nelson, district sales manager in Kansas City for past two years, will concentrate on evaluating distributor markets for components used in TV, radio and high fidelity equipment.

Joseph R. Mazzola appointed director of all manufacturing operations of industrial and government product lines produced by electronics division of Du Mont Laboratories, Clifton, N. J.

PROGRAMING



Mr. Mason

J. William Mason, for past two years southern sales manager for Storer Programs, appointed manager of Atlanta office of Storer Television Sales Inc. STS has moved its Atlanta office to 1375 Peachtree Street, N.E. Before joining Storer organization Mr. Mason directed Atlanta office of NBC-TV Films division for three years.

Gordon Oliver, veteran production executive who formerly worked on *Four Star Playhouse*, signed by Robert Sauder Associates as producer of forthcoming NBC-TV series, *Profiles in*

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IMPACT PERSONALITIES
PROMOTIONAL IMPETUS

Courage, based on Pulitzer Prize-winning book by President John F. Kennedy. Series will be filmed at Desilu studios in Hollywood for showing after national elections in November 1964.

Sid Rogell, former 20th Century-Fox executive production manager, forms Sid Rogell Productions at 9033 Wilshire Blvd., Beverly Hills, to produce feature films and television series yet untitled.

Will Thomas, previously sales manager at Burrud Productions, joins Allied Artists Television Corp. as western division sales manager.

Ben Selvin, who retired earlier this year after 10 years as artists and repertoire manager for custom record department of RCA Victor, appointed to newly created post of music director for Revere-Wollensak division of Minnesota Mining and Manufacturing Co. Mr. Selvin, with headquarters in New York, will assist in selecting and obtaining rights to music of all types for use with 3M's home stereo tape cartridge music unit and its new background music system. He has held executive positions with CBS, Muzak Corp., Majestic Records and Columbia Records.



Mr. Selvin

Robert Stambler, assistant producer of last season's *Sam Benedict* TV series, signed by MGM-TV as associate producer of *Mr. Novak* series, to begin Sept. 24, 7:30-8:30 p.m., on NBC-TV network. Mr. Stambler replaces Robert Thompson, who is leaving program to concentrate on writing a screen play.

Frederick deCordova, producer-director of *The Jack Benny Show* for past three seasons and long time producer-director of *The Burns and Allen Show*, *December Bride* and *Mr. Adams and Eve*, signed by Screen Gems as director of program planning. Mr. deCordova will assume his new post Nov. 1 and work directly with William Dozier, SG's VP and production chief.

Bill Stout, member of news staff of KTLA(TV) Los Angeles, signed as narrator-interviewer for forthcoming hour-long TV special, *Krebiozen*, which William Kronick is producing and directing for Wolper Productions. Documentary dealing with controversial anticancer drug, to be sponsored by Timex, is currently being filmed in Chicago, with shootings also scheduled for New York and Washington.

Don Quinn has taken leave of absence as story consultant for Filmways Production TV series, *Petticoat Junction*, to prepare legitimate musical "The Ballad of Will Rogers" for October

Contract renewed

William B. Williams, air personality on WNEW New York, signed to new 5-year contract, John V. B. Sullivan, WNEW general manager, announced last week. Though salary terms were not divulged, Mr. Williams reportedly earns in excess of \$100,000 a year. A clause in the contract permits Mr. Williams to engage in TV activity as panelist, host or commercial spokesman.

opening in Tulsa. Book and lyrics for original musical were created by Mr. Quinn and Arnold Marquis.

Hank Lowry joins Filmex Inc., New York production company, as producer.

Bernie Rothman and **William Nichols** join writing staff and **Jud Conlon** named choral director for *The Judy Garland Show* on CBS-TV network.

Albert Boyars, public relations director of Trans-Lux Corp., joins advertising-publicity-promotion department of MGM, New York, as coordinator of special projects.

INTERNATIONAL

Hamish Maxwell elected VP and director of marketing for Philip Morris International, a division of Philip Morris Inc., New York. Mr. Maxwell has been director of marketing for cigarette company's international division since September 1961, supervising and coordinating advertising in more than 100 countries and territories. He has held positions with Philip Morris's market research and advertising departments since joining company in Richmond, Va., in 1954.



Mr. Maxwell

Claes Dahlgren, U. S. representative of Swedish Broadcasting Corp. for past 10 years, appointed administrative director of SBC, non-commercial TV-radio network of Sweden. In his new position, Mr. Dahlgren will devote full time to SBC operations. Office is now located at 117 West 48th Street, New York, but after Dec. 1 will be in Sperry Rand Building, 1290 Avenue of the Americas. Telephone is Judson 2-2934.

James Graham appointed news editor of Border Television Ltd., London, England, effective Sept. 23.

Bernard Munzelle, formerly of ITT Export Corp., joins CBS International,

New York, as projects manager. Mr. Munzelle will assist in developing sales of technical equipment to foreign broadcasters.

Pierre Charbonneau, press officer for Canadian Broadcasting Corp. at Montreal, named executive assistant to Marcel Ouimet, general manager of CBC French network, at CBC headquarters in Ottawa.

Henri Parizeau, supervisor of special events for Canadian Broadcasting Corp. French television network, Montreal, named CBC liaison officer to Canadian World Exhibition Corp., that city. World fair organization, a Canadian government corporation, will hold fair at Montreal in 1967, Canada's centenary year.

ALLIED FIELDS

Warren Routhenstein, senior research analyst with Food Fair Stores in Philadelphia, joins Audits & Surveys Co., New York marketing research firm, as project director.

Victor E. Ferrall Jr., assistant counsel of Senate Antitrust and Monopoly Subcommittee which was headed by late Senator Estes Kefauver (D-Tenn.), joins Washington communications law firm of Koteen & Burt. A graduate of Yale Law School, Mr. Ferrall, while on Capitol Hill, actively participated in matters pertaining to formation of space satellite corporation and electronic equipment price fixing hearings.

Phyllis Bellows, currently with Dell Publishing Co., joins literary staff of Artists Agency Corp., New York, effective Sept. 23.

DEATHS

Raymond A. Robinson, 71, research director of Hixson & Jorgensen, Los Angeles, died Aug. 31 after short illness. Mr. Robinson began his advertising and market research career in 1919 with Packard Motor Car Co. Other positions he held include research director of Crowell-Collier Publishing Co. and research VP of Foote, Cone & Belding, New York.

Margarita Sierra, 26, singer-dancer who starred as Cha Cha O'Brien in *Surfside 6* TV series, died Sept. 6 at St. Vincent's Hospital in Los Angeles after undergoing nine-hour operation to repair heart valve. She had been ill nearly four months.

Alexander Nelson, 36, stage crew leader of CBLT(TV) Toronto, fell 35 feet to his death on concrete floor at Mutual Street studios on Sept. 3. He missed his footing while attempting to step from lighting grid to balcony around studio wall. Mr. Nelson joined CBLT in 1955 and was appointed crew leader in 1960.

THE RIGHT WAY TO THROW A 'BOOB'

Jay Ward has \$60,000 fling for friends at Astroland

Jay Ward of Jay Ward Productions is noted for zany parties which go in for the big "spoof" or as Mr. Ward expressed it in an interview last week: "one big boob."

Early last week, Mr. Ward and his assistant party arrangers were in New York setting up for what may be an all-time "boob" in the Ward tradition. The purpose: to promote the company's *Fractured Flickers*, a half-hour syndicated show that uses silent movie footage as the basis for spoofs. (It's been sold to approximately 100 stations and is starting in most markets this week, according to Desilu.)

No miserly party-giver, Los Angeles-based Mr. Ward invited more than 2,000 people for a "Coney Island Film Festival" Sept. 12 evening. He rented two 10-car subway trains to rattle the guests from Manhattan to Brooklyn, threw a subway platform party, hired jazz bands and catered food and beverage. The party's site: a three-acre section of Coney Island known as Astroland. At Astroland, guests could partake in the 12 amusement rides (including

diving submarine bell); watch the finals of a "Miss 1919 Bathing Beauty" contest; drink bathtub gin.

Even a conservative estimated placed the final tab—no spoof that—at a \$60,000 minimum. The items making up the total were numerous. But 10% of it alone came out of (1) a \$1,000 rain insurance policy, and (2) at least a \$5,000 bill for all the printing materials.

Smelly Subway ■ The subway car rental was said to be unique and without any doubt the dose of perfume they were sprayed with was extraordinary for New York underground commutation.

Among the cost-hiking items: 100 people hired to parade in old-fashioned costumes; Kleig lights; food-beverage; giveaway items; promotional articles; a 50-piece college band, and a 12-piece dance band and a few "small" bands; caterers; plane fare for name guests; salaries for staff plus their expenses; signs, etc.

A special Ward-touch: a mermaid in the diving pool and maidens hired for the purpose of being pushed into the pool.

Stay Away ■ Mr. Ward's most recent promotional activities have been in New York because, it has been rumored, some cities just can't take it anymore.

On his last expedition to Washington he attempted to break down the gates of the White House to gain executive recognition for the State of Moosylvania, home of Bullwinkle J. Moose. (Moosylvania's geographical coordinates are NBC-TV, where *The Bullwinkle Show*, a Jay Ward Production is currently seen.)

Someone's always ready to enter a contest

Two contests which supposedly ended in 1960 were resurrected for the stations which conducted them.

In July 1960, WBZ Boston set hundreds of bottles adrift off the shores of Cape Cod to promote its *Beachcomber* show. Each bottle contained a message offering the finder an electric fan as a prize if he was the recipient from the farthest distance, closest to the WBZ transmitter, found it in the most unusual place or was the earliest respondent from his state.

Some three years later in summer of 1963, one of the message blanks was returned by a beachcomber in Sanna Trana, Norway, who had picked the bottle up in a fjord, nearly 3,000 miles from the spot it was launched.

Back Home ■ In Syracuse, N. Y., WSYR-TV conducted a contest in October 1960, asking viewers to send in guesses as to the number of votes each of the then-presidential candidates, John Kennedy and Richard Nixon, would receive in Onondaga county. The contest ended Nov. 7, 1960, with 30,000 entries.

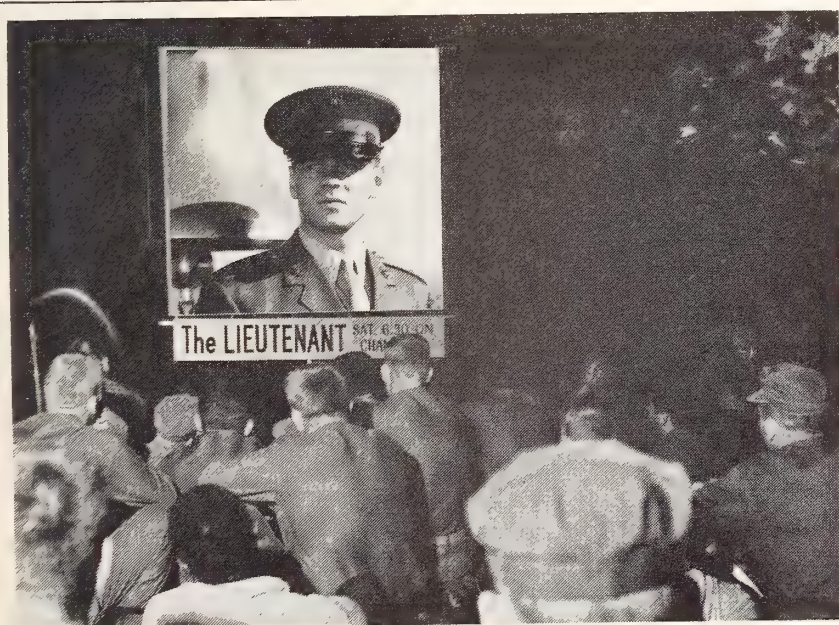
Two years, nine months and 21 hours after the deadline the most recent vote came in. While this contestant guessed correctly that Mr. Nixon would carry the county, his total vote guess was far off the official count.

Drumbeats . . .

Stylish Shift ■ A fashion fad provided the vehicle for KDKA Pittsburgh to bring to the attention of the city's advertising agencies the fact that three of the stations disc-jockeys were changing time slots. Two models attired in shift dresses went to the agencies and passed out entries for a contest, for which the first prize was—a shift dress.

Aunts, uncles, cousins ■ KMTV(TV) Omaha had 15,000 "relatives" show up at the station's "Family Party." Held in the Omaha municipal stadium, it celebrated KMTV's 14th anniversary.

Sans Mitch ■ WTOP-AM-FM Washington, which is carrying the Baltimore Colts and University of Maryland foot-



'The Lieutenant' is seen by the troops

A Marine Corps Reserve unit in Shreveport, La., got an advance showing of NBC-TV's *The Lieutenant*, courtesy of KTAL-TV Shreveport. The series which began on the network Saturday (Sept. 14) 7:30-8:30 p.m. EDT received a vote of confidence from the reservists who unanimously said they would watch the

show on a regular basis. One reservist, undoubtedly recalling his boot camp days, noted that the star "Lt. Bill Rice (Gary Lockwood) needs a haircut." KTAL-TV showed the pilot film to other area reserve units and set up a display of Marine military equipment on the courthouse lawn in Texarkana, Tex.

The sun never sets on Christmas

Christmas comes but once a year, they say. What they neglect to mention is that "once" can stretch into a 12-month period that has neither end nor beginning.

The joyous season began over Labor Day weekend for WINS New York, as the station unleashed a barrage of safe-driving public service spots using "Jingle Bells" as background music. The principle was that safe drivers would be around to hear the song when snow was on the ground.

In Chicago, WGN began a massive mailing of Christmas tree ornaments and other seasonal symbols to retail executives as part of a continuing

campaign until late December. Incorporating Radio Advertising Bureau material, the station is trying to capture a bigger share of the retail advertising dollar for radio.

What is billed as the "World's Largest Christmas Card" is being offered by KEX Portland, Ore. The winner will "own" the card (a billboard) for the entire month of December and will select the outdoor-board spot for the card to be placed.

At KFRC San Francisco they're still reeling from the 22,202 entries received for the station's "Christmas in July" contest. The mail pull was the most received for any promotion in the station's 39 years.

ball games this season, is offering football fans a chance to visualize the game while listening. The station is offering "Play-A-Long Football," a game with acetate football fields and marking pencils which will enable avid listeners to track the action as it's broadcast. The game is being offered at cost, \$1.

Straw circuit ■ Colgate-Palmolive Co., New York, last week mailed straw hats to TV editors and columnists as a promotional reminder to tune in to a new NBC-TV show (sponsored by Colgate), *Harry's Girls* (started Sept. 13, Friday, 9:30-10 p.m.).

Round 'n' round ■ News edited by the staff of KLAC Los Angeles will be

flashed throughout the day on the 90-foot long sign on the Pioneer Savings and Loan Association building on Wilshire Boulevard. Area temperatures and closing stock averages will be shown in addition to local and world news.

Nosegay tribute ■ KPIX (TV) San Francisco received a dozen red roses from a viewer who was grateful for the station's W. C. Fields films. The viewer wrote "Thanks for the world of W. C. Fields."

Toot, toot ■ WMAL-TV Washington sent out "Happy New TV Year Party Kits" with horns, hats, noisemakers et al, to promote the fall season premiere week Sept. 15-21 on ABC-TV.

Lewis answers questions on 20-city hookup

ABC-TV took the closed-circuit path last week in promoting its new two-hour *Jerry Lewis Show* (starts Sept. 21, 9:30 p.m., EDT). More than 100 newspaper TV columnists and critics witnessed—and many took part in—a news conference on a 20-city hookup. The audio was two-way with Mr. Lewis seen on the screen in all the cities.

Seeming to warm up for his weekly Saturday stint, the comic spent two hours in a question-and-answer period, most of the time consumed on the anticipated format of the show—about which few details were revealed. The show will go on live from a specially-designed theater in Los Angeles.

Of interest to TV advertisers: Mr. Lewis said he has complete control over acceptance of advertisers on the program, and said he had turned down a deodorant advertiser and others which he didn't identify. He said he rejected those advertisers who sell products personally repugnant or distasteful to him.

Stars show handiwork

The first major exhibition of art by performers on television resulted in representation by 39 TV personalities. Goodson-Todman Productions sponsored the showing for the benefit of the Whitney Museum, starting last week, at the Downtown Gallery in New York. Among the exhibitors were: Steve Allen, Carol Burnett, Jack Carter, Arlene Francis, Durward Kirby, George Maharis, Bess Myerson and Jack Paar.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Sept. 5 through Sept. 11 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing sta-

tions, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna.

aur.—aural. vis.—visual. kw.—kilowatts. w.—watts. mc.—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc.—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

APPLICATIONS

*Moscow, Idaho—Regents of University of Idaho. VHF channel 12 (204-210 mc); ERP 20.4 kw vis., 10.2 kw aur. Ant. height above average terrain 93 feet, above ground 176 feet. P. O. address c/o Gordon Law, Moscow. Geographic coordinates 46° 43' 26" north latitude, 117° 00' 25" west longitude. Studio and trans. locations both Moscow. Type trans. RCA TT-2BH, type ant. RCA 12-AH. Consulting engineer H. W. Toddemeier, Boise, Idaho. Principals: regents. Ann. Sept. 5.

Lewistown, Mont.—Montana TV Corp. VHF channel 13 (210-216 mc); ERP 198 kw vis., 99 kw aur. Ant. height above average terrain 2,521 feet, above ground 156 feet. P. O. address c/o Stanley T. Deck, Box 1248, Dickinson, N. D. Estimated construction cost \$100,000; first year operating cost \$100,000; revenue \$120,000. Geographic coordinates 46° 45' 09" north latitude 109° 18' 47" west longitude. Studio location Lewistown, trans. location near Lewistown. Type trans. Dumont Standard, type ant. GE Ty-70G. Consulting engineer John B. Heffelfinger, Kansas City, Mo. Principals:

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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

E T

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COMMERCIAL RADIO EQUIPMENT CO.

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KEAR & KENNEDY

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DALLAS 9, TEXAS
MEIrose 1-8360
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GUY C. HUTCHESON

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ARLINGTON, TEXAS

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CONSULTING RADIO ENGINEERS
Associate
George M. Sklom
19 E. Quincy St. Hickory 7-2401
Riverside, Ill. (A Chicago suburb)
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HAMMETT & EDISON

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San Francisco 28, California
Diamond 2-5208
Member AFCCE

JOHN B. HEFFELFINGER

9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

JULES COHEN & ASSOCIATES

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Washington 5, D. C.
Member AFCCE

CARL E. SMITH

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8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4386
Member AFCCE

J. G. ROUNTREE

CONSULTING ENGINEER
P.O. Box 9044
Austin 56, Texas
GLendale 2-3073

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Applications and Field Engineering
345 Colorado Blvd.—80206
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PR 5-3100

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Applications—Field Engineering
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Charleston, W.Va. Dickens 2-6281

MERL SAXON

CONSULTING RADIO ENGINEER
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Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

WILLIAM B. CARR

Consulting Engineer
AM—FM—TV
Microwave
P. O. Box 13287
Fort Worth 18, Texas
BUtler 1-1551

RAYMOND E. ROHRER & Associates

Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member AFCCE

E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT

Box 220
Coldwater, Michigan
Phone: BRoadway 8-6733

JOHN H. MULLANEY and ASSOCIATES

A Division of Multronics, Inc.
Multronics Building
5712 Frederick Ave. Rockville, Md.
(a suburb of Washington)
Phone: 301 427-4666
Member AFCCE

Service Directory

COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS

AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, LaClede 4-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE

SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: ME 8-1022

P. J. Weir, F. P. Whitney, W. K. Johnson, S. T. Deck, W. O. Rabe, L. W. Veigel and P. J. Baseflug (each 14.29%); all have interest in KDIX-AM-TV Dickinson, N. D. Ann. Sept. 5.

New AM stations

ACTIONS BY FCC

Port Chester, N. Y.—Port Chester Broadcasting Co. Granted CP for new AM on 1590 kc, 1 kw-D, DA; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, P. O. address 50 Charles Street, New Rochelle, N. Y. Estimated construction cost \$77,442; first year operation cost \$120,000; revenue \$135,000. Nicholas J. Zaccagnino, sole owner, is employee of NBC. July 19 initial decision looked toward grant. Action Sept. 9.

Charlotte, N. C.—Risden Allen Lyon. Granted CP for new AM on 1540 kc, 1 kw-D; conditions including presunrise operation with daytime facilities precluded pending final decision in Doc. 14419, P. O. address Wadesboro, N. C. Estimated construction cost \$21,083; first year operating cost \$30,000; revenue \$42,000. Mr. Lyon, sole owner, is licensee of WKDX Hamlet and has interest in WADE Wadesboro, both North Carolina. July 16 initial decision looked toward grant. Action Sept. 4.

APPLICATION

Baker, Mont.—Baker Radio Corp. 960 kc, 5 kw-D. P. O. c/o Hansen & Culver, Baker. Estimated construction cost \$21,250; first year operating cost \$36,000; revenue \$38,000. Principals: Russell L. Culver (16%), Edlon R. Mengel (15%), Gene Huntley, Edward J. Susa, Joe M. Herbst (each 10%) and others. Mr. Culver is attorney; other principals are local businessmen. Ann. Sept. 6.

Existing AM stations

CALL LETTERS ASSIGNED

■ KCAB Dardanelle, Ark.—Central Arkansas Broadcasting Inc.

■ WSEP Chattahoochee, Fla.—Chattahoochee Broadcasting Co.

■ KFIV Kissimmee, Fla.—Radio Florida Broadcasters.

■ WGEN Geneseo, Ill.—Geneseo Broadcasting Co.

■ WCSJ Morris, Ill.—Grundy Broadcasting Co.

■ WKQV Sullivan, Ind.—Sullivan County Broadcasters Inc.

■ WKPO Prentiss, Miss.—Jeff Davis Broadcasting Service.

■ WCSA Ripley, Miss.—Ripley Radio Service.

■ KOSG Pawhuska, Okla.—Cherokee Broadcasting Co.

■ KEZE Huron, S. D.—Central South Dakota Broadcasting Co.

■ WBFJ Woodbury, Tenn.—Cannon Broadcasting Co.

■ KREN Renton, Wash.—Washington Broadcasting Co.

APPLICATIONS

KOTE Fergus Falls, Minn.—CP to increase power from 500 w-N, 1 kw-D, to 1 kw-N, 5 kw-D; install new trans., and change from DA-N to DA-2. Ann. Sept. 6.

KBIM Roswell, N. M.—CP to change hours of operation from daytime to unl. using power of 500 w-5 kw LS, change ant.-trans. location, install DA system (DA-N) and install new trans. for nighttime use. Ann. Sept. 11.

KOSA Odessa, Tex.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Sept. 5.

New FM stations

APPLICATIONS

Fort Walton Beach, Fla.—Vacationland Broadcasting Co. 95.3 mc, channel 237, 2.88 kw. Ant. height above average terrain 168 feet. P. O. address Box 10, Fort Walton Beach. Estimated construction cost \$12,700; first year operating cost \$20,020; revenue \$21,000. Principals: Wilbur R. (96.4%) and Theda K. (3.6%) Powell. Applicant is licensee of WFTW Fort Walton Beach. Ann. Sept. 6.

Bellefontaine, Ohio—Hi-Point Broadcasting Co. 93.5 mc, channel 228, 1.26 kw. Ant. height above average terrain 435 feet. P.O. address c/o Philip Church, WOHP Bellefontaine. Estimated construction cost \$14,442; first year operating cost \$10,000; revenue \$15,000. Applicant, subsidiary of D. L. Rike & Co., is licensee of WOHP. Ann. Sept. 5.

Ownership changes

ACTIONS BY FCC

WPOP Hartford, Conn.—Granted assignment of license from Wire Broadcasting Co. to WPOP Inc., wholly owned subsidiary. No financial consideration involved. Action Sept. 9.

KSWO-AM-TV Lawton, Okla.—Granted assignment of license from Oklahoma Quality Broadcasting Co. to Oklahoma Quality Television Inc. (TV); no ownership change except transfer of 15.5% of stock from T. R. Warkentin, deceased, to trusteeship. No financial consideration involved. Action Sept. 9.

KMEL Wenatchee, Wash.—Granted acquisition of negative control of licensee corporation, Frontier Broadcasting Co., from John E. Goslin (33 1/3%) by Craig R. Lawrence Jr. and Phillip E. Rafter (each 50% after transfer, each 33 1/3% before). Consideration \$14,500. Action Sept. 9.

APPLICATIONS

KARK-AM-FM-TV Little Rock.—Seeks transfer of control of licensee corporation, Arkansas Radio & Equipment Co., from estate of T. H. Barton (80%), deceased, to Madeline M., Clark N. and T. K. Barton. Transfer is settlement of estate. No financial consideration involved. Ann. Sept. 6.

KKHI-AM-FM San Francisco—Seeks assignment of license from Patricia Atlas

(95%) and Everett Kovler (5%), d/b as Atlas Broadcasting Inc., to Richard D. Buckley (80%), John B. Jaeger (10%), Richard D. Buckley Jr. and Harold B. Arkoff (each 5%), tr/as Buckley-Jaeger Broadcasting Corp. of California. Consideration \$750,000. Buckley-Jaeger interests include WHIM-AM-FM Providence, R. I.; WDR-AM-FM Hartford, Conn., and KGIL San Fernando, Calif. Ann. Sept. 5.

WAOK Atlanta and WRMA Montgomery, Ala.—Seeks acquisition of negative control in licensee corporations from Citizens & Southern National Bank, executor of estate of Dorothy Lester (33 1/3%), deceased, by Stan Raymond and Zenas Sears (each 33 1/3% before transfer, each 50% after). Consideration \$48,561. Ann. Sept. 5.

WGAA Cedartown, Ga.—Seeks assignment of license from J. Franklin Proctor (100%) to Werner E. Wortsman, Otis A. Brumby, Robert D. Fowler, Lucia R. Smith and Myrna N. Whitaker (each 20%), tr/as Cedartown Radio Inc. Consideration \$100,000. Messrs. Wortsman, Fowler and Whitaker each have interests in WBLJ Dalton and WLKB Decatur, Ga.; all applicants except Mr. Brumby have interests in small Georgia newspapers; Mr. Brumby is law student. Ann. Sept. 10.

WKQV Sullivan, Ind.—Seeks acquisition of negative control of permittee corporation, Sullivan County Broadcasters Inc., from Edgar F. Arnold, individually (25%) and as executor of estate of Edgar F. Arnold (25%), by H. W. Wells and Elmer L. Kelley Jr. (each 25% before transfer, 50% after). Consideration \$500. Ann. Sept. 6.

KVOL Lafayette, La.—Seeks assignment of license from George H. Thomas (100%), d/b as Evangeline Broadcasting Inc., to James L. Kirk II (80%) and Evan H. Hughes Jr. (20%), tr/as Radio Station KVOL Inc. Consideration \$310,000. Mr. Hughes is KVOL station manager; Mr. Kirk is realtor. Ann. Sept. 6.

WSAM-AM-FM Saginaw, Mich.—Seeks assignment of licenses from Kenneth Hugh MacDonald (100%) to Mr. MacDonald (70%) and others, tr/as MacDonald Broadcasting Co. Consideration is assumption by corporation of debt incurred acquiring licenses. Ann. Sept. 6.

KICA-TV Clovis, N. M.—Seeks assignment of license from John H., Lena V., Carolyn A. and John H. Marshall Jr. (each 25%), d/b as Marshall Enterprises Inc., to Sid W. Richardson Foundation (62.07%), Gene L. Cagle (19.59%) and Perry R. Bass (15.76%), tr/as Texas State Network Inc. Consideration \$350,000. Applicant is licensee of KFJZ-AM-FM Fort Worth, KRIO McAllen and KFDA-TV Amarillo, all Texas. Ann. Sept. 11.

KVLB Cleveland, Tex.—Seeks assignment of license from Harvard C. Bailes (100%) to Stephen Van Sandler (100%). Consideration \$40,000. Mr. Sandler is employee of KVLB. Ann. Sept. 10.

KBAM Longview, Wash.—Seeks assignment of license and CP from Rufus W. Snyder (100%), receiver, to Arne G. Peterson (68%), Robert Muchow (13%), Forrest H. Bishop (9%), Arthur L. Jorgensen and Howard T. Kynaston (each 5%), tr/as Armak Broadcasters Inc. Consideration \$52,000. Mr. Peterson is KBAM manager; Mr. Muchow is engineer with WTCN-TV Minneapolis; Mr. Bishop is KBAM sales manager; Mr. Kynaston is KBAM salesman; Mr. Jorgensen is local businessman. Ann. Sept. 6.

KIRO-AM-FM-TV Seattle—Seeks transfer of control of licensee corporation, Queen City Broadcasting Co., from Saul Haas (50.2%) to Wasatch Radio & Television Co. (59.9% after transfer, 9.7% before), wholly owned by Church of Jesus Christ of Latter-Day Saints. Consideration \$5,095,500 and 10 year employment contract. Church has interests in KSL-AM-FM-TV Salt Lake City; KID-AM-TV Idaho Falls and KBOI-AM-FM-TV Boise, both Idaho, and international shortwave station WRUL Scituate, Mass. Ann. Sept. 6.

WMMN Fairmount, W. Va.—Seeks assignment of license from Peoples Broadcasting Corp., subsidiary of Nationwide Mutual Insurance Co., to Capitol Broadcasting Corp. and Marja Broadcasting Corp. (each 50%), tr/as Broadcast Enterprises Inc. Consideration

Engineering Papers to be Read on:

BROADCAST STUDIO EQUIPMENT

Chairman: A. C. Angus, General Electric Co.

FM STEREO TRANSMITTERS AND RECEIVERS

Chairman: Richard W. Burden, Mount Kisco, N. Y.

AES CONVENTION

HOTEL BARBIZON-PLAZA, NEW YORK CITY, OCTOBER 14-18

Broadcasting Audio/Studio Equipment—7 papers

Magnetic Recording—9 papers

FM Stereo Transmitters and Receivers—7 papers

Disc Recording and Reproduction—7 papers

For Program, write: AES, P.O. Box 383, Madison Square Station, N.Y.C. 10010, or phone: Harvey Associates, 580 Fifth Ave., N.Y.C., 212 CI 6-1855

tion \$245,000. Capitol, licensee of WCAW Charleston, W. Va., is 80% owned by E. M. Johnson; Marja, licensee of WDNE Elkins, W. Va., is 100% owned by Mr. and Mrs. John P. Carr. Ann. Sept. 6.

WFOX Milwaukee—Seeks assignment of license from Wisconsin Broadcasters Inc. to parent corporation, Fox Broadcasting Corp. No financial consideration involved. Ann. Sept. 6.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Beamon Advertising Inc. for new daytime AM on 1560 kc, 1 kw, DA, in Daingerfield, Tex.; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Sept. 6.

OTHER ACTIONS

■ By memorandum opinion and order, commission, on petition and supplemental pleading by Albert S. Tedesco, d/b as Broward County Broadcasting, granted without hearing application for license covering CP for WIXX Oakland Park, Fla., and terminated proceeding. Commission feels no useful purpose would be served by evidentiary hearing in view of assertions in pleadings by Tedesco that programing by WIXX has now been designed to serve needs and interests of communities and populations residing within station's primary service area, including Oakland Park. Comr. Cox absent. Action Sept. 11.

■ By order, commission denied applications by (1) Broadcast Bureau, (2) Swanco Broadcasting Inc. of Iowa (KIOA), Des Moines, Iowa, and (3) Radio Suburbia Inc. (KRSI), St. Louis Park, Minn., for review of May 7 decision by Review Board which granted application of Hawkeye Broadcasting Inc., to increase daytime power of KOEL Oelwein, Iowa, from 1 kw to 5 kw, continued operation on 950 kc, 500 w-N, DA-2; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Comr. Cox not participating. Action Sept. 11.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Connecticut Coast Broadcasting Co., Bridgeport, Conn., to extend time to Sept. 16 to file oppositions to motion by Garo W. Ray, Seymour, Conn., to enlarge issues in proceeding on AM applications. Action Sept. 10.

■ Granted petition by C. M. Taylor, Blountville, Tenn., to extend time to Sept. 23 to file opposition to petition by Holston Broadcasting Corp., Elizabethton, Tenn., to enlarge issues in proceeding on AM applications. Action Sept. 10.

■ Scheduled following proceeding for oral argument on Oct. 15: AM application of Radio Ashland Inc. (WNCO), Ashland, Ohio.

■ By members Berkemeyer, Nelson and Stone adopted decision denying application of St. Martin Broadcasting Co. for new station on 1570 kc, 250 w-D, in St. Martinville, La. July 1 initial decision looked toward denial. Action Sept. 4.

ACTIONS ON MOTIONS

■ Commission granted request by Colorado Broadcasters Association to extent of further extending time from Sept. 16 to Sept. 30 to file comments and from Sept. 30 to Oct. 14 for replies in matter of amendment of part 3 of rules with respect to advertising on AM, FM and TV stations. Action Sept. 9.

■ Commission, by office of opinions and review, granted petition by Broadcast Bureau to extend time from Sept. 5 to Sept. 13 to file replies to motion for approval of agreement and joint request for action by commission en banc in consolidated AM proceeding on applications of Alkima Broadcasting Co. and Howard Wasserman, West Chester, Pa., and Louis Handloff, executor of estate of Herman Handloff, Newark, Del. Action Sept. 10.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 11

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,825	42	151	330
FM	1,098	26	86	200
TV	522 ¹	54	84	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 11

	VHF	UHF	TOTAL TV
Commercial	484	91	575
Noncommercial	50	29	79 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31

	AM	FM	TV
Licensed (all on air)	3,810	1,091	522
CP's on air (new stations)	57	33	54
CP's not on air (new stations)	148	86	83
Total authorized stations	4,015	1,210	659 ¹
Applications for new stations (not in hearing)	190	174	69
Applications for new stations (in hearing)	142	13	53
Total applications for new stations	332	187	122
Applications for major changes (not in hearing)	235	87	40
Applications for major changes (in hearing)	56	5	10
Total applications for major changes	291	92	50
Licenses deleted	0	0	0
CP's deleted	1	0	0

¹ Does not include seven licensed stations off air

² Includes three stations operating on unreserved channels

By Chief Hearing Examiner

James D. Cunningham

■ Granted request by Arthur D. Smith Jr. (WMTS), Murfreesboro, Tenn., to change certain procedural dates in proceeding on AM application; continued Sept. 20 hearing to Sept. 26. Action Sept. 5.

By Hearing Examiner Basil P. Cooper

■ Granted request by Salina Radio Inc. that further evidentiary hearing be held on Sept. 11 in proceeding on application for new AM in Salina, Kan. Action Sept. 6.

■ Granted petition by Broadcast Bureau to extend time from Sept. 9 to Sept. 20 to file proposed findings and from Sept. 23 to Oct. 4 for replies in proceeding on application of Rhinelander Television Cable Corp. for new AM in Rhinelander, Wis. Action Sept. 5.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by James S. Rivers Inc. (WJAZ), Albany, Ga., for record to remain open until Sept. 11 in proceeding on AM application. Action Sept. 5.

■ Granted petition by Wide Water Broadcasting Inc. to extend time from Sept. 3 to Sept. 12 to file proposed findings and from Sept. 13 to Sept. 23 for replies in proceeding on application and that of Radio Voice of Central New York Inc. for new AM stations in East Syracuse and Syracuse, both New York. Action Sept. 4.

By Hearing Examiner Arthur A. Gladstone

■ Granted request by Broadcast Bureau to extend time to Sept. 18 to file proposed findings of fact and conclusions and to Oct. 1 for replies in proceeding on AM applications of Marshall Broadcasting Co., Marshall, and Wright Broadcasting Co., East Lansing, both Michigan. Action Sept. 9.

■ Continued Sept. 12 prehearing conference to Oct. 1 and continued indefinitely Oct. 1 hearing in proceeding on AM application of Wendell-Zebulon Radio Co. (WETC), Wendell-Zebulon, N. C. Action Sept. 5.

■ Granted request by Service Broadcasting Corp. to extend time to Sept. 16 to file proposed findings and to Sept. 30 for replies

in proceeding on application and that of Z-B Broadcasting Co. for new AM stations in Kenosha, Wis., and Zion, Ill. Action Sept. 5.

By Hearing Examiner Walther W. Guenther

■ On own motion, corrected in various respects transcript of record in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. Action Sept. 5.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Dixie Radio Inc. for leave to amend application for new AM in Brunswick, Ga., to reflect fully current ownership interests in broadcasting facilities of applicant corporation and stockholders. Action Sept. 5.

By Hearing Examiner Annie Neal Hunting

■ Granted petition by Newton Broadcasting Co. to extend time from Sept. 10 to Sept. 17 to file supplemental proposed findings and from Sept. 24 to Oct. 1 for replies in proceeding on application and that of Transcript Press Inc. for new AM stations in Newton and Dedham, both Massachusetts, respectively. Action Sept. 9.

■ By orders in Rochester, N. Y., TV channel 13 proceeding in Docs. 14394 et al., (1) denied petition by Flower City Television Corp. to reopen record to take official notice of commission's report and order establishing new instructional television fixed service; and (2) granted petition by Heritage Radio & Television Broadcasting Inc. for leave to amend application to show changes in officers and directors and, on own motion, reopened record, incorporated amendment into record by reference, and again closed record. Actions Sept. 9.

By Hearing Examiner Forest L. McClenning

■ Granted motion by Broadcast Bureau to extend time from Sept. 4 to Sept. 18 to file proposed findings and from Sept. 16 to

Continued on page 119

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGEN.
- CIES advertising require display space.

- All other classifications, 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington, D. C., 20036.

APPLICANTS: If transcripts or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcripts, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programing departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, BROADCASTING.

9/9/63 ad corrected. Multi-station prestige group specializing in small to medium market stations seeks top sales-station manager for No. 1 rated station in market 100 mile radius N.Y.C. Strong small station local sales background a must. Excellent spot for present manager of \$50-100M gross station now ready to move ahead, or well rounded sales manager. Base with strong incentive for young, aggressive self-starter. Expanding, financially strong organization. Resume, snapshot, recent earnings to Box L-160, BROADCASTING.

General manager wanted for major mid-western market, top 40 station. Chain operation offers excellent opportunity for young man strong in sales. All replies kept confidential. Box L-178, BROADCASTING.

Manager, AM radio station, California resort area. Prior experience required. Reply 1211½ S. Roxbury Drive, Los Angeles 35, California.

Sales

Columbus Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five markets. Box H-128, BROADCASTING.

Upper midwest, fulltime net affiliate in medium market needs experienced salesman with management potential. Good draw, good company benefits, plenty of room to grow in a progressive group operation. Box L-96, BROADCASTING.

Florida-medium market. At least two years fulltime experience selling radio. \$100 week base, plus 15% commission. Send complete resume Box L-156, BROADCASTING.

Gulf coast station has immediate opening for experienced salesman. Announcing ability desired. Box L-195, BROADCASTING.

Sales manager for daytime adult minded station in small western New York city. Opportunities unlimited for person willing to work hard to produce sales. Salary plus commission & bonus, send resume, picture, references plus last 3 years salary to Box L-201, BROADCASTING.

16 year old 5 kw midwest station needs salesman or sales announcer. Excellent opportunity to earn 8 to 10 thousands dollars annually. Box L-212, BROADCASTING.

Sales—(Cont'd)

Big power southern regional 100,000 market needs good salesman with announcing & copy ability who wants to make money. Good opportunity. Box L-214, BROADCASTING.

Immediate opening, experienced radio time salesman, established account list with good billing. Liberal guarantee plus commission, pleasant Iowa community—KCHA, Charles City, Iowa.

Wanted: Good, experienced salesman, preferably married. Guarantee plus. Excellent earning potential. KSEN, Shelby, Montana.

Excellent opportunity for experienced salesman. Established 5 kw network station. Send photo, full details first letter. WBEK Battle Creek, Michigan.

WTIK, Durham. Increasing power to 5,000 approximately three weeks. Need experienced time salesman capable of becoming commercial manager. Must furnish complete resume by mail including sales history. P. O. B. 1571, Durham, N. C.

Announcers

Classical music man for San Francisco station with solid combo operate-announce commercial experience. Smooth delivery and voice, must be sophisticated in classical music programing. References and resume only. Box K-274, BROADCASTING.

Wanted now! . . . Swinging format jock. Happy bright sound, tight board. One of Florida's major markets with #1 rated station. Beaches, palm trees and sun. Top wage, major medical and hospitalization. Send tape, resume and photo to Box L-13, BROADCASTING.

Announcer-engineer wanted for Illinois metropolitan station. Must have first phone, however, little maintenance involved. Emphasis on voice, personality, production ability. Aggressive, established, well equipped operation. Excellent salary, merit raises, good future. Write Box L-57, BROADCASTING with complete information.

Smart, established metropolitan station needs experienced announcer-production man. Good voice, clever personality and imaginative production will earn attractive salary, raises, recognition, good future. Write complete information to Box L-71, BROADCASTING.

Need friendly, folksy, country & western deejay for 44 hours, six night per week. Solid midwest operation with all the benefits. Rush tape and resume and salary requirements to Box L-113, BROADCASTING.

Florida-experienced top 40 announcer with mature voice. Salary open. Send tape and complete resume first letter. Box L-155, BROADCASTING.

Swingin' top 40 dj, 1st phone for night shift in medium midwest market. No maintenance. Send tape, resume, photo Box L-164, BROADCASTING.

Experienced announcer for western Pennsylvania station. Join family of stations in Pittsburgh, Youngstown, and Erie. Forward tape, resume and photo. Box L-182, BROADCASTING.

Major Boston station wants experienced newsmen/announcer, with distinctive style. Submit audition tape, complete resume and salary requirements to Box L-198, BROADCASTING.

Announcers—(Cont'd)

Top salary for experienced mature voice disc jockey announcer. Middle of the road eastern Pennsylvania daytime. Send tape and resume Box L-197, BROADCASTING.

Attention small market dj's. Here is an unusual opportunity for right man to move up. Atlantic seaboard popular music station in strong, stable group has opening for man with bright, enthusiastic delivery. No screamers. Should have good news understanding and presentation. Excellent opportunity. Box L-203, BROADCASTING.

Newsmen-announcer with 1st ticket. Michigan daytime station has opening for aggressive permanent employee. Salary open—dependent on experience and ability. Opportunity for advancement. Send resume, photo, tape to Box L-223, BROADCASTING.

Are you a young radio announcer with a mature voice, some commercial experience, and a desire to join a good medium market station? Then let's get together. We're loaded with employee benefits, the markets a good ones, and the staff is broadcasting minded. Send tape, resume and salary range to Box L-234, BROADCASTING.

Wanted: Mature announcer with first class ticket. Send audition tape, references to Ray Owen, KCEE, Tucson, Arizona—MA 2-7788.

Swinging morning man with deep, resonant voice and production ability for new 10,000 watt top 40 operation. Salary open. Send tape and resume to Ron Curtis—KDAB—Denver, Colorado.

Morning man with 1st phone—position calls for experienced man. Adult program structure—heavy local news—mobil units—Collins cartridge. Present morning man returning to college for masters degree. Solid stable position, medium single station market, room to go up. Contact Jim Jae, Manager—KHMO Hannibal, Missouri.

You need not have long experience if you have ability and are willing to work hard. announcers or announcer salesman combination need now, KOLJ Quanah, Texas.

Immediate opening for good, single beginner announcer. Air mail tape and resume to KSTV, Stephenville, Texas, 76401.

New Mexico station needs announcer with first call ticket for evening and Sunday shifts. Mail tape, references and qualifications to manager, KSVP, Box 38, Artesia, New Mexico.

Announcer wanted: Send tape and resume. WAMD Aberdeen, Md.

Top-rated Pennsylvania station wants personality dj with experience, tight board, solid commercial style, originality. If you like pop music, can make personal appearances, are industrious and enthusiastic—if you want in showmanship radio, here's a good job. Tape, photo and particulars to WCMB, Box 3433, Harrisburg, Pa.

Announcers, engineer - announcers, announcer-salesman for Florida, Louisiana and Georgia stations. Send air check, resume, recent photo to Les Roberson, WDLF, Panama City, Florida.

Announcer wanted: knowledge of sports, sales, and programing will determine salary. Midwesteners send resume to Roger Coleman, WGIL, Galesburg, Ill. Final applicants will be interviewed.

Help Wanted

Announcers—(Cont'd)

Announcer—Swingin' **WHYE** in Roanoke, Virginia's lookin' for air man (p.d. possibilities) with sense of humor, timing and reason! Send resume, air check and photo immediately to P.D., **WHYE**, Box 1187, Roanoke, Virginia.

Immediate opening . . . announcer-engineer. Must have good voice, 1st phone, and be capable of maintenance. Call manager, **WIOS**, Tawas City, Mich.

Announcer with 1st phone for immediate and permanent position. Send tape, resume. **WKXY**, Sarasota, Fla.

Michigan 1000 watt independent needs morning combo man with 1st phone. Immediate opening. Salary open. Send complete information and tape. **WOAP**, Owosso, Michigan.

Bright format operation seeking air personality. Send tape and resume to **Duke Wright**, **WRIG**, Wausau, Wisc.

Announcer: Philadelphia suburban station has opening for good staffman. Quality music-news operation. Experience required. Fringe benefits. 215-696-3690.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 516-TN8-4912.

Help Wanted

Technical

Chief engineer, 1 kw, 100 miles from New York. \$125. Box K-77, **BROADCASTING**.

North Carolina daytimer has opening for chief engineer with announcing or sales ability. Sober, dependable and experience essential. Opportunity for qualified worker. Write Box L-125, **BROADCASTING**.

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs Radio Transmitter and Receiver Operating and Maintenance Technicians for relay stations in Greenville, North Carolina; Marathon, Florida; Dixon and Delano, California; and Bethany, Ohio. These positions for operation and maintenance of high power transmitters and receiver stations require a minimum of five years of responsible technical operating and maintenance experience. Experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer is also qualifying. Salary determined by applicant's experience and ability. Present rate range is \$6344 to \$10,504 per year; promotional opportunity. Positions are in Career Civil Service, and therefore, appointments are made thru competitive examination. Must be American citizen. To apply for this nonwritten examination, please request Announcement No. 283B and application forms from your nearest U. S. Civil Service Commission Representative's Office or write to The Executive Secretary, Board of U. S. Civil Service Examiners, U. S. Information Agency, Washington 25, D. C.

Production—Programing, Others

News editor wanted for Ill. kilowatt metropolitan, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133, **BROADCASTING**.

Major midwest am-TV operation looking for bright, alert traffic girl. All employee benefits, and a wonderful market to settle down in. Send resume and salary range to Box L-29, **BROADCASTING**. Personal interview in Michigan required before job is filled.

Aggressive local news editor to gather, write, announce news in midwestern college town. Minor staff duties. Write Box L-142, **BROADCASTING**.

Production—Programing, Others

Continued

Sports director with news background for midwest radio and television stations. Duties include radio and TV sports programing plus news writing. Send resume, tape and picture to Box L-144, **BROADCASTING**.

Immediate opening for experienced director. Secondary market, southwest. Send photo resume, references with reply. Salary open to right man. Applicants East of Mississippi need not apply. Box L-147, **BROADCASTING**.

Crack production man ready to program your station. Presently employed. Box L-193, **BROADCASTING**.

Breathes there an accomplished, clever "morning man" capable maintaining top ratings in competitive medium regional CBS affiliate? Must be capable good copy, production and impressive remotes. Capable wise decisions on routine operation, inside management. Pay commensurate ability. 40 hour specialists need not apply. Good opportunity for hard worker. Reply air mail. Box L-213, **BROADCASTING**.

Christian station/finest working conditions at high-power FM stereo station for quality announcer/programing man w/1st phone. Outstanding opportunity for dedicated, professional individual. Airmail resume, tape, photo to Manager/KBBW, 63 State St., San Diego, California.

Program director and production manager with good voices for new 10,000 watt top 40 operation. Salary open. Send tape and resume to **Ron Curtis**—**KDAB**—Denver, Colorado.

We have just lost the best news director in the midwest. Replacement must have desire to dig for news, write and deliver fast paced news. Two mobile units, three man news staff. Send tape and full resume to **WCVS**, Springfield, Ill.

Experienced radio-television newsmen. Must be able to gather and write news for both radio and television. Must also be able to deliver radio newscasts. Send tape, photograph, complete resume in first reply to **Meyer Broadcasting Company**, Box 720, Bismarck, North Dakota.

Florida, East Coast, top station, has immediate opening for copy writer. Call **Dick Clark** 252-6491, Daytona Beach, Florida.

Situations Wanted—Management

Experienced all phases of television and radio. Production, film, sales, presently management position with same employer 13 years. First class radio telephone license, plus commercial pilot license. College. Excellent references. Box L-175, **BROADCASTING**.

Qualified and ready to manage your station. Mature family man. Background like who's who—I know what's what. Ability and enthusiasm to make money for someone. How about you? Midwest or Florida. Confidential also have 1st phone. Box L-180, **BROADCASTING**.

Attention absentee or owner wanting less responsibility. I am a responsible, seasoned manager with some cash to invest. Will operate station. Also want opportunity to earn more stock. Write Box L-202, **BROADCASTING**.

Exactly what is it you are looking for in a station manager? It is honesty, reliability, competence, stability, creativity, aggressiveness, conscientiousness, dependability, efficiency and hard work? I offer all this plus 7 years diversified experience in all phases of broadcasting. What have you to offer? Shall we get together for a personal interview at my expense? All replies will be answered and held in strict confidence. Box L-235, **BROADCASTING**.

Working manager, 18 years experience, best references, good announcer-salesman desires change to Southern market. Personal interview. Box L-249, **BROADCASTING**.

Sales

Anxious to sell radio or TV time. Am 25, 1960 college graduate, married. Lieutenant in Air Force completing compulsory military service Nov. 1. Desire sales position local station, preferably in midwest. Despite inexperience am confident can do good job. Have picture and resume. Write Box L-101 or Lt. R. M. Coulter, 149-A Longstreet Drive, Smyrna, Tenn.

Situation Wanted—Sales

Continued

Salesman available, management potential, first-phone. Phone 816-351-2274. Box L-161, **BROADCASTING**.

Announcers

Top East Coast sportscaster. Experienced in all phases of sports production, play-by-play and sales. Management experience. Would like play-by-play position. Travel anywhere. Tapes, resume and picture sent upon request. Can invest. Box L-107, **BROADCASTING**.

West Coast just listen! Six years radio & television. D.J., newsmen and first phone. Experience in all phases of broadcasting operation. References. Box L-124, **BROADCASTING**.

Announcer-newsmen for St. Louis area. First phone with dj and news experience. Will be available soon. Box L-132, **BROADCASTING**.

Good music stations only! If you are a medium market station looking for a mature, warm personable, authoritative rich voiced personality with 3 years experience, presently employed, dependable, married. Write Box L-150, **BROADCASTING**.

Cheer up! If you need an announcer with talent, good voice, impressive background and 7 years experience—hire me! DJ-newsman. Married, reliable. \$120 minimum. Prefer Illinois-Wisconsin area. Box L-162, **BROADCASTING**.

Attention California! Top ten! First rate good music announcer now doing afternoon traffic show in top-20 market. Warm, personable, excellent voice. Family. Interested? Box L-165, **BROADCASTING**.

Announcer dj with seven years experience, 1st phone, looking for popular music format station. \$125.00 week minimum. Phone 303-874-9368 anytime. Tape & resume available at your request. Box L-172, **BROADCASTING**.

Married announcer go anywhere. Call Circle 5-9577 Sand Springs, Okla. after 1 p.m. Box L-173, **BROADCASTING**.

Disc-jockey, authoritative news delivery, experienced. Tight board, available now. Box L-174, **BROADCASTING**.

Morning humor done with taste, and number one ratings. Lively, but non-frantic, believable personality. Box L-183, **BROADCASTING**.

Announcer pd degree in radio. Veteran. Family man. Four years experience. Desire medium or large midwest market. Traveling Nebraska to Ohio October 3-17. For personal interview write Box L-185, **BROADCASTING**.

Sales — Announce — Play-by-play sports — want to do all three. Currently in sales. Have four years all around experience. Prefer small to medium market. Salary requirements are reasonable but not cheap. Box L-188, **BROADCASTING**.

Top 40 dj, first phone, two years experience, production, engineering, college. Box L-206, **BROADCASTING**.

Experienced announcer and/or newsmen wants large or medium market. Box L-207, **BROADCASTING**.

Five years announcing experience. Prefer East Coast. Family man. Dependable. Box L-208, **BROADCASTING**.

Announcer—three years experience—first phone will do maintenance. Employed. Box L-227, **BROADCASTING**.

Major market chief announcer will trade sixteen years experience—staff, sports director, program director and acting manager—for smaller market, responsible position, fair salary, permanence. Box L-228, **BROADCASTING**.

Personality deejay, experienced, authoritative newscaster. Dependable, willing to take orders. Box L-229, **BROADCASTING**.

Situation Wanted—Announcers

Continued

Experienced personality dj wants Los Angeles or San Francisco. Box L-230, BROADCASTING.

Announcer with first phone, 13 months announcing experience, am neither afraid of work nor of learning, would like to relocate within a radius of 150 to 200 miles of Chicago. Box L-233, BROADCASTING.

Air personality. Bright sounding dj with tight board. Also mature newscaster with crisp authoritative delivery. Experienced selling sound. Want to settle—not a prima-donna or floater. Box L-237, BROADCASTING.

A real swinging guy. Ready to sit in any position. New York area only. Box L-238, BROADCASTING.

Newscaster, authoritative, dj relaxed or fast, tight board, mature family man. Dependable. N. Y. metropolitan area, evenings, weekends. Box L-240, BROADCASTING.

Bright first phone personality seeking bright medium market station near N.Y.C. Excellent references, experienced. Box L-241, BROADCASTING.

Family man 3 years experience DJ. News, Sports studying for first phone. Box L-242, BROADCASTING.

C & W personality, many voices, good sports play by play and news desires Southern market. 18 years experience. Box L-248, BROADCASTING.

Family man, mature voice, 5 years experience. East coast. Salary over \$100. Box L-211 BROADCASTING.

Sportscaster/dj. Excellent play by play, all sports. First phone. College graduate. Employed. Want permanency. Box L-215, BROADCASTING.

Disc-jockey-witty personality, have done professional comedy writing, announcing school graduate, college degree, army vet. beginner. Box L-216, BROADCASTING.

Sports announcer, eight years experience in all phases of radio except engineering. Willing to settle; prefer midwest but will consider other location. Looking for advancement. Box L-217, BROADCASTING.

1st phone personality—college, draft free, 6 years experience in the top 50 markets. Call announcer, 918-CY9-5240, or Box L-219, BROADCASTING. Available immediately.

Air personality desires to relocate. Major market experience with primary top 40 organizations, currently at 50,000 watt adult outlet. Thrives on localized humor and issues. 1st phone if needed. Box L-222, BROADCASTING.

Want a real personality? Pro comic jock. Young. Grad. Four years. Talent galore. Unlimited creativity. Large metro, please. Box L-224, BROADCASTING.

Experienced, versatile announcer wishing to settle family in West Coast area, for dossier and personal interview, contact J. Dempsey, first class engineer, Statler Hilton hotel, 930 Wilshire Blvd., Los Angeles, California.

Announcer-engineer, 10 years experience. Last 4 years station manager. Have first phone. Capable of all maintenance, also bookkeeping. Like to locate along east coast or any place in Florida. Will consider any location. Minimum \$125.00 weekly. Call Dick Babcock, PA 8-4947, Beaufort, N. C.

5 years experience announcer and program director. Mature delivery, 31 vet., family man. Mark Stewart, Bellemont 3, Flagstaff, Arizona. 602-774-7093.

Looking for the right man? Could be I'm the one. Two years experience. Capable, industrious, can use gray cells. First phone, knowledge of most kinds of music. Solid sports and news delivery. Not a screamer. Write Chuck Steele, 216 West First Ave. Scottsdale, Arizona.

Announcers—(Cont'd)

12 years radio announcing, newscasting, personality work. Older but capable. Family. No 1st ticket, but can maintain most portable equipment. Good reputation. Prefer immediate opportunity in radio airwork or learn TV production. Midwest or California. P.O. Box 834. Huntington Beach, California.

Am employed in leading market newsroom. Doing many things. Am quite good, but can't cut a good audition tape, or do well when aircheck tape is running. Hire me anyhow, you'll be glad you did. Seeking personality shot administration. Versatile, mature, permanent. Sincere parties call evenings, 313-272-3541, write/wire 16831 Greenfield, Apt. 34, Detroit.

Graduate of broadcasting school, third class ticket, six months part time experience. Would like job in midwest radio station. Ronald Larsen, Egan, South Dakota.

Top rated "rock" dj. Number #1 three stations—same market. A personality. No shouter. College grad. Married—36. Tom Quain, 2663 Jenkins, S.W., Grand Rapids, Michigan. Tel 538-0313.

Announcer-dj single. 3 yrs. experience with overseas radio. Will relocate permanently. Tight board. Good references. Write G. L. Holley, 3015 St. Vincent St., Philadelphia, Pa.

Experienced announcer, family man. Strong on news, top 40 in sports. Available now. Contact Dick Kent, 184 E. Sibley Blvd., Harvey, Ill.

Bright experienced pd/announcer 10 years. Any format, will travel. Brad Harris, 277 Van Siclen Ave., Brooklyn 7, N. Y., HYacinth 8-5479.

Announcer, 8 yrs. experience—very strong on sports and news—Robert Paul—6200 E. South Street, Lakewood, Calif. To 7-7785.

Technical

Engineer with first phone, experienced, desires position with progressive station, up to 50 kw. Box L-95, BROADCASTING.

Seven years technical experience television broadcasting. Good background all phases. First phone. Desire suitable position with reputable company. Box L-177, BROADCASTING.

1st class commercial license. Technical school graduate-diploma. Electronics technician diploma, communications electronics. Desire broadcasting work, no announcing. Ambitious but lacking experience. Detroit area only. Box L-163, BROADCASTING.

Chief engineer desires permanent position with non-directional mid-eastern station. Write Box L-209, BROADCASTING.

Experienced radio operating engineer, any location. Technical school and college graduate. Box L-231, BROADCASTING.

Engineer, first phone, good on AM-FM maintenance, announcing experience, desires job with future. Contact John Ashman, P. O. Box 1545, Front Royal, Virginia, Telephone MEltrose 5-5355.

Primary light engineering. Willing to learn broadcasting. Have first class license. Write Julius Glaug, 64 W. Church St., Orlando, Fla.

Production—Programing, Others

I've been successful sports director seven years, now interested in programing or combination. Box K-246, BROADCASTING.

Young mature woman, alert, attractive with ambition. Public relations, continuity chief, account executive, feature and air work. Years experience major competitive markets. Where do you need me? Box L-166, BROADCASTING.

News director: Currently employed with network news writing staff in New York city. Desires position commensurate with nine years of news directing and broadcasting experience. Family man, age 30. Box L-181, BROADCASTING.

Production—Programing, Others

Continued

If you're tired of being beaten by newspapers in local news and in-depth features, hire the enemy. Experienced, qualified newsmen wants into your camp. Good vocal delivery and knack for making and keeping news contact. Box L-189, BROADCASTING.

There must be at least one station in New York, Phila., or Washington needing a reporter. There's a grade triple "A" one available, who'll give you the right stories, at the right time, in the right way. Box L-191, BROADCASTING.

News directorship wanted by veteran New England newsmen with six years solid news experience and degree in communications arts. Box L-199, BROADCASTING.

I'm looking for a career opportunity with a professionally run organization. If you are a turnover or low budget organization, read no further. My interest lies solely in news-gathering, writing and airing it. I offer a B. A. in radio tv speech, two years announcing experience, and desire to further journalism background. Presently employed in Pennsylvania. Box L-204, BROADCASTING.

Editorial writer. 2½ years chief editorial writer for major Eastern TV station. Exceptional legal, historical background. Can tell fact from assertion. Broad perspective, acute perception. Will supply samples. 5-figure salary was raised within last 6 months. Box L-236, BROADCASTING.

Production manager-director. 10 yrs. experience. Sincere, hard worker. Best references. Married, family. All replies answered. Box L-246, BROADCASTING.

Class of hardworking B.I.A. graduates ready to go. Versatile and ready for small station duties—announcing, control board, news, copy, production. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana. Phone 891-7840.

Top 10 market agency experience. Proven commercials, promos, jingles, programing, talent. College graduate. Tape, pix, resume references. Dick Kruppa, 297 Washington St., Leetsdale, Penna.

TELEVISION

Help Wanted—Announcers

Southeast network affiliate needs man with experience in public affairs programing and news. Please send resume, picture, references and audio tape to Box K-13, BROADCASTING.

Technical

Experienced TV studio engineer needed. Must be familiar with maintenance of RCA studio, microwave and vtr. Primarily maintenance work. Box L-152, BROADCASTING.

Television engineers—We have several positions for experienced and inexperienced engineers who can learn quickly, for expanding North Carolina educational television. Possibility of continuing education. Box L-210, BROADCASTING.

Immediate opening straight engineering position at fast paced radio television operation, first phone required, prefer experienced in radio and television but inexperienced considered, call Pat Finnegan, WLBC-AM-FM-TV, Muncie, Ind.

Chief engineer for VHF operations—programing lots of live shows. WLTV, Bowling Green, Kentucky.

Help Wanted

Production—Programing, Others

Director-producer training program at major East Coast network affiliate has openings for trainees. Salary starts at \$50 per week plus overtime. College grads. preferred. Send photo and resume to Box L-159, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Production—Programing, Others

Cameraman-editor with at least 2 years professional experience. Opportunity in creative film production. Position immediately available for major eastern station. Send resume to Box L-179, BROADCASTING.

Attention present director-cameramen, director announcer in medium or small TV market in Minnesota, Wisconsin, Illinois, Iowa, Missouri, Nebraska area. Operations manager opening for creative strong supervisor. Prefer on-camera announcing ability. Box L-250, BROADCASTING.

Night supervisor-director at medium sized NBC outlet. Strong news, weather, sports and commercial director and assistant to operations manager. Box L-251, BROADCASTING.

Experienced newsmen for combination tv-radio operation. Send tape, photo, resume, references to Ray Lansing, KFBC TV, Cheyenne, Wyo.

California chain of TV-radio stations needs top flight experienced TV artist immediately. Must have thorough knowledge of on-the-air art as well as promotion art. Also need all around promotion-merchandising director who can handle all phases of station, market and client promotion and merchandising. Ideal working conditions in fast growing operation located in most beautiful part of California. Send complete information, resume and samples to Bob Klein, KSBW-TV, P.O. Box 1651, Salinas, California.

Wanted: Experienced newsmen for on camera and outside work. Must be able to use SOF, Auricon camera, and be able to write. Send picture, audio tape and resume to Hal Wilson, WITN-TV, Washington, N. C.

Situations Wanted—Management

Responsible, fully qualified, successful and employed broadcast executive seeks position as general manager or sales manager with opportunity for earned investment. New stations considered. Box L-171, BROADCASTING.

Leaving adopted New York. Young family man looking for important move. Currently with major ad agency TV production department in the doldrums. 6 years extensive local television in N.Y.—operations, programming, producer-director. Management/program director goal with station looking for long distance winner. Local references? I travel nationally, probably your market. You just might know me. Resume, references and photo on request. Box L-220, BROADCASTING.

Announcers

5 years radio experience, announcer & program director. Good appearance, maute delivery—eager to enter tv. Mark Stewart, Bellemont 3, Flagstaff, Arizona. 602-774-7092.

Engineering manager, 14 years TV, now available for valid reasons. Proven record technically, and with people. Resume available. Box L-226, BROADCASTING.

Production—Programing, Others

Which ad gets the job? Mine offers 15 years experience in TV and radio, including news writing reporting, interviewing, TV film editing, in top major market. Consider all offers, Box L-187, BROADCASTING.

There must be at least one station in New York, Phila., or Washington needing a reporter. There's a grade triple "A" one available who'll give you the right stories, at the right time, in the right way. Box L-190, BROADCASTING.

Production—Programing, Others

Newsmen with over five years radio news experience, ETV and a degree in communications arts, wishes to enter television news field. Box L-200, BROADCASTING.

Mature, experienced, employed television newsmen-announcer desires advancement. Consider good radio. Relocate, not south. Box L-205, BROADCASTING.

Producer-director, experienced all phases broadcasting. Documentaries, variety, remote sports, children shows. Box L-218, BROADCASTING.

Have you opportunity for engineer with 12 years TV experience including color, planning, and construction? Last 4 years asst. chief. Box L-232, BROADCASTING.

Experienced announcer—all phases broadcasting. News, weather, sports, childrens shows, documentary, excellent commercial work. Desires more challenging market. Box L-245, BROADCASTING.

WANTED TO BUY

Equipment

Needed urgently—tower at least 150', audio console, microphones & allied equipment for new AM station in eastern U. S. Let us know what you have to sell. Box K-249, BROADCASTING.

For Sale

Equipment

Magnecord 816, 14" reel, tape player. Just returned from factory full overhaul with new heads, new motors, latest modifications. In factory carton—\$550.00. Alphas Music of Distinction, 1035 Westglen Drive, St. Louis, Mo. (63126).

Television/radio transmitters, cameras, microwaves, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Telephone 2-3527.

Federal UHF TV transmitter FT 20B set on channel 33. Complete with diplexer dummy load and frequency and modulation monitoring equipment. In good condition. Other equipment for sale. For details write William S. Ward, 7505 Carroll Ave., Takoma Park, Maryland or call JU 7-5136. P. S. Immediate cash for all broadcast and associated test equipment.

Rear Screen projectors. Used #7000 3¼ x 4" R.S.P., 70 slide capacity, ¼ sec. fast slide changer, remote control. Taken in trade on new Dual Head R.S.P. Full one year warranty. Limited quantity. Telescript Csp, Inc.; 155 W. 72th St. New York 23, N. Y.

Towers, new Blaw Knox 100 foot heavy duty self-supporting, in original crates, 15 foot base. Outside platform with hand rails at top. Perfect studio towers for weather radar, micro-wave, receiving antenna etc. Tri-Kon, Inc. Box 2005, Rome, Georgia. Phone 234-9404.

Prompting equipment. Used one, two and three prompter packages. Full one year warranty. Limited quantity. Telescript Csp, Inc.; 155 W. 72th St. New York 23, N. Y.

3 kw federal 192a FM transmitter. Good shape, spare tubes. Available thirty days. Installing 5 kw. Make offer. WSON, Henderson, Kentucky.

R. F. Bridge, equivalent, GR 516C. Nearly new—just calibrated—\$275. Robert Miers, Box 185, Salem, Mo.

Disc recorder, RCA 73B, 33 & 78 r.p.m. Professional type. Excellent condition. \$400. WGL Radio, Ft. Wayne, Ind.

For Sale

Equipment—(Cont'd)

Weston 0-3, Simpson 0-6 base & remote meters, also 0-5. Best offer takes. WVOS, Liberty, New York.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

Western Electric 407A-4 high efficiency 50 kw transmitter rapid change 5 to 50 excellent condition, complete with dual water cooling, all AC regulators, meets all regulations, immediate delivery. Will accept first reasonable offer to Box L-247, BROADCASTING.

WE 503B-1 1 kw FM transmitter, operational when dismantled, GE BY-6-B antenna, rust remote unit 108-OF, like new, WE console, ideal for recording studio. Jones, WFMG, Gallatin, Tennessee.

A-1 condition. Gates Spot 101 recorder \$400. Modulation monitor \$300. Rust remote equipment, make an offer. Call C. W. Dowdy, UN 3-7133, Gulfport, Miss.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

20 audition tapes duplicated \$25. 100 resumes \$5. National representation. Write the mad men at Darden Associates, Box 231, Roosevelt, N. Y. 516-TN8-4912.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue \$2.50. Show-Biz Comedy Service (Dept. BJ) 65 Parkway Court, Brooklyn 35, New York.

Jazz for sale! Hour or half hour show, all on tape . . . traditional, swing and modern . . . intelligent comment . . . easy to edit and engineer . . . write Craig Textor Associates, Box 125, Des Moines, Iowa, for tape and information.

Religious/patriotic broadcasters . . . your message presented to over 300,000 coverage . . . 1,000 watts, low frequency . . . 15 minutes \$5.00. Box L-176, BROADCASTING.

Instructions

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Instructions—(Cont'd)

1st ticket class . . . 6 week course, resident or correspondence, Denver, Colorado, a fun place to live and study. Write for bulletin from Signal Broadcasting, 431 W. Colfax, Denver. Also offering 6½ month announcing-station operations course. Free placement service. Signal Broadcasting, Denver.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure. 259 Geary St.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting October 9 and January 8. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. For free brochure write: Dept. 3-B Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Pittsburgh. FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

Help Wanted—Sales

Highly respected firm
in industry has openings for two (2) top men to travel and manage West Coast and Southwest territories. Top rated line, well accepted by Radio and Television Stations requires successful Radio or TV management or sales management experience. Primary consideration to residents of aas. NO ceilings on earnings—All expenses paid—Home weekends. Send resume and all particulars with photograph first letter to:
Box L-192, BROADCASTING

Help Wanted—Announcers

WANTED

By Radio Station in Large Northeastern Market

NEWS DIRECTOR

Write Box L-225 about your experience or competence as news editor with a flair for writing and for finding and reporting news that has an impact on the community. Send audition and samples of writing. Also give all details about yourself, including salary requirements. Our five newsmen know about this ad. They will welcome your leadership.

Help Wanted

Production—Programing, Others

ATTENTION PROGRAM DIRECTORS

Broadcast group in major markets offers opportunity for Radio and TV Program Directors. Send complete background resume, including examples of work. Should be willing to relocate as needed. Must have proven record of success. Salary open. All replies will be held in confidence.

Box L-194, BROADCASTING

EXPERIENCED NEWSMAN—

Network O & O (Radio) seeking mature, creative newsmen capable of producing documentaries, vignettes, series, etc. Send resume, salary desired to:

Box L-169, BROADCASTING

Situations Wanted—Announcers

An Open Letter To The Program Directors Of All Quality Radio and TV Stations In The Twenty Top Markets

Due to change in station ownership resulting in a conflict of broadcasting philosophy between the new management and me, I am, compelled to leave a wonderful position and seek the same, hopefully, with you.

I am in a top metro market conduction the number one afternoon program in the area (Pulse: nine station local market survey). It is a Quality program of good music.

I have also written and directed a successful bi-monthly series of one-hour specials; music-documentaries, for my present station.

My background in broadcasting is extensive and accomplished as my record and my references will corroborate.

I am best suited as a Personality and/or Announcer in Radio and/or TV. In the future, I hope to enter management.

My wish is to do a complete job for an organization in which I can believe; one which is dedicated to high broadcasting principles.

If you are interested, wire immediately.

Box L-186, BROADCASTING

TELEVISION

Situations Wanted

Production—Programing, Others

NEWS & PUBLIC AFFAIRS

director 15 years broadcasting, 12 years CBS-TV affiliate top ten market. Awards galore—news & public service. Extensive foreign travel. On air talent, plus administrative ability & experience. Highest recommendations present employer.

BOX L-244, BROADCASTING

TV Travel Show Host

Hour-long TV travel shows are the coming thing. Good adult audiences where running. TV news veteran—lecturer & traveler with know-how & contacts to set-up show—act as host.

Box L-243, BROADCASTING

Employment Service

TAKE ADVANTAGE

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION

Write for application NOW

BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. So.
Minneapolis 17, Minn.

For Sale

Equipment

Moving To

HIGHER HOGBACK MOUNTAIN

Have for sale—350 foot Blaw Knox N. 28 Tower. Available in November. Contact: WSPA-TV, Spartanburg, S. C.

For Sale—Stations

FOR SALE

Texas Daytime Kilowatt operation in metropolitan area. Facilities second to none. Operation profitable under original ownership past 16 years. Offer of sale no distress or emergency matter. Price is realistic with cost, billing and projected growth. Only parties capable of paying full price or securing loan need apply. No brokers will be considered. Owners health and foreign interests dictate sale. Address Box L-168, BROADCASTING.

For Sale—Stations

Continued

FOR SALE

29% of Radio Station KALF
MESA, ARIZONA
10 Kw, 1510 Kc

If interested contact: Lou Silverstein, 516
W. Highland, Phoenix, Ariz. Phone 258-
3434 or 265-8227

PRICED TO SELL!

Kilowatt daytimer, established
1950, exclusive in county, growing
industrial area. \$60,000, terms.

Box L-221, BROADCASTING

IN THE SOUTH

Fulltime station. Present Annual Billings
approximately \$170,000.00. Price \$200,-
000.00 cash or \$225,000.00 on terms.

Box L-184, BROADCASTING

PRO-DOC PRODUCES

TOP RATED, PROFESSIONAL STA-
TIONS AT REALISTIC CONSULT-
ANT COST.

BOX L-252, BROADCASTING

To buy or sell Radio and/or TV proper-
ties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

Pa.	single	fulltime	\$ 90M	terms
Fla.	single	daytime	70M	20M
N. E.	single	fulltime	140M	29%
S. E.	power	profitable	90M	cash
Ky.	medium	fulltime	195M	35M
N. E.	suburb	daytime	120M	50%
M. W.	major	daytime	940M	29%

And others.

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

Continued from page 113

Sept. 30 for replies in Perrine-South Miami,
Fla., TV channel 6 proceeding. Action Sept.
5.

■ On own motion, continued Sept. 16 pre-
hearing conference and Nov. 4 hearing to
date to be specified subsequent to filing by
Quality Broadcasting Corp., Supreme Broad-
casting Inc. of Puerto Rico and Radio Amer-
icas Corp. of responsive pleading to July 29
show cause order in matter of revocation of
licenses of commonly owned Puerto Rico
stations WKYN(AM) San Juan, WFQM
(FM) San Juan and WORA-FM Mayaguez
in Docs. 15139-15141. Action Sept. 5.

By Hearing Examiner Sol Schildhouse

■ Continued Sept. 11 prehearing confer-
ence to Sept. 20 in proceeding on AM ap-
plication of Dutchess County Broadcasting
Corp. (WKIP), Poughkeepsie, N. Y. Action
Sept. 10.

■ Commission, by office of opinions and
review, granted request by Speidel Broad-
casting Corp. of Ohio, Kettering, Ohio, to
extend time to Sept. 20 to file opposition to
petition for stay in proceeding on AM ap-
plication and that of Greene County Radio,
Xenia, Ohio. Action Sept. 10.

■ On own motion, and with consent of all
parties, continued Sept. 24 hearing to Sept.
26 in proceeding on application of WGUN
Inc. for modification of license of WGUN
Decatur, Ga. Action Sept. 5.

By Hearing Examiner Herbert Sharfman

■ Upon request by Coastal Broadcasting
Inc., Herndon, Va., and without objection
by other parties, continued Sept. 9 further
hearing to Sept. 23 in consolidated AM pro-
ceeding in Docs. 14873 et al. Action Sept. 6.

By Hearing Examiner Elizabeth C. Smith

■ Granted joint motion by Piedmont
Broadcasting Co., Travelers Rest, S. C.,
Hentron Broadcasting Co. and Mountain-
aire Corp., both Hendersonville, N. C., to
continue Sept. 11 hearing to Oct. 11 and
deferred until further order Sept. 4 date for
exchange of engineering exhibits and Sept.
6 date for notification of witnesses desired
for cross-examination in proceeding on AM
applications. Action Sept. 6.

■ Pursuant to agreement of counsel at
Sept. 5 prehearing conference in proceeding
on application of Clay Service Corp. for new
AM in Ashland, Ala., in Doc. 14261, con-
tinued Sept. 26 hearing to Oct. 30. Action
Sept. 5.

For Sale—Stations

Continued

STATIONS FOR SALE

CALIFORNIA. Daytime. Priced at \$78,500.
\$25,000 down.

NEW ENGLAND. Fulltime. Exclusive. \$40,-
000 down.

MIDWEST. Fulltime. Exclusive. \$25,000
down.

JACK L. STOLL & ASSOCS.

6381 Hollywood Blvd.
Los Angeles 28, California

Miscellaneous

CALIFORNIA CHAIN OF TV-RADIO-CATV OPERATIONS

Outstanding opportunity for experienced Financial Officer or experienced accounting Supervisor with potential Financial Officer qualifications. Broadcast experience extremely helpful but consideration will be given non-broadcast applicants with broad ability and experience. Extensive accounting knowledge and experience essential. Must possess administrative and supervisory ability, resourcefulness and high standards of accuracy and thoroughness. Please give all vital statistics, complete resume of education and business background and specifics of general accounting experience of each position held. Outline experience, if any, in preparation and policing of operation budgets, income and expense projections, purchasing, collection systems, personnel supervision. Also, knowledge and actual experience with data processing, various accounting machines and a narrative statement of your opinion of how a Financial Officer can function to contribute most to a company's success. Include information on any other related experience or knowledge such as general business insurance, labor laws and general office management. Salary commensurate with qualifications. Ideal living and working conditions with immediate fringe benefits and long-range security. Write Department BR, Central California Communications, P. O. Box 1651, Salinas, California.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of Sept. 9

WBIL Leesburg, Fla.—Granted request to continue existing pre-sunrise operation with non-DA and reduced power of 1 kw between 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

WSAM Saginaw, Mich.—Granted license covering increase in daytime power and installation of new trans.; specify type trans.

WARM Scranton, Pa.—Waived Sec. 3.30 (a) of rules and granted mod. of license to permit establishment of main studio beyond corporate limits of Scranton at Avoca Borough, Pa.

Actions of Sept. 6

KIMA Yakima, Wash.—Granted CP to change aur. ERP to 10.6 kw (DA); condition.

KYSM-FM Mankato, Minn.—Granted CP to install new ant.; ERP 41 kw; ant. height 520 feet; and specify geographic coordinates; condition.

K06DD Sunburst and Sweetgrass, both Montana—Waived Sec. 1.323(b) of rules and granted CP to replace expired permit for new VHF TV translator station.

K07DE Moab, Utah—Granted CP to replace expired permit for new VHF TV translator station.

K08AU, K10AZ, K12AZ, all Price, Utah—Granted mod. of CP's to include Spring Glen and Rural Emery County, both Utah, in principal community, change type trans. and make changes in ant. system for VHF TV translator stations.

K09BQ, K11BV, K13BZ, all Helper, Utah—Granted mod. of CP's to make changes in ant. system for VHF TV translator stations.

WNBE-TV New Bern, N. C.—Granted extension of completion date to Oct. 1.

WWBR Windber, Pa.—Set aside Aug. 22 grant of mod. of CP to change trans. location pending action on application for review of grant of CP filed by Ridge Radio Corp.

Actions of Sept. 5

Willard M. Colvin, May, Fort Supply, Fargo and Gage, all Oklahoma—Granted CP's for new VHF TV translator stations, on channels 7, 11 and 13, to translate programs of KFDA-TV (ch. 10), KVII(TV) (ch. 7) and KGNC-TV (ch. 4), all Amarillo, Tex.

WIBF(FM) Jenkintown, Pa.—Granted CP to make changes in ant. system, install new ant., increase ant. height to 310 feet and decrease ERP to 630 w; remote control permitted.

WLAN-FM Lancaster, Pa.—Granted CP to make changes in ant. system and transmission line; conditions.

■ Granted CP's for following new VHF TV translator stations: Times-World Corp. on channel 4, Garden City, South Salem, Hidden Valley and Sugarloaf, all Virginia, to translate programs of WDBF-TV (ch. 7) Roanoke, Va.; Shenandoah Life Stations Inc. on ch. 2, Garden City, South Salem, Hidden Valley and Sugarloaf, all Virginia, WLSL-TV (ch. 10) Roanoke; Cheyenne Crossing TV Club on channel 13, Cheyenne Crossing, S. D.; KOTA-TV (ch. 3) Rapid City, S. D.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ WCCO Minneapolis—Requests institution of rulemaking proceeding to enable WCCO to operate with maximum power of 750 kw. Received Sept. 5.

■ Jerry Bassett Inc., Concord, Calif.—Requests institution of rulemaking proceeding looking toward assignment of channel to Concord for commercial use and deletion of channel from Cotati, Calif. Received Sept. 3.

■ Kentucky Authority for Educational Television, Elizabethtown, Ky.—Requests institution of rulemaking proceeding to reserve channel 23, reserved for commercial use in Elizabethtown, for noncommercial educational use. Received Aug. 29.

INITIAL APPLICATION

CBC

USES

"T-1"

USS

-1,

A441,

A36

AND

A7

STEELS
FOR

FM,

VHF

AND

UHF

TV

TOWER

On top of Mt. Royal in Montreal, the Canadian Broadcasting Company is building a communications tower to support what is believed to be one of the most complex antenna systems in the world . . . to say nothing of the initials involved.

It will meet the needs of five TV stations operating at maximum power, six FM stations, 18 VHF and UHF communications channels, and several microwave and miscellaneous channels.

The 294-foot tower is the first application in a free-standing structure of the new USS "T-1" and "T-1" type A Steel quenched and tempered rolled structural shapes, plus three other USS structural steels, A441, A36, and A7.

These USS Steels have tensile strengths ranging from 33,000 to 100,000 psi, and possess individual physical properties that make each best suited for certain applications. By combining these different steels, using the properties and strength levels of each to best advantage in various parts of the tower, the designers were able to reduce the weight of the tower and cut fabrication and construction costs. This "combination of steels" concept is a new design idea that is gaining rapid acceptance in the construction of bridges, buildings and equipment. It permits stronger construction, frequently at less cost. It's a good example of the way new ideas and new and better products from U. S. Steel are being put to use throughout America to improve all types of structures and equipment and make the dollars spent for them go farther. USS and "T-1" are registered trademarks.

United States Steel 

OUR RESPECTS to Frank Gaither

A pillar of service to broadcasting and the community

Sometimes the end justifies the means. In the case of Frank Gaither, the means transformed itself into the end.

It happened in 1933 when Mr. Gaither, now general manager of the Cox broadcasting properties, arrived in Atlanta to enter Oglethorpe University. Young Frank had chosen a career in dentistry, and the means for paying for such schooling was to come from an announcing job.

However, he soon found that he was spending less time in the classroom than before the microphone, a growing interest that raised the question of whether or not he had chosen the right career.

Frank wasn't long deciding. He switched to broadcasting. After a beginning at Oglethorpe's WJTL as a working student, he went to WTOG Savannah, Ga., as an announcer for one year.

Frank next headed back to Atlanta and WGST, the station of the Georgia School of Technology. In the ensuing 12 years he came up through the ranks as announcer, program director, sales promotion manager, sales manager and finally general manager of WGST.

The next major turning point in Mr. Gaither's career was in 1946. WSB, the *Atlanta Journal* station, offered him the post of sales manager and he accepted.

With the advent of commercial television after World War II, it was to be expected that WSB-TV would be founded. And it was even more natural that Mr. Gaither would assume the post of sales manager for the combined radio-TV properties in 1948.

When the radio and television operations were split in 1951, Mr. Gaither was appointed station manager of WSB. He took over as general manager of the radio station on Jan. 1, 1958.

The Big Promotion ■ The latest and largest stride in Mr. Gaither's career came earlier this month. On Sept. 1 he was named general manager of the James M. Cox Stations, responsible directly to J. Leonard Reinsch, executive director.

The Cox stations, in addition to WSB-AM-FM-TV, are: WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C., and WIOD-AM-FM Miami. An application to purchase KTVU(TV) San Francisco-Oakland is awaiting FCC action.

Despite the constant pace Mr. Gaither maintains in his working day, his fellow workers are quick to praise his easy-going nature and ability to communicate with employees. It's said that

if one of the staff—whether top executive or apprentice—is laid up by illness, the first visitor will be Mr. Gaither.

This capacity for communication stems back to Mr. Gaither's early days in radio, when he conducted one of the more popular programs in Atlanta, *Frankie and Johnnie*. In the role of Johnnie, he interviewed countless people on the streets during the six-and-one-half year tenure of the show.

"I was a sidewalk snooper," Mr. Gaither declares. "We put radio on an eye-to-eye, neighbor-to-neighbor basis. It was full of gab and gossip and corn and criticisms and opinions. It was real down-to-earth programing."

He further notes approvingly that radio today has matured even further by not restricting this concept to one 15-minute period a day, but by presenting this programing hour after hour.

"The knowledgeable broadcaster refuses to lock himself in an ivory tower or to transmit programs on a one-way line," Mr. Gaither maintains. "The doors are open. The people speak and the airwaves are alive and sizzling with the voices and sounds of the community."

Insomnia ■ This is no easy job, he notes, pointing out that "all responsible broadcasters suffer in some degree from insomnia. We wonder and worry about how to do the job better, how to mean

more to listeners and to advertisers, how to become more important to the community."

Though himself blessed with three decades of experience in advertising and broadcasting, Mr. Gaither feels that some of the solutions to the vexing problems in these fields will come from the minds of the young. He made this point in a talk this summer in Atlanta:

"I think it is high time that more of our successful and knowledgeable experts sit down at a typewriter and turn out some textbooks. Many advertising texts are hopelessly outdated and inadequate. Let's give the hungry young minds something nutritious to chew on."

"In the field of broadcasting, we are finding it increasingly important that newcomers learn to think of radio and television advertising in new, creative ways."

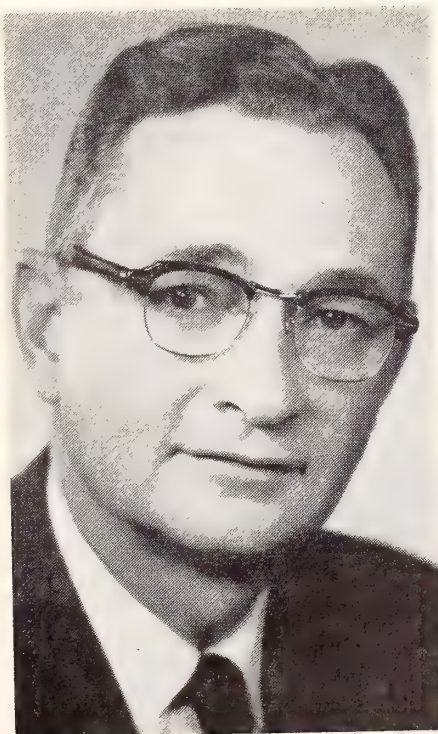
Active Joiner ■ Mr. Gaither's energies in behalf of broadcasting go far beyond the limits of his company. His service record includes being a member of the board of directors of the National Association of Broadcasters; member of the NAB Standards of Good Practices committee; on the board of directors of the Radio Advertising Bureau; on the board of directors of the Associated Press Radio-Television Association. In addition, he is past president of the Georgia Association of Broadcasters and past executive committeeman of the NBC Radio Affiliates Association.

Other affiliations of Mr. Gaither: charter member and director of the Brookwood-Atlanta Rotary Club; Delta Sigma Phi fraternity; Di Gamma Kappa broadcasting fraternity; extremely active member of the Shrine (Yaarab Temple) and Scottish Rite Mason; Sigma Delta Chi; board of directors and mass media chairman of Fulton County Cancer Society.

Born Oct. 1, 1910, in Montgomery, Ala., he spent his earlier years attending schools in that area.

In 1935 Frank Gaither married the former Laura Causey of Atlanta. They have three children: Beverly, 27 (Mrs. W. O. Ussery); Judy, 23 (Mrs. James B. Beatty), and Florence, 17. Given the opportunity, Mr. and Mrs. Gaither also will proudly tell you about their five grandchildren.

Outdoor cooking is Frank Gaither's favorite hobby. And when the opportunities present themselves, he hunts, fishes or works in a round at the Ansley Golf Club or the Capital City Country Club.



Mr. Gaither

Arraignment without a charge

THE confusion over the reliability and use of broadcast audience measurements is rapidly approaching a stage of totality. It may very well begin to do real damage to radio and television in their competition with rival advertising media.

The source of the confusion is, of course, a government that has pronounced ratings to be inadequate or worse, has told broadcasters to clean ratings up, has threatened reprisals for lack of corrective action but has failed so far to define explicitly the circumstances under which punishments will be meted out. It would be no sillier or more unfair if the government, lacking a criminal code, announced without elaboration that some acts would be considered bad and would be punishable by fines, imprisonment or execution, depending upon the seriousness of the undescribed offenses.

Charles A. Sweeny, the Federal Trade Commission staff member who has been assigned to prosecute violators of the ratings rules that are yet to be defined, did nothing to clarify matters last week when he appeared before the Radio Advertising Bureau's management conference in Hot Springs, Va. As he said at the outset, the FTC members have yet to rule on any ratings case involving broadcasters, "and as a staff member I certainly cannot predict what their rulings might be." What he said from then on, however, added up to an ominous warning that broadcasters will be held responsible for the accuracy of the measurements they use and, beyond that, must do nothing to influence the size of the measurement. Mr. Sweeny was particularly critical of the practice of "hypoing" ratings by special promotions or programing. If Mr. Sweeny is to be taken literally on that point, the FTC has opened a whole new field of adventure that must inevitably lead it into the world of print media as well as broadcasting.

Audience promotion, through whatever means, is the radio and television counterpart of circulation promotion for newspapers and magazines. It is a rare publication that does not conduct elaborate campaigns to attract subscribers or newsstand buyers. The "hypoing" that goes on in the print media is at least as energetic as that in radio and TV and is conducted for the same purpose—to build audiences that advertisers want to reach.

Undeniably there have been imperfections in the ratings themselves and cases of exaggeration in their use. But the advertisers and agencies to whom broadcasters make their sales appeals are neither gullible nor ignorant. They certainly do not need the degree of protection the FTC, at the prodding of a House subcommittee, seems to be determined to create for them. It is a kind of protection that can lead only to the weakening of radio and television as forces in the advertising business.

Free ... for all

IN a way we are not unhappy about the disturbance over "controlled news" being agitated by newspapers. It will make the lot of the broadcaster a bit easier for the printed page editors and publishers to comprehend. All along, the broadcaster has been subject to federal influence that the print journalist has mercifully escaped.

Many newspapers in the last month or so have published editorials rebuking the New Frontier for the establishment, within the Department of Agriculture, of a crop and market reporting wire service in competition with private commercial services. They argue that this innovation could threaten freedom of the press and they equate it with what has

happened in Communist or police state countries.

In the same vein, the Republicans, through the recently established GOP House Task Force on News Management, have joined the affray by pointedly suggesting that the government "keep out of the news-gathering and transmission business." And they have taken after FCC Commissioner Lee Loevinger's proposal that broadcasters set up their own news service to compete with the Associated Press and United Press International.

Although politically motivated, the GOP observation in regard to a specialized news association for broadcasters isn't entirely idle thought. The FCC has contrived means of regulating non-licensees, such as the networks and even program suppliers. If broadcasters established their own news association on a cooperative basis roughly comparable to the AP, would that association be able to prevent the government from regulating its operation? The FCC regulates common carriers too.

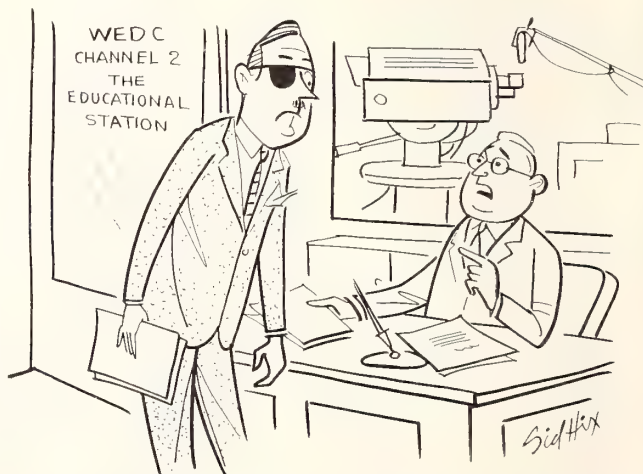
The GOP task force put it bluntly: "Now the FCC wants to tell the broadcast media how to run its news business. The next step is federal control of the broadcast wire service and eventual control of the news content of the service."

Rather far-fetched? But who would have imagined 10 years ago that an FCC would attempt to tell stations how much local live programing they should schedule in prime time, or when to program for children, or that a "fairness doctrine" requires them to give free time to answer partisan views expressed in sponsored programs?

We are alarmed over the developments that have struck fear in the hearts of our contemporary publishers. We were alarmed years ago when we saw the first signs of government intrusion into programing—not under the New Frontier, but under the Eisenhower administration. We were alarmed in July 1960 when the Republican-controlled FCC adopted its program "guidelines" for broadcasters.

There are those in government today (including the FCC) who will tell you without batting a bureaucratic eye that if the First Amendment were proposed as new legislation in Congress today, it would be overwhelmingly voted down.

The fight against government incursions in news gathering and dissemination is not a campaign for newspapers alone or radio and television alone. It is an all-inclusive struggle of all mass communications to retain their freedom.



Drawn for BROADCASTING by Sid Hix

"Take time off until that infected eye clears up. Folks might think your program is being subsidized by a shirt company!"

Less to look at—
More to see

For months, Ikonogenics Incorporated, Dallas, has been at work re-designing WBAP-TV for the eye as well as the ear. / This fall WBAP-TV will bring its viewers out of the ordinary world of communications into an exciting new wonderland of the ultimate in the video art. / Our viewers will experience a sensational new efficiency in "signal to noise" ratio of television communication. / Much *less* to look at. Much *more* to see. Much more *worth* seeing. / It could start a revolution in television.

WBAP-TV 
Fort Worth Dallas 



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SEPTEMBER 23, 1963

More broadcasters shared in TV's biggest pot in '62, FCC report shows 35

Detroit methodology research may take ARB into radio measurements 40

Unpopularity of commission's AM allocation plan shows up in comments 60

Broadcasters appear on Capitol Hill with request for FCC clarification 68

COMPLETE INDEX PAGE 7

EDWARD PETRY & COMPANY, INC.
CONGRATULATES

WTAR

NORFOLK-NEWPORT NEWS, VA.

"The Voice of Tidewater"

ON **40** YEARS

OF PROGRESSIVE BROADCASTING

**PEOPLE
FORM
HABITS**



VIEWING **KVTV, CHANNEL 9**, IS JUST ABOUT EVERYONE'S HABIT IN THE **SIOUX CITY MARKET**

... and for good reason, too. KVTV, Channel 9, became Sioux City's first television station over ten years ago and has stayed at the top ever since. How? The formula is simple. Start with the red hot CBS-TV Network, add complete and penetrating local and regional news coverage, and top-rated local-live programming. Then mix in complete, personal support of every worthwhile civic project . . . and you have a leader. That's what KVTV, Channel 9, is in Sioux City and Siouxland. Acquire the KVTV habit . . . buy KVTV, Channel 9, for penetrating coverage of the booming Siouxland market . . . ***POPULATION 766,300.**

*Source-Sales Management, Survey of Buying Power — 1963.

SEE YOUR KATZ MAN

THE KATZ AGENCY, INC.
National Representatives



KVTV

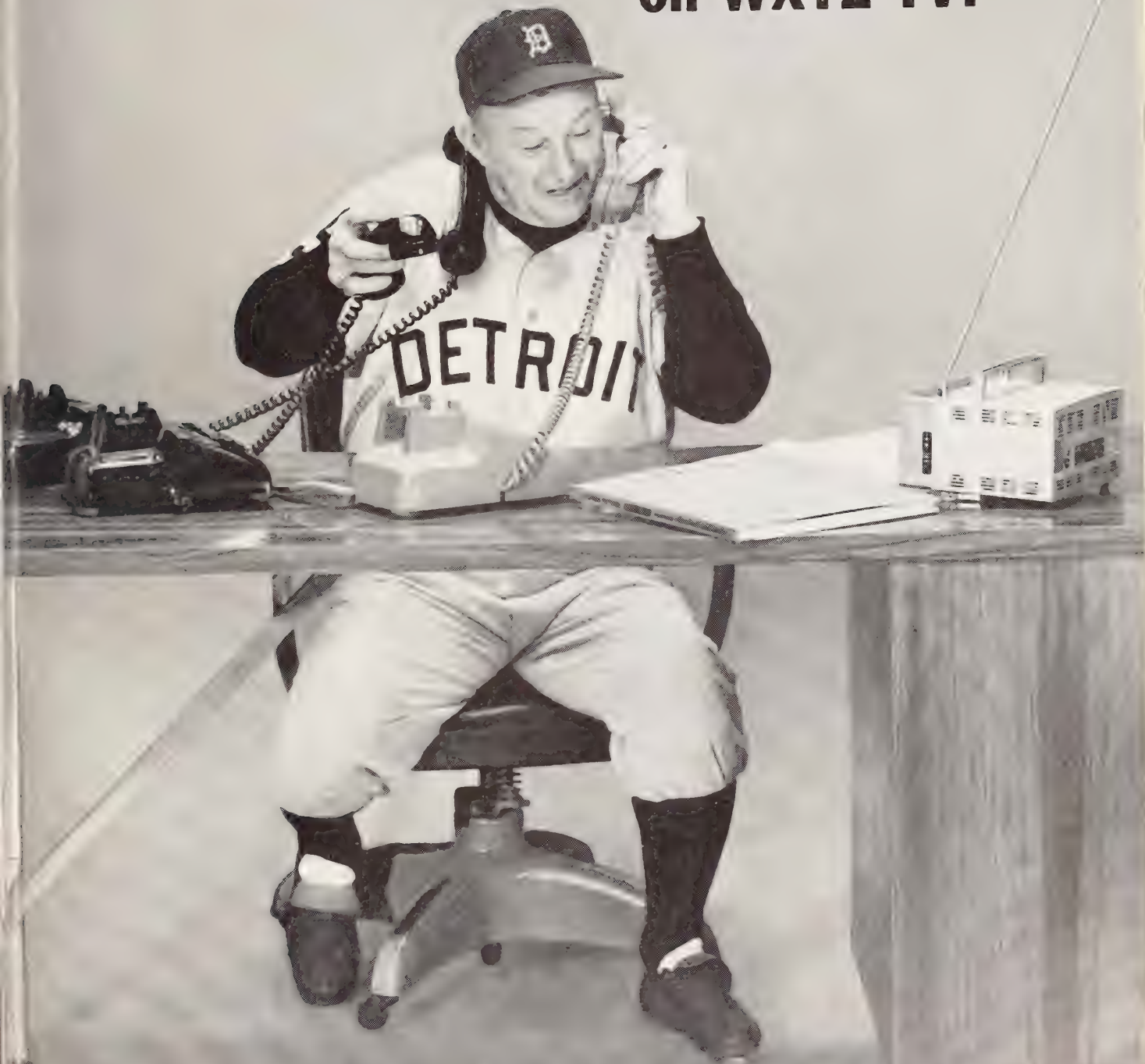
CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



PEOPLES BROADCASTING CORPORATION

KVTV	Sioux City, Iowa
WNAX	Yankton, South Dakota
WGAR	Cleveland, Ohio
WRFD	Columbus, Ohio

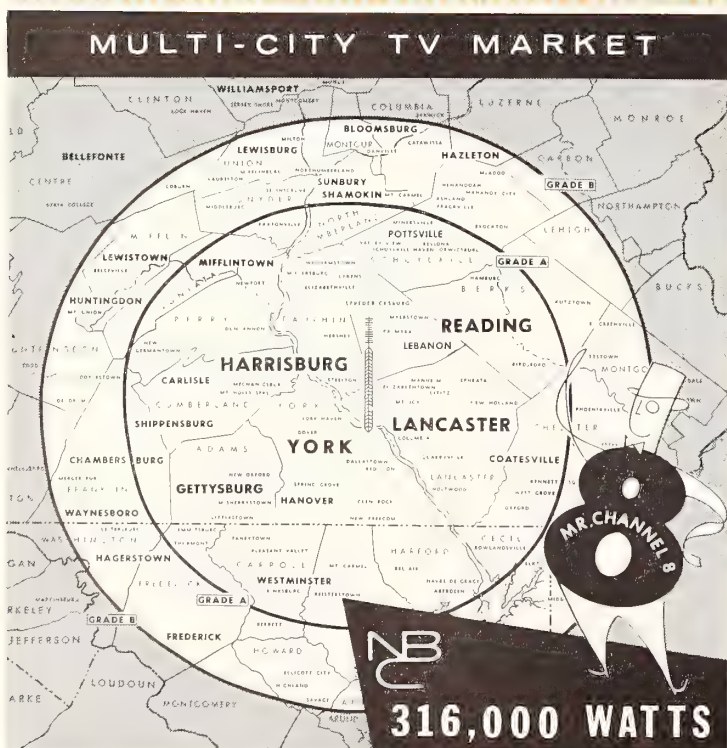
**Chuck Dressen
always manages
to see the
COLUMBIA
features
on WXYZ-TV!**



The COLUMBIA features can be currently seen in more than 140 markets

Distributed exclusively by

SCREEN & GEMS, INC.



The WGAL-TV market is consistently prosperous. Its agricultural industry, thanks to today's modern equipment and scientific advances, is a very important facet of its stability.

53,636 farms sell crops worth \$129,765,000 . . . dairy products \$164,595,000 . . . poultry and end products \$101,416,000 . . . livestock and end products \$101,506,000

Reach and sell the great WGAL-TV market where Channel 8 is more effective than any other station, has more viewers than all others combined.*

*Statistics based on ARB data and subject to qualifications issued by that company, available upon request.

Market figures: latest U.S. Census

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

Range or rating?

Question of whether ratings should be reported in "ranges" or in "precise" figures is still up in air at National Association of Broadcasters Rating Council. Ruth Jones of J. Walter Thompson Co., who heads broadcast media committee of American Association of Advertising Agencies, has voiced concern at council's "reluctance" to endorse range concept, feels council didn't consider question thoroughly. In letter to Donald H. McGannon of Westinghouse Broadcasting, chairman of council and of NAB research committee, Miss Jones reviewed arguments for range reporting—including belief it would promote stability of spot advertising campaigns and encourage program experimentation—and expressed hope council will discuss subject "very thoroughly" before decision is reached.

Opposition to range concept appears based on both technical and practical grounds. Some researchers say it is not feasible statistically. Other opponents argue that buyers would use ranges to get averages anyway. Yet Advertising Research Foundation was cited by Miss Jones among range advocates, along with Radio Advertising Bureau, Television Bureau of Advertising, "many" agencies, broadcasters and others. Mr. McGannon meanwhile makes clear whole question is still under study by Rating Council and appropriate subcommittees.

Yes and no

FCC is expected to tell CBS-TV this week that fairness doctrine applies to dramatic productions—but only if clear intent to propagandize is involved. This answer, commission hopes, will leave door open to application of fairness doctrine in extreme cases—without at same time discouraging production of provocative drama. Question arose after National Association of Claimants Counsel of America complained about CBS-TV program dealing with fraudulent auto injury claims (BROADCASTING, Sept. 16). CBS-TV, in replying to notification of complaint, argued fairness doctrine doesn't apply to dramatic works. Commission won't accept this sweeping statement, on ground drama has, throughout history, been used as vehicle for propaganda. But most commissioners, at least, are fearful that literal application of fairness doctrine to all TV drama expressing point of view would mean extinction of that kind of show.

There is further indication of ging-

CLOSED CIRCUIT®

erly approach commission is taking to question. Commission, reportedly, will hold that drama NACCA complained of, "Smash-up," does not raise fairness doctrine issue.

Network day

FCC has scheduled Monday, Oct. 28, for special meeting to consider report prepared by Ashbrook Bryant, chief of its network study staff, that would prohibit television networks from controlling more than 50% of their prime time programming and exclude them from syndication operations. FCC decided last week matter was too complicated to be considered at regular meeting. Earliest date on which all seven members can attend proved to be the last Monday in October.

Goal of the codes

If LeRoy Collins, president of National Association of Broadcasters, has his way, clear policies on contents and enforcement of TV and radio codes will be hammered out at meetings next week of TV code board (Sept. 30) and radio code board (Oct. 4). Governor Collins's ideas have clashed with those of key board members. Hope is that all can settle on future policies next week.

Governor Collins is prepared to tell both boards that policy questions must be resolved before appointment of successor to Robert D. Swezey who resigned his \$40,000 job as code authority director effective Oct. 15 but has agreed to stay on at Governor Collins's pleasure. Once direction has been established for codes to go, it'll then be time to find right man to run them. That's NAB president's current thinking, and he has authority to name anyone he wants to head codes.

In and out

J. W. (Bill) Knodel, co-founder with Lewis H. Avery of Avery-Knodel Inc., radio and TV station representative, is now in full control of company. He's quietly bought back all of Mr. Avery's stock. Mr. Avery left year ago and is now executive vice president and part owner of KYA San Francisco. Mr. Knodel, now president of rep firm (which will keep "Avery-Knodel" name), is advising clients that firm added \$2 million in billings through new representation deals in past year.

News note

In tempo with expanding journalistic trend WGN Inc. will establish Washington bureau effective January 1. Ward L. Quaal, executive vice president and general manager, will launch bureau with initial staff of four to cover area news for WGN-AM-TV Chicago and KDAL-AM-TV Duluth. Robert Foster, who heads WGN's Springfield, Ill., bureau, will be shifted to Washington as bureau chief. Bureau will have no connection with newspaper operations of *Chicago Tribune*, parent of WGN Inc.

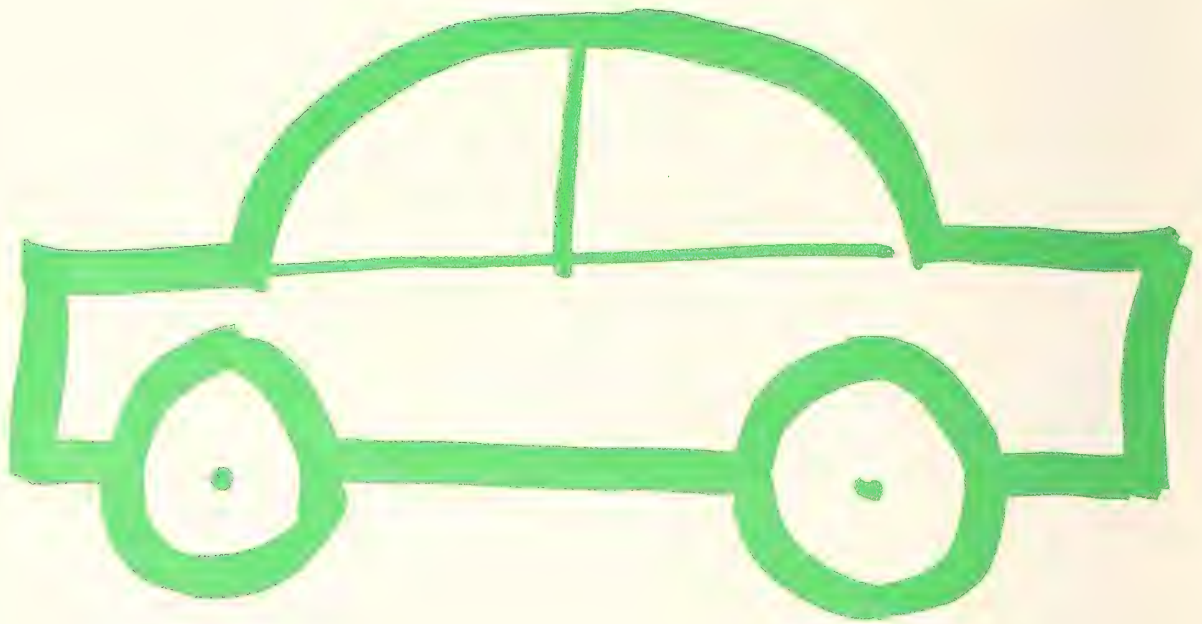
Hot half-hour

CBS's WCBS-TV New York is reported to be blueprinting ambitious project in public affairs—weekly, half-hour documentary to be presented in prime time. Start of this undertaking hopefully will be later this year, following completion of expansion of station's news staff, which will include more than 50 persons and five outside crews. It's understood new local program will preempt CBS-TV network's *Matt Dillon*, rerun version of *Gunsmoke*, fed on network basis Tuesdays at 7:30-8 p.m.

All-purpose lunch

Community antenna operations and related matters were discussed informally at unpublicized luncheon meeting of broadcasters, CATV operators and FCC officials in Washington last Friday. Attending for FCC: Chairman E. William Henry, Commissioners Fred Ford and Ken Cox and Broadcast Bureau Chief James Sheridan. Others present included G. Richard Shafto, wis-tv Columbia, S.C.; Ward L. Quaal, WGN Inc., Chicago; J. Leonard Reinsch and Marcus Bartlett, Cox Stations, Atlanta; John F. Dille, wsJV(TV) Elkhart-South Bend, Ind.; Harry C. Butcher, Santa Barbara CATV franchise holder and former station owner, and Archie Taylor, CATV operator, Missoula, Mont., and board member of National Community Television Association.

Another major radio-TV station group — Meredith Broadcasting — is planning entry in fast growing CATV field. Negotiations are currently underway for acquisition of half-interest in joint venture with Jerrold in CATV projects now being installed in three Florida communities — Melbourne, Eau Gallie and Ormond Beach.



Acquisitives*... Ride Better in Cleveland

One out of every six households in Cleveland purchased a new car last year. That's why WJW-TV is programmed for acquisitives... the people with money to buy.

*Ac-quis'-i-tive—given to desire, to buy and own.

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
NEW YORK WHN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

ACQUISITIVES WATCH
WJW-TV

WEEK IN BRIEF

Television revenues continue their climb, going 12.7% over 1961. Everyone shows healthy profit gain with \$74.4 million more in the till, before taxes, than preceding year. UHF cheeks have new bloom. See . . .

TV'S BIGGEST YEAR . . . 35

American Research Bureau may be checking radio audience diaries next spring. Methodology research on such tests is forthcoming in Detroit study, which is being underwritten by RKO General. See . . .

ARB TO RADIO MEASUREMENT . . . 40

Sindlinger plans to add local radio reports to its network studies. Buying plans, other media will be included in new measurement service which will cover 67 major markets. Detroit is first on list. See . . .

LOCAL RADIO REPORTS . . . 44

Admen get definition of a creative person and what makes him that way at American Association of Advertising Agencies' Western region meeting. New thinking in research at McCann-Erickson is outlined. See . . .

THE CREATIVE MIND . . . 48

As 1963-1964 season gets underway, ABC-TV officials appear well pleased with first ratings. Trendex overnight reports give network-by-network comparisons through last Wednesday. See . . .

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BROADCASTING

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WHAT YOU DON'T KNOW ABOUT THE WSMpire MAY HURT YOU

PROF. LEN HENSEL explains why_____

What if you had never heard of the WSMpire, a bustling place of 161 counties in 8 states?

What if you had never taken the trouble to find out that some 4,999,500 people live here, about 1,304,800 of them on farms?

What if you didn't know that these people earn a cool \$6.9 billion a year and plow back \$1.1 billion for food?

Imagine not knowing you can cover the

whole thing with one, and only one, radio station . . . a station with more *listeners* every week than all other Nashville stations combined!

If you didn't know all this you'd probably overlook the WSMpire. Like we said in the headline, what you don't know won't hurt you . . . until your competitor learns it. And we're trying to teach everybody.

If you've forgotten these or if you need additional facts, call your **CHRISTAL MAN** or Prof. Len Hensel at WSM.

the WSMpire



WSM
CLEAR CHANNEL 650

OWNED AND OPERATED BY THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY

FCC says its within rights on fairness

HARRIS, ANELLO TOLD NO NEW POLICY SET ON JULY 26

FCC is holding fast to contention that it has authority to examine content of individual programs to determine whether requirements of fairness doctrine are being met. Commission has also rejected argument that its controversial July 26 statement on fairness doctrine sets forth new policy.

Agency's views were expressed in letters to Chairman Oren Harris (D-Ark.) of House Commerce Committee and Douglas Anello, general counsel of National Association of Broadcasters. Letters were released Friday (Sept. 20).

FCC Chairman E. William Henry personally delivered commission's letter to Representative Harris at latter's Capitol Hill office.

In both letters, commission said it would invite NAB and other groups to assist agency in its current study of how fairness doctrine policy might be clarified.

Representative Harris had contended that if commission applies doctrine to individual programs it will "inject" itself into programing on day-to-day basis which, he said, would be contrary to policy of Communications Act.

Commission, however, said it is required by law to determine whether fairness standard is being met. To make this determination, agency said, "it may be necessary" to consider content of individual program.

Furthermore, commission said, it allows licensee "considerable discretion" in meeting fairness doctrine standard, and it "reviews only to determine if he has acted reasonably." Commission said history of application of "reasonableness standards" demonstrates that it "does not result in improper interference" with operation of day-to-day programing.

Act Supports Ruling ■ Commission agreed that determination of whether licensee is broadcasting in public interests should be made at renewal time. But it said Communications Act imposes fairness obligation on broadcasters in presentation of controversial issues.

Withholding action on complaints until station's license is up for renewal would not be fair, commission said, to licensee, who might feel himself "ambushed" by having to answer unfairness charge made months previously; to public, which "must be given the opportunity of hearing contrasting viewpoints"; and to political candidates

whose backers might otherwise be deprived of opportunity to reply to attacks by stations.

Anello's View ■ Mr. Anello had contended July 26 statement extended fairness doctrine in stating that broadcasters must make transcripts of programs to person or groups attacked and offer time for reply, regardless of whether station was personally involved in attack (BROADCASTING, Sept. 2).

Commission, in its reply, noted that its 1949 editorializing report said that personal involvement of group or person attacked should be considered by station in determining how to afford time for reply to controversial program.

Commission added that licensee is responsible for whatever is broadcast over his station. Therefore, agency said, licensee must be aware of whether program contains attack, even if station isn't personally involved.

MAN WITH ANSWERS

Clarifying FCC fairness policy may be Henry's task

FCC Chairman E. William Henry probably will be called back to explain commission's controversial statement on fairness, Representative Walter Rogers (D-Tex.), chairman of House Communications Subcommittee, said Friday (Sept. 20).

Wrapping up last week's hearing on broadcast editorializing (see page 68), Representative Rogers told reporters that broadcasters should not be required to absorb cost of reply to paid programs by giving free time. FCC has created "very unrealistic and unreasonable situation," Representative Rogers said.

He personally thinks Congress should work out "clear statutory guidelines" on editorializing through issuance of subcommittee report and recommendations, congressman said. As for HR 7072, bill to require equal time for political candidates to answer editorials, it is good legislation, but deals with only one facet of problem, he said.

Subcommittee Friday heard six broadcasters strike theme sounded by earlier broadcast witnesses who urged subcommittee not to stifle free speech by limiting editorializing and to give them some relief from FCC restrictions in general. Chairman Rogers pointed out several times that subcommittee did not intend to curb speech freedom, but was inter-

Quints on TV block

Broadcast rights to exclusive story on quintuplets of Andrew Fischer family are on sales block. Curtis Publishing Co., which bought worldwide rights to Fischers' story for all media, announced availability of rights to domestic and foreign networks and independent station groups, and is accepting closed bids.

Successful bidder would have "one-shot" rights to documentary but Curtis would have rights to tapes of program for international distribution. Program could not be presented before Nov. 15 when Curtis's *Saturday Evening Post* will publish article on quints.

ested in clarifying fairness area and editorializing.

Representative Joe R. Pool (D-Tex.) made unscheduled appearance to say broadcasters should have right to editorialize, but he urged that they "voluntarily" decide not to endorse or attack political candidates.

Broadcasters who appeared Friday: Harry M. Thayer, manager, WGHQ Kingston, N.Y.; Mitchell Wolfson, president of Wometco Enterprises Inc., which owns or operates WTVJ(TV) Miami, WFGA-TV Jacksonville, Fla., WLOS-TV Asheville, N. C., and KVOS-TV Bellingham, Wash.; Ben Strouse, president, WWDC-AM-FM Washington; Barry Sherman, executive vice president, WQXI Atlanta, who also spoke for Georgia Association of Broadcasters, and Arthur W. Arundel, president, WAVA-AM-FM Arlington, Va.

ABC-TV says it leads on Thursday night

ABC-TV claimed lead in ratings for most of its new Thursday night programs in their initial appearance last week (for ratings before Thursday, see page 74-D). Following Trendex estimates reflect surveys in 21 to 26 cities (symbols: "N" is new series; "NP" is new program in existing series; "NT" is program in new time period; "R" is rerun):

THURSDAY, SEPT. 19

		Rating	Share
7:30			
ABC	Flintstones (NT-NP)	14.4	37.6
CBS	Fair Exchange (R)	9.0	23.5
NBC	Temple Houston (N)	9.4	24.5
8:00			
ABC	Donna Reed (NP)	18.9	44.2

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Burleson

Malcolm M. Burleson elected VP and director of engineering for Metropolitan Broadcasting, division of Metro-media Inc., New York. Mr. Burleson, formerly director of engineering, will continue to maintain

AM-FM-TV Kansas City; KTTV(TV) and KLAC-AM-FM Los Angeles, and KOVR (TV) Stockton, Calif.

William Free, senior VP and creative director at McCann-Marschall, New York, elected executive VP of agency. **Charles Mittelstadt**, senior VP in charge of client services, and **William M. Sansing**, senior VP and coordinator of company's offices in Atlanta, Miami and Cleveland, also elected executive vice presidents.

Kenneth Godfrey, former VP of American Association of Advertising Agencies, New York, appointed to new post of executive secretary of International Advertising Association. Mr. Godfrey had been with AAAA since 1947, for last eight years as VP. He supervised AAAA international department and worked with broadcast media and research committees.

headquarters at corporation's Washington outlet, WTTG(TV). He has been chief engineer at WTTG since its inception in 1947. Prior to that, Mr. Burleson was associated with Allen B. DuMont Laboratories. Metropolitan Broadcasting Stations are WNEW-AM-FM-TV New York; WTTG(TV) Washington; WHK-AM-FM Cleveland; WIP-AM-FM Philadelphia; WTVH(TV) Peoria and WTVP(TV) Decatur, both Illinois; KMBC-

For other personnel changes of the week see FATES & FORTUNES

CBS	Perry Mason (R)	12.8	30.0
NBC	Temple Houston (N)	8.1	19.0
8:30			
ABC	My Three Sons (NT-NP)	18.7	36.8
CBS	Perry Mason (R)	13.9	27.5
NBC	Dr. Kildare (R)	12.8	25.3
9:00			
ABC	Jimmy Dean (N)	17.4	34.8
CBS	Twilight Zone (R)	9.6	19.2
NBC	Dr. Kildare (R)	18.5	37.0
9:30			
ABC	Jimmy Dean (N)	15.3	33.0
CBS	Twilight Zone (R)	9.6	20.7
NBC	Hazel (NP)	18.0	38.8
10:00			
ABC	Adams-Caesar (Special)	16.8	38.2
CBS	Nurses (R)	12.9	29.3
NBC	An Experiment (Special)	6.7	15.2
10:30			
ABC	Adams-Caesar (Special)	19.4	44.2
CBS	Nurses (R)	14.3	32.6
NBC	An Experiment (Special)	5.9	13.5

NBC News says it was fair to Cedar Rapids

NBC News denied Friday (Sept. 20) that its three-hour civil rights documentary, *The American Revolution of 1963*, had given Cedar Rapids, Iowa, "unfair and prejudiced" portrayal.

William R. McAndrew, vice president in charge of news, replied to Cedar Rapids Mayor Robert M. L. Johnson that the mayor had misunderstood context in which comments on city had appeared.

"Instead of suggesting that discrimination was prevalent, the very point of [the] reference was to indicate that it was not expected in Cedar Rapids," Mr. McAndrew said.

Incident involved was Negro dentist's recollection that his family had been denied motel room when passing

through Iowa city. Mayor Johnson pointed out NBC had failed to note this occurred in 1947 and that alternate accommodations were offered by another city resident.

Tennessee broadcasters get FCC ratings reminder

Speaking before Tennessee Association of Broadcasters in Memphis FCC Commissioner Robert T. Bartley last Friday (Sept. 20) advised members to avoid basing program decisions on ratings alone.

Commissioner Bartley granted validity of ratings in indicating cost per thousand to advertisers, but ratings don't give community needs—"... responsibility requires that the licensee know the truth about the people he serves," he said.

Commissioner said too many stations fail in their duty and when their licenses come up for renewal FCC will welcome competing applications.

Tennessee broadcaster meeting also elected Howell Ashford Jr., WCRK Morristown, president for 1963-64 season.

Post Co. gets new head

Katherine Meyer Graham was elected president of Washington Post Co. Friday (Sept. 20), succeeding her late husband, Philip, as operating head of broadcasting and publishing enterprises.

Washington Post Co. owns *Washington Post*, *Newsweek Magazine*, *Art News Magazine* and Post-Newsweek stations WTOP-AM-FM-TV Washington and WJXT(TV) Jacksonville, Fla.

FCC upholds ch. 8 grant to Southern

FCC has rejected request for reconsideration of decision granting channel 8 in Greensboro-High Point, N. C., to Southern Broadcasters Inc.

Request—rejected in order issued Friday (Sept. 20)—was made by Tri-Cities Broadcasting Co., one of three losing applicants for channel.

Commission action, however, opens way to prosecution of appeals from commission decision taken by two other applicants, Jefferson Standard Broadcasting Co. and High Point Television Co.

U. S. Court of Appeals in Washington has held appeals in abeyance pending commission action on request for reconsideration.

Commissioners Robert E. Lee, Rosel Hyde, Robert T. Bartley voted to deny request for reconsideration. Chairman E. William Henry and Commissioner Kenneth A. Cox didn't participate. Commissioner Lee Loevinger was absent.

Condition of grant to Southern is that company and its stockholders dispose of interest they have in WTOB-TV Winston-Salem and WNAO-TV Raleigh, both North Carolina.

Talent unions to meet agencies tomorrow

Screen Extras Guild will join Screen Actors Guild and AFTRA tomorrow (Sept. 24) in presenting proposals for new collective bargaining agreements for employment of performers in filmed and taped TV commercials to advertising agencies' joint negotiations committee and New York Film Producers Association at meeting at New York's Park-Sheraton hotel.

SEG demands will be presented by Tony Regan, president, H. O'Neil Shanks, executive secretary, and Robert W. Gilbert, legal counsel.

Henry abroad

It looks like busman's holiday for FCC Chairman E. William Henry when he goes to Europe next month. He's slated to leave Oct. 5 for Geneva, where he will be senior adviser to U.S. delegation to International Space Communications Conference. After about two weeks in Geneva, he visits London to observe broadcast operations there and to consult with top officials of state-controlled noncommercial BBC and commercial Independent Television Authority operations.

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PRESENTS...



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CENTURY II THE GREATEST FILMS EVER RELEASED FOR LOCAL TELEVISION!

CENTURY II!

Title	Cast	Director	Running Time	Release Date	Daily News Ratings
AN AFFAIR TO REMEMBER (CS-C) (M)	Cary Grant/Deborah Kerr	L. McCarey	114	1957	★★★½
APRIL LOVE (CS-C) (M)	Pat Boone/Shirley Jones	H. Levin	97	1957	★★½
THE BARBARIAN AND THE GEISHA (CS-C) (M)	John Wayne/Eiko Ando/Sam Jaffe/ So Yamamura	J. Huston	105	1958	★★★★
BENEATH THE 12-MILE REEF (CS-C) (S)	Robert Wagner/Terry Moore/ Richard Boone/Gilbert Roland	R. D. Webb	102	1953	★★★½
BOY ON A DOLPHIN (CS-C) (M)	Sophia Loren/Alan Ladd/ Clifton Webb	J. Negulesco	110	1957	★★★½
THE BRAVADOS (CS-C) (M)	Gregory Peck/Joan Collins	H. King	98	1958	★★★½
BROKEN LANCE (CS-C) (S)	Spencer Tracy/Robert Wagner/ Jean Peters/Richard Widmark/ Hugh O'Brian	E. Dmytryk	96	1954	★★★½
A CERTAIN SMILE (CS-C) (S)	Johnny Mathis/Bradford Dillman/ Joan Fontaine/Rossano Brazzi	J. Negulesco	105	1958	★★★★
DEADLINE-U.S.A. (S)	Humphrey Bogart/Kim Hunter/ Ed Begley/Ethel Barrymore	R. Brooks	87	1952	★★★★
DECISION BEFORE DAWN (S)	Gary Merrill/Richard Basehart	A. Litvak	119	1952	★★★★
THE DESERT RATS (S)	Richard Burton/James Mason/ Robert Newton	R. Wise	88	1953	★★★★
DÉSIRÉE (CS-C) (S)	Marlon Brando/Jean Simmons/ Merle Oberon/Michael Rennie	H. Koster	110	1954	★★★½
THE EGYPTIAN (CS-C) (S)	Peter Ustinov/Jean Simmons/ Victor Mature/Gene Tierney/ Edmund Purdom	M. Curtiz	140	1954	★★★½
THE ENEMY BELOW (CS-C) (M)	Robert Mitchum/Curt Jurgens/ Doug McClure/Theodore Bikel	D. Powell	98	1958	★★★½
FRAULEIN (CS-C) (S)	Dana Wynter/Mel Ferrer/ Dolores Michaels	H. Koster	97	1958	★★★★
FROM HELL TO TEXAS (CS-C) (M)	Don Murray/Diane Varsi	H. Hathaway	100	1958	★★★½
GENTLEMEN PREFER BLONDES (C) (S)	Marilyn Monroe/Jane Russell/ Charles Coburn	H. Hawks	91	1953	★★★½
HARRY BLACK AND THE TIGER (CS-C) (M)	Stewart Granger/Barbara Rush/ Anthony Steel	H. Fregonese	107	1958	★★★½
HEAVEN KNOWS, MR. ALLISON (CS-C) (M)	Robert Mitchum/Deborah Kerr	J. Huston	106	1957	★★★★
HELL AND HIGH WATER (CS-C) (M)	Richard Widmark/David Wayne/ Cameron Mitchell/Bella Darvi	S. Fuller	103	1954	★★★½
THE HUNTERS (CS-C) (M)	Robert Mitchum/May Britt/ Robert Wagner/Richard Egan	D. Powell	108	1958	★★★½
I'D CLIMB THE HIGHEST MOUNTAIN (C) (S)	Susan Hayward/Rory Calhoun/ William Lundigan	H. King	88	1951	★★★★
IN LOVE AND WAR (CS-C) (S)	Robert Wagner/Sheree North/ France Nuyen/Bradford Dillman/ Dana Wynter	P. Dunne	107	1958	★★★★
KANGAROO (C) (S)	Richard Boone/Peter Lawford/ Maureen O'Hara	L. Milestone	84	1952	★★★★
KING OF THE KHYBER RIFLES (CS-C) (M)	Tyrone Power/Terry Moore/ Michael Rennie	H. King	100	1954	★★★½

Title	Cast	Director	Running Time	Release Date	Daily News Ratings
THE LONG, HOT SUMMER (CS-C) (S)	Paul Newman/Joanne Woodward/ Lee Remick/Orson Welles/ Angela Lansbury	M. Ritt	117	1958	★★★★
MARDI GRAS (CS-C) (M)	Pat Boone/Tommy Sands/ Sheree North/Gary Crosby/ Barrie Chase	E. Goulding	107	1958	★★★★½
MR. SCOUTMASTER (S)	Clifton Webb/Edmund Gwenn	H. Levin	87	1953	★★★
THE MUDLARK (M)	Irene Dunne/Alec Guinness	J. Negulesco	99	1951	★★★★½
MY COUSIN RACHEL (M)	Richard Burton/Olivia de Havilland	H. Koster	98	1953	★★★★½
NIAGARA (C) (S)	Marilyn Monroe/Joseph Cotten/ Jean Peters	H. Hathaway	89	1953	★★★★½
NIGHT AND THE CITY (S)	Richard Widmark/Gene Tierney	J. Dassin	95	1950	★★★
NIGHT PEOPLE (CS-C) (S)	Gregory Peck/Broderick Crawford/ Rita Gam	N. Johnson	93	1954	★★★★
NO DOWN PAYMENT (CS) (S)	Joanne Woodward/Tony Randall/ Jeffrey Hunter/Sheree North	M. Ritt	105	1957	★★★★½
THE PRESIDENT'S LADY (S)	Charlton Heston/Susan Hayward/ Whitfield Connor	H. Levin	96	1953	★★★★½
PRINCE VALIANT (CS-C) (M)	James Mason/Janet Leigh/ Robert Wagner/Debra Paget/ Sterling Hayden	H. Hathaway	100	1954	★★★★½
RAWHIDE (S)	Tyrone Power/Susan Hayward/ Hugh Marlowe	H. Hathaway	86	1951	★★★
RED SKIES OF MONTANA (C) (S)	Richard Widmark/Jeffrey Hunter/ Richard Boone/Constance Smith	J. M. Newman	98	1952	not rated
RIVER OF NO RETURN (CS-C) (S)	Marilyn Monroe/Robert Mitchum/ Rory Calhoun	O. Preminger	91	1954	★★★★½
THE ROOTS OF HEAVEN (CS-C) (S)	Errol Flynn/Juliette Greco/ Trevor Howard/Eddie Albert/ Orson Welles	J. Huston	126	1958	★★★★
SAILOR OF THE KING (S)	Jeffrey Hunter/Michael Rennie Wendy Hiller	R. Boulting	83	1953	★★★
THE SUN ALSO RISES (CS-C) (S)	Tyrone Power/Ava Gardner/ Mel Ferrer/Errol Flynn/Eddie Albert	H. King	130	1957	★★★★½
TEN NORTH FREDERICK (CS) (S)	Gary Cooper/Diane Varsi/ Suzy Parker	P. Dunne	102	1958	★★★★
THREE COINS IN THE FOUNTAIN (CS-C) (S)	Clifton Webb/Jean Peters/ Dorothy McGuire/Louis Jourdan/ Rossano Brazzi	J. Negulesco	102	1954	★★★★
WHITE WITCH DOCTOR (C) (S)	Susan Hayward/Robert Mitchum/ Walter Slezak	H. Hathaway	96	1953	★★★★½
WOMAN'S WORLD (CS-C) (S)	Clifton Webb/Arlene Dahl/ Lauren Bacall/Van Heflin/ June Allyson/Cornel Wilde	J. Negulesco	94	1954	★★★

C (Color) CS (CinemaScope) M (Monday Night At The Movies) S (Saturday Night At The Movies)



TWENTIETH CENTURY-FOX TELEVISION, INC.
 444 WEST 56TH STREET,
 NEW YORK 19, NEW YORK. COLUMBUS 5-3320

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

SEPTEMBER

Sept. 23—Hollywood Advertising Club luncheon meeting, 12 noon, Hollywood Roosevelt hotel. Hal H. Thurber, president of Wade Adv., Chicago, will be the main speaker. Snowden M. Hunt Jr., vice president in charge of Wade's Hollywood office, will be chairman of the day.

*Sept. 23—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of the Visual Arts, Hollywood. Stanley Adams, ASCAP president, will open six-week program. John Green and Bronislaw Kaper will speak.

Sept. 23-25—Nevada Broadcasters Association first annual convention, Hotel Sahara, Las Vegas.

Sept. 24—The Advertising Council's board of directors banquet, St. Francis hotel, San Francisco. Speaker will be Secretary of the Treasury Douglas Dillon.

Sept. 24—FCC Chairman E. William Henry makes first major address to broadcast industry. Newsmaker luncheon of International Radio & Television Society, Grand Ballroom of Waldorf-Astoria, New York.

*Sept. 25-27—National Industrial Conference Board's 11th annual marketing conference, New York Hilton. Leslie B. Worthington, president of U. S. Steel Corp., will deliver the keynote address at the dinner session on Sept. 26.

*Sept. 26—American Society of Composers, Authors & Publishers, semi-annual West Coast meeting, 5 p.m., at the Beverly Hilton, Beverly Hills, Calif.

*Sept. 26—Southern California Broadcasters Association, luncheon, 12 noon, Hotel Continental, Hollywood. Hildred Sanders, vice president of Honig-Cooper & Harrington, will speak on "To Research or Not To Research—There Seems To Be A Question."

*Sept. 26—Merchandising Executives Club of Los Angeles, dinner meeting, The Cove Restaurant, 6 p.m. Premiums, contests, lotteries and other "chance" promotions will be discussed by Russ Nagle, merchandising director of Foote, Cone & Belding; Paul Williams, VP, International Premium Co.; Frank G. Wells of the law firm, Gang, Tyre, Rudin & Brown.

Sept. 26—Annual fall meeting of the UPI Broadcasters Association of New Hampshire, Highway motel, Concord. Reception at 6 p.m. and dinner at 7. Speaker will be Edward J. Powers, newly appointed director of the New Hampshire Sweepstakes, who will discuss media's role in the lottery.

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:

Oct. 14-15, Statler-Hilton hotel, Hartford, Conn.

Oct. 17-18, Leamington hotel, Minneapolis.

Oct. 21-22, Pittsburgh Hilton hotel, Pittsburgh.

Oct. 24-25, Americana hotel, Miami Beach.

Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.

Nov. 18-19, Texas hotel, Fort Worth.

Nov. 21-22, Cosmopolitan hotel, Denver.

Nov. 25-26, Fairmont hotel, San Francisco.

Sept. 26-27—Association of National Advertisers' workshop on advertising planning and administration, Nassau Inn, Princeton, N. J. program includes discussion of "Controlling the Cost of TV Commercial Production," led by John Camp of Kraft Foods and William Wesson of Scott Paper, and session on "Financial Aspects of Television Advertising," with Frank J. Harvey of General Foods, Shelby H. Page Sr. of Ogilvy, Benston & Mather, and Harold J. Saz, Ted Bates & Co.

Sept. 26-27—Annual convention of the Minnesota State Broadcasters Association, Leamington hotel, Minneapolis.

Sept. 29-Oct. 2—Eighteenth annual Transportation and Logistics Forum of the National Defense Transportation Association Chicago. Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, will be presented the association's National Transportation Award.

*Sept. 30—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. George W. Duning and Ned Washington will discuss music and lyrics for motion pictures and TV.

Sept. 30.—New deadline for comments on FCC's proposal to adopt NAB's commercial time limits.

Sept. 30—Hollywood Advertising Club luncheon meeting, 12 noon, Hollywood Roosevelt hotel. William R. Baker Jr., president of The Advertising Council, is the featured speaker. Walter Bunker, vice president in charge of the Hollywood office of Young & Rubicam, will be program chairman.

Sept. 30-Oct. 1—Seventeenth annual convention of the New Jersey Broadcasters Association, Colony motel, Atlantic City, N. J. Speakers include Paul Comstock, vice president for government affairs at National Association of Broadcasters, and New Jersey Governor Richard J. Hughes.

Sept. 30-Oct. 4—Georgia Association of Broadcasters' regional meetings (Athens, Rome, Thomaston, Albany, Statesboro) featuring sales clinic with Fred A. Palmer

OCTOBER

*Oct. 1—Los Angeles Advertising Club, 12 noon, luncheon meeting at the Statler Hilton. Red Skelton and Howard Packard, president of S. C. Johnson & Son, will be guests of honor at the beginning of their 10th season together on CBS-TV.

Oct. 1—Advertising Research Foundation's conference, Hotel Commodore, New York.

Oct. 1-2—Tenth annual convention of CBS Radio Affiliates Association, New York Hilton hotel, New York City.

Oct. 3-4—Annual fall convention of Missouri Broadcasters Association, Missouri hotel, Jefferson City.

Oct. 4-5—Thirteenth annual Broadcast Symposium of the IEEE Professional Technical Group on Broadcasting, Willard hotel, Washington, D. C.

Oct. 4-6—American Women in Radio and Television east-central area conference, Coach House Inn, Milwaukee.

Oct. 4-6—American Women in Radio and Television New England conference, Chatham Bars Inn, Cape Cod, Mass.

Oct. 6-8—Annual convention of the Nebraska Broadcasters Association, Town Park hotel, Scottsbluff. Les Hilliard, president of KOLT Scottsbluff, is convention chairman.

*Oct. 7—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Henry Mancini and Johnny Mercer will discuss conducting and motion picture songs.

Oct. 7-9—Annual fall meeting of the Ken-

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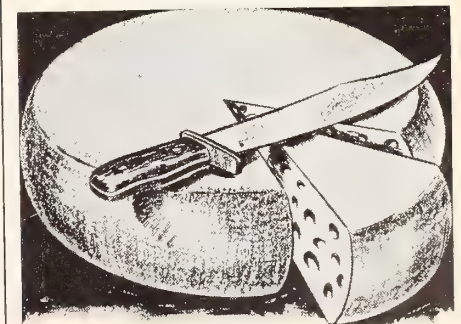
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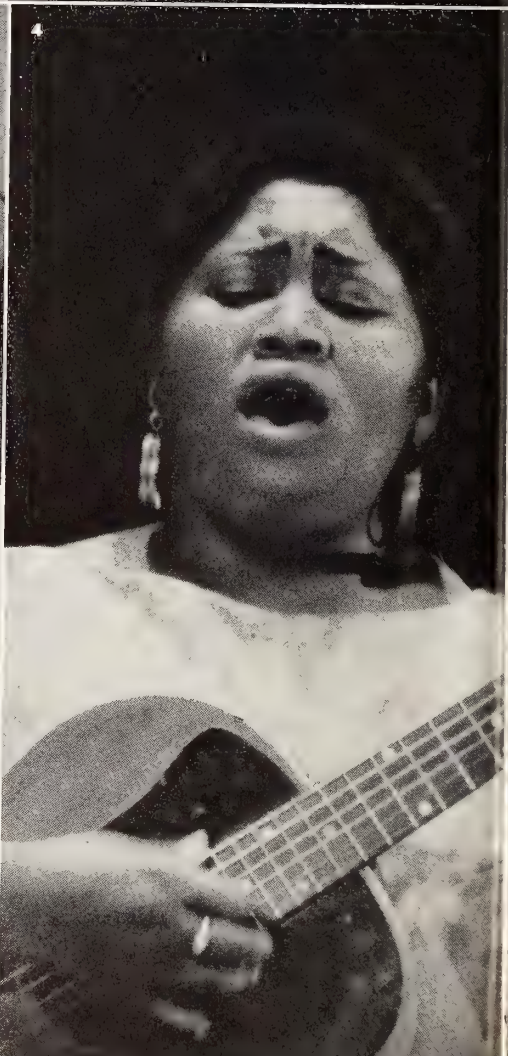
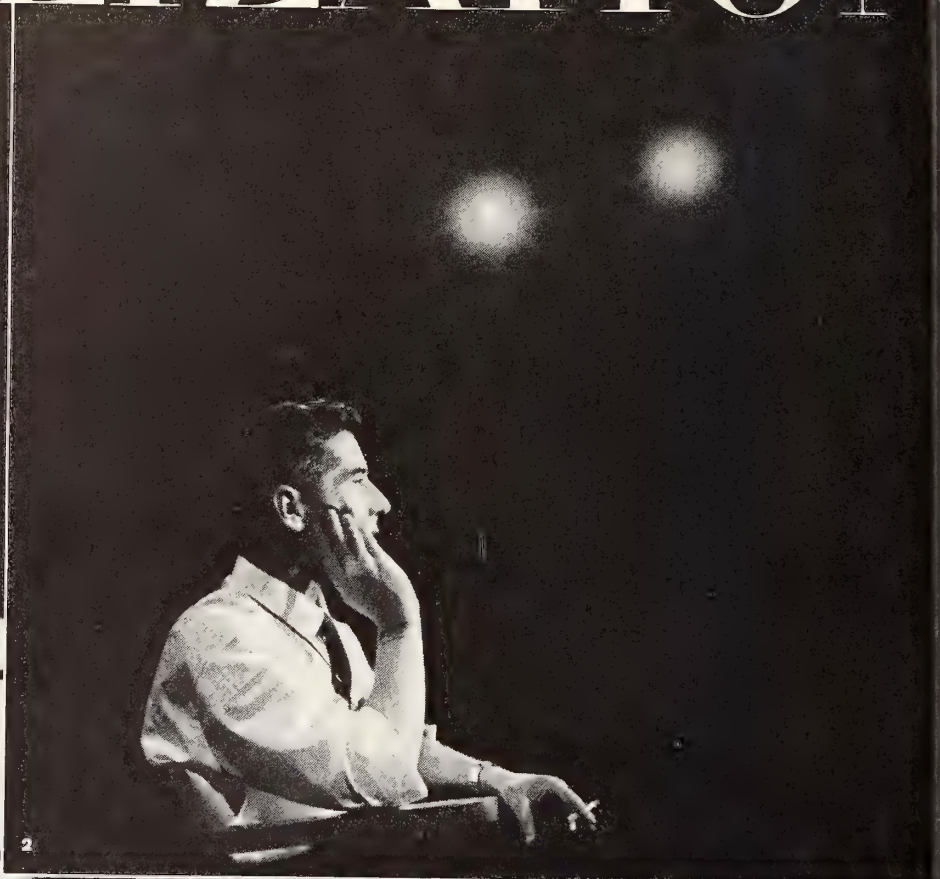
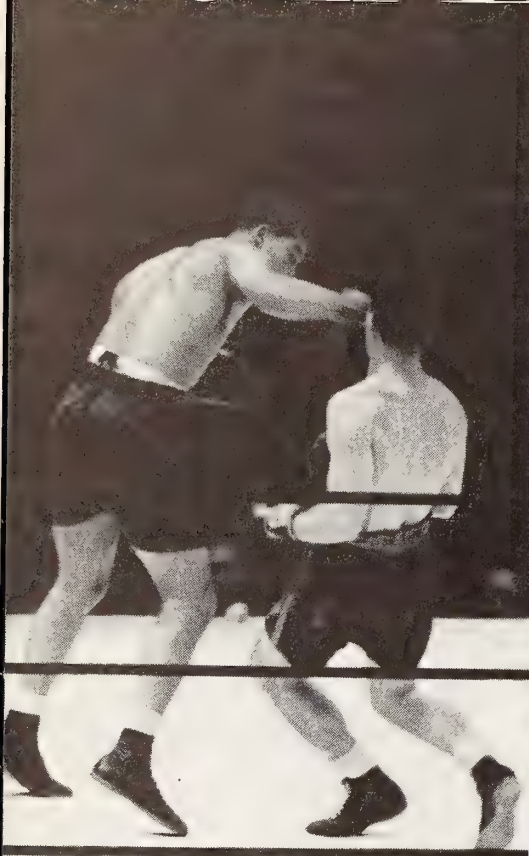
with
WREX-TV

FOR DOMINANT COVERAGE
OF NORTHERN ILLINOIS and
SOUTHERN WISCONSIN

Represented by
H-R TELEVISION, Inc.



REALIZATION



S & PROMISE

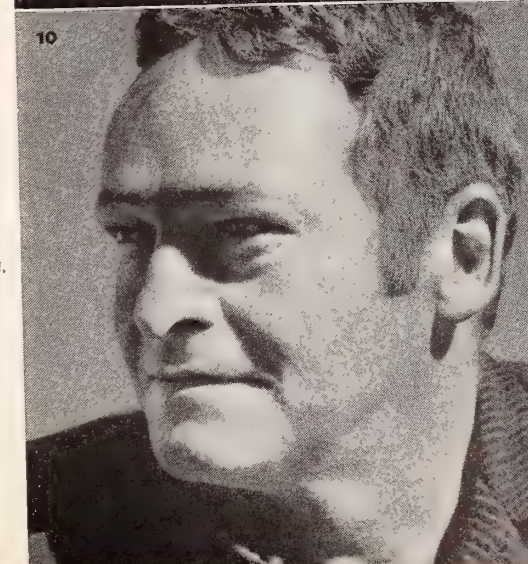
During the 1962-1963 television season, Channel 5 added new dimensions and insight into the world's reality with such special programs as "In This Corner: Joe Louis," "What's Going On Here?," "The Rebirth of Jonny," "VNR: The True Story of Lowell Skinner" and "Songs of Freedom." We explored a great variety of interests with such programs as "The Rise of Soviet Power," "The Establishment," "China and the Bomb," "Boston Symphony Tanglewood," "Second City," "The Rise of Labor" and "March on Washington: Report by the Leaders." To provoke thought and cultural tastes we offered such series as "Under Discussion," "Columbia Seminars," "Festival of Performing Arts" and "Community Dialogue."

Much more programming excitement is projected for this season. One series will be six unique hour-long programs of creative television theater produced by Robert Herridge. Scheduled for early fall is a remarkable hour by Joan Sutherland expressing the full range of her art of song. In addition, an outstanding selection of audience favorites will appear for the first time on WNEW-TV: "The Untouchables," "The New Breed," "Sam Benedict," "Gallant Men," "Stagecoach West," "Follow the Sun," and "Bus Stop." Continuing our leadership in children's programming—"The Mickey Mouse Club," "Sandy's Hour," "Felix and the Wizard," "Just for Fun," "Wonderama"—we are adding "Astro Boy" and "Top Cat." You can count on WNEW-TV to delight and surprise you with the many other specials that are now being developed.

WNEW-TV, New York

METROPOLITAN BROADCASTING TELEVISION,
A DIVISION OF METROMEDIA, INC.

1. In This Corner: Joe Louis
2. VNR: The True Story of Lowell Skinner
3. The Rebirth of Jonny
4. Songs of Freedom
5. What's Going On Here?
6. Joan Sutherland
7. The Untouchables
8. Gallant Men
9. Norton Nork in Sandy's Hour
10. Robert Herridge



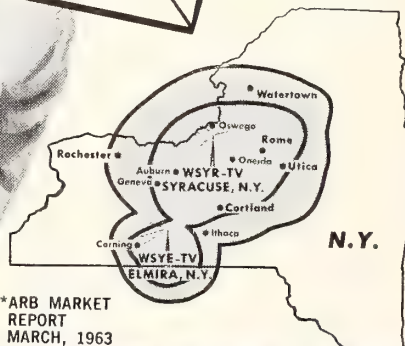
first every day

...and here's why:

- **EXCITING, COLORFUL LOCAL PROGRAMMING**
Central New York's greatest news department; Upstate New York's only live musical variety show; celebrity-filled live women's show; outstanding documentaries that out-rate network programs.
- **GREATEST TV PERSONALITIES**
Fred Hillegas, Joel Mareiniss, Jerry Barsha and experienced news staff of seven; Denny Sullivan and the WSYR Gang, musical variety show starring Eileen Wehner and Fred Krick; Bill O'Donnell, sports; Ed Murphy, movies and weather; Kay Russell, women; "Salty Sam," Popeye host. Central New York's greatest salesmen!
- **BEST TECHNICAL FACILITIES**
In Central New York—first with color; first with video tape; first with a modern, completely-equipped TV center and the only channel with maximum power at maximum height.

- **EXPERIENCE AND "KNOW-HOW"**
A top-flight veteran staff directed by executives averaging more than 20 years at WSYR-TV. No "Johnny-come-latelies," these.
- **OVERWHELMING SUPERIORITY**
*WSYR-TV delivers 38% more homes than the No. 2 station.

24 Counties
656,700 TV Homes
2,470,800 in Population
\$4,813,849,000 in Buying Power
\$3,129,621,000 in Retail Sales



WSYR • TV

NBC
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW
Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

RAB MANAGEMENT CONFERENCES

Sept. 23-24—Gideon-Putnam, Saratoga Springs, N. Y.

Sept. 30-Oct. 1—O'Hare Inn, airport. Chicago; Oct. 3-4, Rickey's Hyatt House hotel, Palo Alto, Calif.; Oct. 7-8, Town House Motor hotel, Omaha.

Oct. 14-15—The Executive Inn, Detroit, Mich.

Lucky Broadcasters Association, Owensboro
Downtown Motel, Owensboro, Ky. The program begins at 5 p.m. Oct. 7 with a meeting of the board of directors.

*Oct. 7-Nov. 8—**International Radio Conference on Space Allocations**, Geneva. The conference is sponsored by the International Telecommunications Union. Chairman of the U. S. delegation is Joseph H. McConnell, president of Reynolds Metal Co., Richmond, Va. Other members of the U. S. delegation include Jacob D. Beam, former ambassador to Poland; T. A. M. Craven, former FCC commissioner; Lt. Colonel Edward N. Wright, U. S. Air Force; Senators Norris Cotton (R-N.H.) and John O. Pastore (D-R.I.); Representative Oren Harris (D-Ark.), and FCC Chairman E. William Henry.

Oct. 8—**Ninth Wisconsin FM Station Clinic**, Center Building, University of Wisconsin, Madison. Harold A. Engel, chairman.

Oct. 8-10—**International Film Festival**, Barbizon Plaza hotel, New York.

Oct. 9-10—Two-day seminar on **Pay-TV**, sponsored by the Hollywood Press Club. Registration fee is \$50 and by invitation to the trade only. Further information may be obtained from Bruce Robertson, director, Broadcasting Magazine's Hollywood office.

*Oct. 10-11—**Television—Its Role in the Democratic Process**, conference sponsored by Reed College, Portland, Ore. Speakers include Senator Warren G. Magnuson (D-Wash.); Frank Stanton, president of CBS Inc.; Robert Kintner, president of NBC; FCC Commissioner Kenneth A. Cox; Robert D. Swezey, director of NAB code authority; Lawrence Laurent, radio-TV critic, *The Washington Post*.

Oct. 10-12—Annual fall conference of **Alabama Broadcasters Association**, Hotel Stafford, Tuscaloosa. Registration begins 3 p.m. Oct. 10, followed by social hour and meetings of board of directors and past presidents. Part of the program on Oct. 11-12 will be held in the Union Building on campus of University of Alabama, with members attending the Alabama-Florida football game on afternoon of Oct. 12.

Oct. 11-13—**American Women in Radio and Television** west-central area conference, Holiday Inn South, Des Moines, Iowa.

Oct. 12-13—Fall meeting of the **Illinois News Broadcasters Association**, de Ville Motor hotel, St. Louis.

Oct. 12-13—Meeting of **Missouri Associated Press Radio-TV Association**, Arrowhead Lodge, Lake Ozark, Mo.

Oct. 13-18—**Second Advanced Advertising Management Course** of the Association of National Advertisers, Hotel Moraine-on-the-Lake, Highland Park, Ill. R. P. Campbell, advertising manager for Post division of General Foods Corp., heads the subcommittee which is planning this course.

*Oct. 14—**ASCAP symposium** for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Harry Ruby and Arthur Hamilton will discuss popular songs of yesterday and today.

Oct. 14—New deadline for reply comments on FCC's proposal to adopt NAB's commercial time limits.

Oct. 14-15—Twelfth annual convention of the **North Dakota Broadcasters Association**, Ray hotel, Dickinson.

Oct. 14-18—Ninety-fourth convention of



Here is one repairman who doesn't send a bill!

Of course, you may never need him, either. The average telephone gives years of good service without repair or adjustment of any kind.

But if your phone ever does demand attention, just call the Repair Service (see your directory). A telephone man

will come promptly. He'll do a careful job. *And there will be no extra charge for his visit.*

Does anything else you use so often give you such dependable, low-cost service as your telephone—year after year after year?



BELL TELEPHONE SYSTEM
SERVING YOU

Now
50,000 WATTS!

KGON
PORTLAND, OREGON

**Serving Wealthy Oregon
and Washington
24 hours a day!**

Now!

Represented Nationally by

P G W RADIO

Pioneer Station Representatives Since 1932

Now!

TRIGG-VAUGHN Golden Sound Stations

KITE
SAN ANTONIO

5,000 W DAY
1,000 W NIGHT
930 KC

KHOW
DENVER

5,000 W
630 KC

KROD
EL PASO

5,000 W
600 KC

KRNO
SAN BERNARDINO

1,000 W DAY
250 W NIGHT
1240 KC

KOSA
ODESSA-MIDLAND

250 W
(1,000 W DAYTIME PENDING
FCC APPROVAL)
1230 KC

Represented Nationally by

P G W RADIO

Pioneer Station Representatives Since 1932

NOTHING LIKE IT IN BROADCASTING—
anywhere • anytime
anyhow!

"50-50 CLUB"

in color
on WLW TV
and WLW Radio
12 NOON-1:30 MON. thru FRI.



the show with
the Lyons share of
sponsors and mail!

Ruth Lyons sponsors are among the happiest people in the world. And they stay happy for years. Prime proof of the pudding! Nu-Maid Margarine has been on the show for 21 years; Fels soap products and Folgers Coffee for 11 years; Frigidaire for 5 years. And the list goes on and on.

A big part of Ruth's 1,726,000 pieces of mail last year was her fabulously successful Telephone Exchanges for various sponsors with valuable prizes. Even though audience was not required to send in sponsors' labels, an overwhelming 98% did!

need we say more?

CROSLY COLOR TV NETWORK

WLW-T Television Cincinnati	WLW-D Television Dayton	WLW-C Television Columbus	WLW-I Television Indianapolis
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WLW Radio—Nation's Highest Fidelity Radio Station

CROSLY BROADCASTING CORPORATION
a subsidiary of **Arco**

the Society of Motion Picture and Television Engineers, Somerset hotel, Boston.

Oct. 14-18—Fifteenth annual fall convention of **Audio Engineering Society**, Bar-bizon Plaza hotel, New York.

Oct. 15-17—**Ninth Tri-Service Conference on Electromagnetic Compatibility** at Museum of Science and Industry, Chicago. Leading scientists will discuss the growing problem of radio frequency interference. Lieutenant General James D. O'Connell (USA-Ret.), director of the joint advisory committee of the Institute of Electrical and Electronic Engineers and the Electronic Industries Association, will give a luncheon address Oct. 15 on "Teamwork in Spectrum Conservation."

Oct. 16—Deadline for reply comments on FCC's rulemaking to control the development of AM and FM radio services.

Oct. 16-18—Fifteenth annual convention and election of officers of the **Indiana Broadcasters Association**, French Lick Sheraton hotel. Speakers include Indiana Governor Matthew E. Welsh and Senator Vance Hartke. Others on the agenda are Edmund Bunker, Radio Advertising Bureau; Pete Cash, Television Bureau of Advertising; and Charles Tower, executive vice president of Corinthian Broadcasting Corp.

Oct. 16-18—**Indiana Associated Press Radio-TV Association**, French Lick.

Oct. 17-18—**American Association of Advertising Agencies (AAAA)** central region meeting, Sheraton hotel, Chicago.

Oct. 18—Effective date of FCC rule allowing employment of part-time engineers at certain AM and FM stations. Extended from former date of Aug. 19.

Oct. 18—Meeting of the **Alabama AP Broadcasters Association**, Birmingham.

Oct. 20—**Hollywood Museum** ground-breaking ceremonies, 2 p.m., at museum site across from the Hollywood Bowl. Lloyd Sigmon, KMPC Los Angeles; Walt Disney, Walt Disney Studios; Otto K. Olesen, former postmaster, and Jack L. Warner, Warner Brothers Pictures, are co-chairmen.

Oct. 20-21—Meeting of **Texas Association of Broadcasters**, Cabana hotel, Dallas.

*Oct. 21—**ASCAP symposium** for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Country, Western music, folk songs and teenage music discussed by Richard Costing.

Oct. 24—**Fourth Armed Forces Television**

Conference, sponsored by U. S. Air Force, Lowry Air Force Base, Denver, Colo. The conference will deal primarily with educational and technical uses of television by the military services. A trip to the Air Force Academy's closed-circuit television installation is also planned.

Oct. 24-26—Meeting of the **Mutual Advertising Agency Network**, Palmer House, Chicago.

Oct. 25-27—**American Women in Radio and Television** board of directors meeting, Mayo hotel, Tulsa, Okla.

Oct. 28-30—**National Electronics Conference**, McCormick Place, Chicago.

*Oct. 28—**ASCAP symposium** for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Irving Townsend will speak on recording of movie and TV music; Larry Shayne on the publisher's function.

Oct. 28-30—Third annual meeting, **Institute of Broadcasting Financial Management**, New York Hilton at Rockefeller Center. Speakers include Pete Cash, president of the Television Bureau of Advertising, "Television Today and Tomorrow;" Edmund Bunker, president of the Radio Advertising Bureau, "Radio Today and Tomorrow;" Robert Kingston, partner in Ernst and Ernst, New York, "Internal Control;" and Warde Ogden, partner in Price Waterhouse & Co., New York, "Broadcasting Accounting—New Theory and Practices."

Oct. 30—Newsmaker luncheon, **International Radio & Television Society**, Grand Ballroom of Waldorf Astoria, New York. John Crichton, president of the American Association of Advertising Agencies, is speaker.

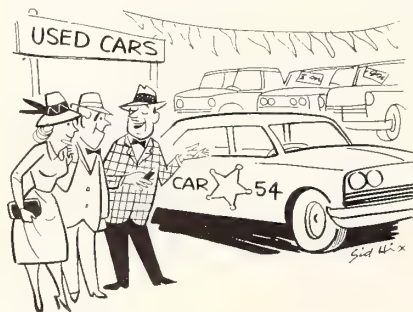
*Oct. 31-Nov. 1—Fall convention of the **Ohio Association of Broadcasters**, The Christopher Inn, Columbus. Speakers include Governor James A. Rhodes and Maurie Webster, vice president and general manager of CBS Radio Spot Sales.

Oct. 31-Nov. 1—**Electron Devices Meeting** of the Institute of Electrical and Electronics Engineers, Sheraton Park hotel, Washington, D. C. Speakers include John Hornbeck, formerly of Bell Telephone Labs and now president of Bellcom Inc., "Electron Devices for Space Applications;" Victor H. Grinich, Fairchild Semiconductors, "Why Field Effect Transistors?" and Lester F. Eastman, Cornell University, "Super Power Microwave Tubes." Program chairman for the meeting is Mason A. Clark, Hewlett-Packard Associates, Palo Alto, Calif.

OPEN MIKE ^R

Cartoon for Nat Hiken

EDITOR: Your delightful cartoon in the Sept. 9 issue of BROADCASTING (below)



Drawn for BROADCASTING by Sid Hix
"It was owned by a couple of actors who only used it to make TV films!"

was particularly enjoyable to us as the agency that worked with Nat Hiken in developing *Car 54, Where Are You?* Would it be possible for us to obtain the original Sid Hix drawing to present

to Mr. Hiken?—*Pete Katz, program production manager, Leo Burnett Company, Chicago.*

[The original is on its way.]

Another 'spot program'

EDITOR: Several weeks ago, I noticed an article concerning a film packager who has syndicated a series of "spot programs." With the cooperation of WDSU-TV New Orleans we created *Business Report in Brief*. It is 60 seconds in length and is seen every Monday, Wednesday and Friday at 10:10 p.m., immediately following the news and preceding the station's editorial. Because it is a spot schedule, our program is segued directly behind the news, resulting in splendid news continuity.

We know that the program is doing two important jobs. First, it delivers a strong commercial message for the Hi-

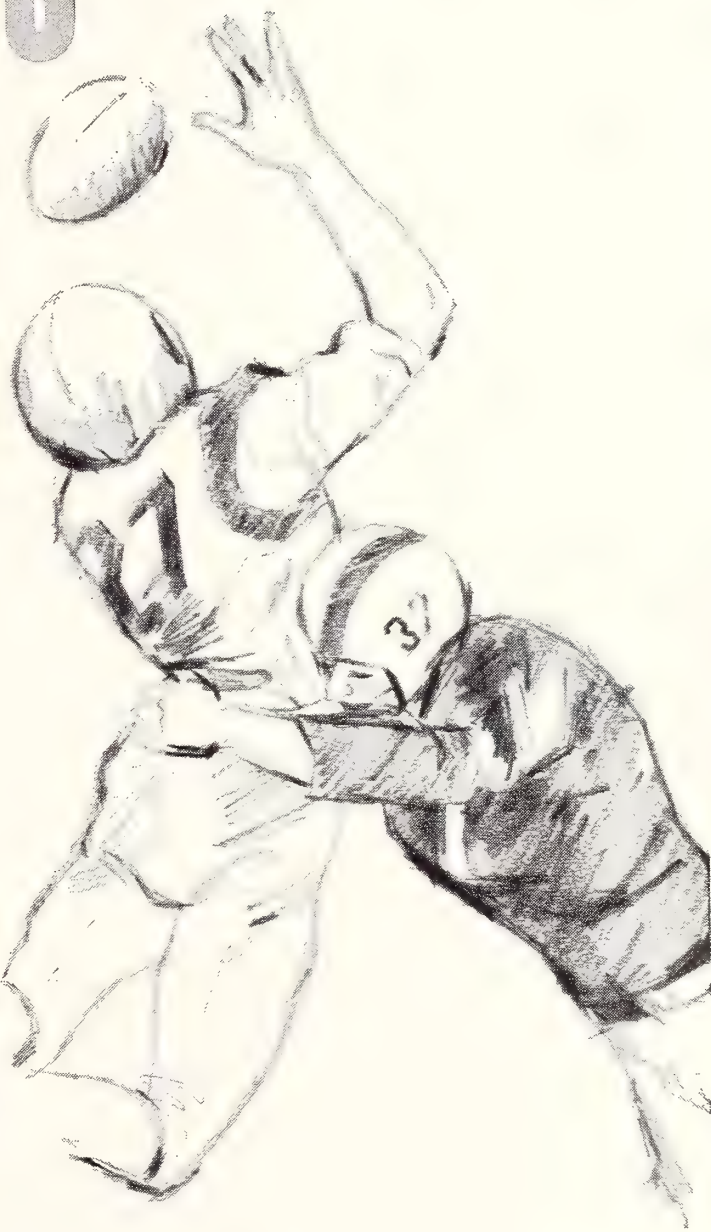
IMPETUS IMAGE IMPACT

IMPACT IS AN EXCITING WORD!

Webster says "a collision communicating force."

Impact happens all the time in WOC-TV's coverage area . . . the meeting between 350,000 TV homes and WOC-TV helps jar loose \$2 billion in buying income.

WOC-TV coverage area is the largest between Chicago and Omaha . . . St. Louis and Minneapolis. Effective Buying Income exceeds 2 billion dollars. There are almost 350,000 TV homes. Need more convincing? See your PGW Colonel today.



Exclusive National Representatives — Peters, Griffin, Woodward, Inc.

DAVENPORT, IOWA

THE QUINT CITIES —
DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE



The Royal Embassy of Saudi Arabia

His Excellency Sheikh Abdullah Al-Khayyal,
Ambassador of Saudi Arabia, with his
youngest daughter, Jasmine, at the
entrance to the Embassy . . . another in the
WTOP-TV series on the Washington diplomatic scene.



Represented by TVAR

**POST-NEWSWEEK
STATIONS** A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Maroon



THE NATION'S 33rd TV MARKET

The
CREAM
of
NBC and CBS
Shows are on
WAPI-TV
BIRMINGHAM

When you place a schedule in the Birmingham market you can be sure that there are *no* "weak" nights on WAPI-TV. Check this impressive list of greats. And too, WAPI-TV has the best movies from every major feature film package.

- ☆ Bonanza
- ☆ Richard Boone
- ☆ Beverly Hillbillies
- ☆ The Lucy Show
- ☆ Andy Griffith
- ☆ Perry Mason
- ☆ Dick VanDyke Show
- ☆ Red Skelton
- ☆ Garry Moore

- ☆ The Virginian
- ☆ Mr. Novak
- ☆ Danny Kaye
- ☆ Rawhide
- ☆ Dr. Kildare
- ☆ Bob Hope
- ☆ Joey Bishop
- ☆ The Defenders
- ☆ Gunsmoke
- ☆ NFL Pro Football

- ☆ NCAA Football
- ☆ The Merv Griffin Show
- ☆ As the World Turns
- ☆ Huntley-Brinkley Report
- ☆ The Lieutenant
- ☆ Espionage
- ☆ Eleventh Hour



WAPI-TV



BIRMINGHAM, ALABAMA

REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC.

Questionnaires mailed

Final notices are being mailed this week on questionnaires for the radio and television station directories of the 1964 BROADCASTING YEARBOOK. Station managers who have not returned their questionnaires should do so as soon as possible to insure a correct, up-to-date free listing for their station.

Stations and permittees who have not received a questionnaire may obtain one by addressing their request to BROADCASTING YEARBOOK, 1735 DeSales Street N.W., Washington, D. C., 20036.

The 1964 YEARBOOK will be published in December 1963.

bernia Bank within the context of a news show, and secondly, it performs a significant service by presenting the most important business stories to the community. The bank reports good response to its commercials and numerous positive comments about the overall show. After having it on the air for 26 weeks, the bank has renewed for an additional 26 weeks. — *Hughes D. Drumm, radio/television department, Bauerlein Incorporated, New Orleans.*

'Ugh,' he says

EDITOR: In your OPEN MIKE of Sept. 16, there is a letter from Robert McVey of KRSA Salinas, Calif. Mr. McVey makes a big thing out of his opportunism and ends his letter with the soul-stirring words "If it is good enough to be broadcast it is good enough to sell." To me, Mr. McVey's words exemplify all that is bad in radio and television. It is just those sentiments which cause the very words "radio and television" to automatically induce a feeling of extreme nausea in many people.

Altogether too many licensees would be perfectly willing to "sell time before, in the middle and after" Lincoln's Gettysburg Address, the Sermon on the Mount and the raising of the flag on Iwo Jima, to say nothing of the inauguration of a President and the electrocution of a convicted murderer. Ugh! — *Alfred D. Rosenblatt, editor, Considered Opinion, WEMJ Laconia, N.H.*

Keeps TV special

EDITOR: In reporting the disassociation by mutual agreement of Elgin National Watch Company and its advertising agency, McCann-Marschalk, you correctly stated that the agency will continue to handle Elgin commitments through the end of December 1963 (BROADCASTING, Sept. 16). It noted incorrectly, however, that the agency would not handle a TV special for late

IN ROCHESTER, N.Y., WE ARE THE...

BIG 10

BIG IN AUDIENCE: The ARB estimate for Feb.-Mar. and May-June, 1963, awards us most "total homes" average, 9:00 a.m. to midnight, Monday through Saturday. (*)

BIG IN NEWS SERVICE: As a Gannett station we take very special pride in producing outstanding local-area newscasts and public service features.

BIG IN PROGRAM PROMOTION: We back our CBS and all programs not only on-air but also with heavy newspaper lineage EVERY week of the year!

A BIG STATION WITH BIG VALUE

WHEC-TV CHANNEL 10

ROCHESTER, N.Y.

A GANNETT STATION • BASIC CBS • REPRESENTED BY H-R

(*) Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate of the true audience.

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*
1735 DeSales Street, N.W., Washington, D. C., 20036

Please start my subscription immediately for—

- ☐ 52 weekly issues \$8.50 ☐ 104 weekly issues \$14.00
☐ 52 issues & 1964 Yearbook \$13.50
☐ 1963 Yearbook \$5.00 (so long as supply lasts)

- ☐ Payment attached
☐ Please bill

name _____

title/position* _____

address ☐ Business
 ☐ Home

city _____

state _____

zip code _____

company name _____

*Occupation Required



And then this idiot squaw comes up the trail right there and gives me all this jazz about ARB. Says TV stations rise and set over great god ARB. Squaw bugs me how ARB god says Station Z has bigger audience than WITN-TV, NBC in Eastern North Carolina. You know me, Standing Eagle, I'm no sitting duck. I ask how long since you last contacted ARB. She says two years. I say, that's like many moons, squaw. Add, newest ARB* study puts WITN-TV ahead of Station Z. Quick like Indian I rattle off figures like 215,000 homes for WITN-TV compared to only 199,000 for Station Z. Like 194,600 homes in WITN-TV net weekly circulation, but only 185,100 for Station Z. She says, how 'bout that. You worship ARB god like me. Let's get married. So I shot her.

*ARB Coverage Study Feb./March 1963

February. While McCann-Marschalk's services to Elgin will cease at the close of the year, the one exception is the TV show, which the agency will indeed continue to handle.—*Robert Levy, director of public relations, Elgin National Watch Company, New York.*

Restore those dropped the's

EDITOR: In reviewing your publication, I have become rather perplexed at the constant use of the publisher's license of defacing the English (or American, if you prefer) language, specifically on your CLOSED CIRCUIT page. The omission of [articles], almost without exception, has become a pet peeve of mine of late and BROADCASTING magazine is certainly atop the pyramid in this regard.

[With] your position in the industry, an industry supposedly dedicated to the distribution of information, [you] should surely be able to forgo the saving of type space by putting in a few "the's."

It would be interesting to see if my views are supported by your reading public.—*H. D. Schiller, headquarters sales representative, broadcast equipment sales, Canadian General Electric Company Limited, Toronto.*

[The elimination of articles is a space saving device used on AT DEADLINE and CLOSED CIRCUIT pages where brevity is essential.]

Thanks from convalescent

EDITOR: I've just returned home from four weeks of nursing a broken ankle in the hospital at Aspen, Colo., and would like to express my thanks to all the television broadcasters—all 60 of them—who carried the American Federation of Labor-Congress of Industrial Organizations' special half-hour Labor Day program *In Common Brotherhood*. The response was greater than ever before, and apparently it went to my head—or to my feet. I had just finished lining up the 60th station when I stepped on an insignificant pebble and took a flop that landed me in Aspen hospital with a perfect ski break. I'll be staying close to home and the crutches for another four or five weeks, but I didn't want to wait that long about saying thank you to all the key broadcasters who worked with us in presenting the AFL-CIO program.—*M. S. Novik, New York.*

'Yearbook' reproduction

EDITOR: We respectfully request permission to reproduce, by photostat or similar office reproduction process, certain pages of your BROADCASTING YEARBOOK.

The reproduced pages would consist primarily of certain parts of the directory of television and radio stations by state. This would be furnished to public information officers in Illinois, Iowa,

WAVE RADIO AND TV
ARE
VARIABLY
EFFECTIVE

LOUISVILLE
BOTH NBC

BOTH REPRESENTED BY THE KATZ AGENCY

(Antique type from the Robinson-Pforzheimer Collection.)

THE OFFICERS AND DIRECTORS OF
MUZAK
 TAKE GREAT PRIDE IN ANNOUNCING
 THE 1962 WINNER OF THE
ANNUAL GOLDEN EAR AWARD

Mr. George R. Montgomery


In recognition of his outstanding achievements in the areas of broadcasting, music and civic affairs, Mr. George Ransdell Montgomery, is awarded the Muzak Golden Ear Award for 1962. Currently a director of the New Orleans Philharmonic-Symphony and Metairie Park Country Day School, he recently served with notable distinction as foreman of the Orleans Parish Grand Jury which tirelessly and successfully attacked and solved problems of law enforcement. Later, he was named chairman of the Grand Jury Committee of the Metropolitan Crime Commission of New Orleans, Inc., an organization dedicated to civic improvement at all levels. A Muzak representative in New Orleans since January 1956, Mr. Montgomery is President of Radio Station WWMT-FM. He is a graduate of Princeton University with a B.A. degree and received an M.A. from Tulane University three years later.



JUDGES: **RALPH T. REED**, Chairman of the Executive Committee of American Express Co.
JACK WRATHER, Chairman of the Board of Wrather Corporation
CHARLES COWLEY, President of Muzak

THE GOLDEN EAR AWARD is an annual award established by MUZAK to honor the franchiser whose achievements in National, State or Community affairs mark him as the outstanding citizen of the year in the MUZAK family....In making this award, MUZAK seeks to encourage and honor individual excellence, pre-eminence and leadership in church, fraternal or social work; philanthropy, government, business, or other meritorious human endeavor.

MUZAK®

A Division of Wrather Corporation 

229 PARK AVENUE SOUTH, NEW YORK 3, N. Y.

MUZAK—Reg. U. S. Pat. Off.

GOING UP!
Daytona Beach
Orlando

**NOW
FLORIDA'S
THIRD
MARKET**
AND
SPACE AGE
CENTER
OF THE WORLD



WESH-TV

**FLORIDA'S
CHANNEL**

2

2B

**for Orlando
Daytona Beach
Cape Canaveral**

Minnesota, Missouri, Nebraska, North Dakota, South Dakota and Wisconsin to assist them in their contacts with the media in their area.

Direct reproduction will obviate lengthy typing. Due credit will be given to the source.—*Harold M. Simon, acting assistant regional commissioner, (administration), Internal Revenue Service, Chicago.*

[Permission granted]

A few copies left

EDITOR: We find that oftentimes we need more information regarding not only radio stations carrying our program, but the markets in Florida as well. With this thought in mind, we would appreciate your sending us a copy of your latest BROADCASTING YEARBOOK.—*Tom Osborne, associate director of public information, Florida Citrus Mutual, Box 89, Lakeland, Fla.*

[A few copies of the 1963 BROADCASTING YEARBOOK are available at \$5 each.]

BOOK NOTES

"What The Canadian Public Thinks of the CBC," compiled by Canadian Broadcasting Corp., Ottawa.

The report gives details on the 4,400 sample taken across Canada, with all questions and answers listed in both English and French.

The survey was made to determine how the Canadian public felt about the CBC's aims of national programing, the use of commercials, the cost from the public treasury, and whether Canadians wanted to pay for such a service on an annual fee basis for nonsponsored radio and television programs. The survey shows that there is not even a small public interest in paying an annual license fee.

The survey also shows that the majority of Canadians feel the CBC is doing a good job in keeping the people informed on what is going on in the world, that its news service is considered more reliable than newspaper reports, that its news, sports, current events and quiz shows are held in higher regard than those of independent stations.

Greatest annoyance with CBC programs, according to the survey, is frequency of repetition of the same commercial. There is very little criticism of commercials as being dishonest or offensive. There is a general feeling that advertisers have some control over CBC programs, according to the survey.

Those questioned who favored CBC-owned stations and who feel CBC programs are not too serious or heavy, are among the older, better educated and higher occupational groups of the population. These groups also prefer more government financial aid for CBC and are more critical of its programs.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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EDITOR AND PUBLISHER
Sol Taishoff

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*Reg. U. S. Patent Office

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BROADCASTING, September 23, 1963

MAXIMUM RESPONSE

—that's advertising efficiency.



WBAL-TV_{CB} BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

Radio-TV's potential: are we really trying hard enough?

Back in my salad days as a radio copywriter, Tom Mix had become a boy's airborne horseless hero, selling our client's cereals between electronic adventures. The 1960's were a dim faraway time and television was a visionary's dream or, at best, an erratic flash on a tiny screen.

In the next 30 years my young teenager will be living in another dim faraway time surrounded by new wonders of entertainment and communications. He'll watch Broadway shows on a life-size color television set in the comfort of his own home. He will carry a battery-operated color television receiver and stereo radio set in his shirt pocket.

Some day in those next 30 years my son may conduct business through global phone and vision services and he may never have to fight his way through traffic to plant or office. His wife will watch their children at play or answer the front door through a home communications system.

Wisdom of Ages ■ My grandchildren, growing up in an era of micro-miniaturization, will study with the help of a memory device which can store inside a six-foot cube all the information ever recorded during the past 10,000 years. And between lessons they may laugh at the thought of old Granddad and his Tom Mix radio show.

In the past 30 years the technologists have taken unbelievably long strides in helping people to communicate with each other. My concern is whether we who create, program, rate, sell or select the material communicated have kept pace.

The people we are talking to and entertaining and motivating—yes, and influencing—may be funny. Most people are. But they are not stupid.

They know when they are being conned by a false claim. They recognize the weasel word and the silly overstatement. They may not always bask in the erudite discussion of the United Nations or test ban treaty, but the ratings of the great debates of the 1960 presidential election campaign proved they can stomach an occasional serving of heavy fare.

Culture and Taste ■ They may not always enjoy a cultural hour with the New York Philharmonic. But neither are they so devoid of taste and sensitivity that they can relish watching a television model brush his teeth in public at the dinner table.

When we conform to the safe, fear the fresh, slavishly kowtow to the rat-

ings, we are in grave danger of losing the very public to whom we're trying to speak. Television may still be the darling of the broadcast world, but the blush is far gone from the rose and the days of "give 'em anything, they'll still love us" disappeared long ago.

Radio, once an exciting medium for drama, humor and on-the-spot news, has abrogated much of its role to the more versatile TV set. In far too many instances radio has downgraded itself to a monotonous formula.

This is not to say there is nothing new, nothing fresh, nothing ingenious or nothing daring. Thank heavens we can still breed pioneers who think as well as fight. We do have a tremendous reservoir of creative talent and courage. But not enough.

Maybe there will never be enough. It's like walking to the horizon. There is always a new horizon ahead. Paradoxically, the supply may well create the demand.

Inching Upward ■ As the reader, the viewer or the listener is fed something better he may even begin to enjoy that solid food as a relief from the cloying taste of the pap and froth he's been existing on, thanks to us.

Yes, thanks to us. I submit that each of us who has any part in this business of communications must take the blame—the writer who chooses the hackneyed word rather than the startling one; the producer who compromises with mediocre sound or visuals; the media buyer, the advertiser or the station manager who chain themselves to ratings; the creative head who never tries to uncover new, fresh, exciting talent; the agency man unwilling to stick his neck out to recommend the better program.

Where must our concern be? Certainly with the client.

He has the right to expect the most

from his advertising dollars in terms of a large and potentially receptive audience. He also has the right to demand responsible, conscientious and imaginative service from those of us he trusts to spend those advertising dollars most effectively.

Our concern also must be with the listener or viewer. He has his rights, too. The right to demand something for his money, certainly something for his time and attention. He has the right to demand honest and believable advertising and intelligent, varied and quality programming.

Self-Concern ■ But by and large our concern has to be with ourselves, with the kind of people we are and the way we communicate with others. Perhaps it is a sad sign of the times that we are almost embarrassed to talk about such old-fashioned qualities as responsibility and trust. We've wrapped them in corn and left them to dry up.

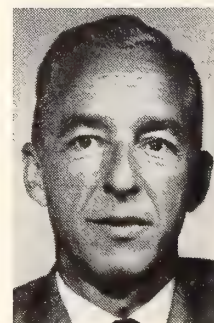
If we don't talk about them, however, and do something about them, we are in danger. Not alone in danger of losing our precious audience, but in danger of losing something even more valuable—such irreplaceables as what Walter Weir calls "the whole vast tapestry of belief that is our civilization."

Our technologists have created a benign electronic monster capable of bouncing a whisper off a satellite. And what do we do with it?

Too often we give it garbage to scatter into the minds of people to dull their thoughts or entertain them on a level that, legally, is about as low as we dare to go. Too seldom, I believe, do we offer them the spirit-raising life of a fresh and sparkling and honest commercial or the tangy excitement of a thought-triggering program.

We've come a long way from Tom Mix. Is it far enough? I wonder?

Charles E. Claggett is president and chairman of the board of directors of Gardner Advertising, St. Louis. He graduated from Princeton University in 1931 and joined Gardner as a copywriter. He formed the agency's radio department in 1935, and produced the "Tom Mix" radio series. He became an account executive in 1940, was elected vice president in 1942, and was elected to the board in 1950. Mr. Claggett was named president in 1955 and elected chairman of the board in June 1959.



You can't cover Indianapolis with Indianapolis TV!

**The Indianapolis Market, we mean!*

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. Greatly expanded Indiana reach
2. Effective and complete coverage of Indiana's two top TV markets
3. Greatly improved overall cost efficiency

**So, let an Edward Petry man document the foregoing
with authoritative distribution and TV audience data.**

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

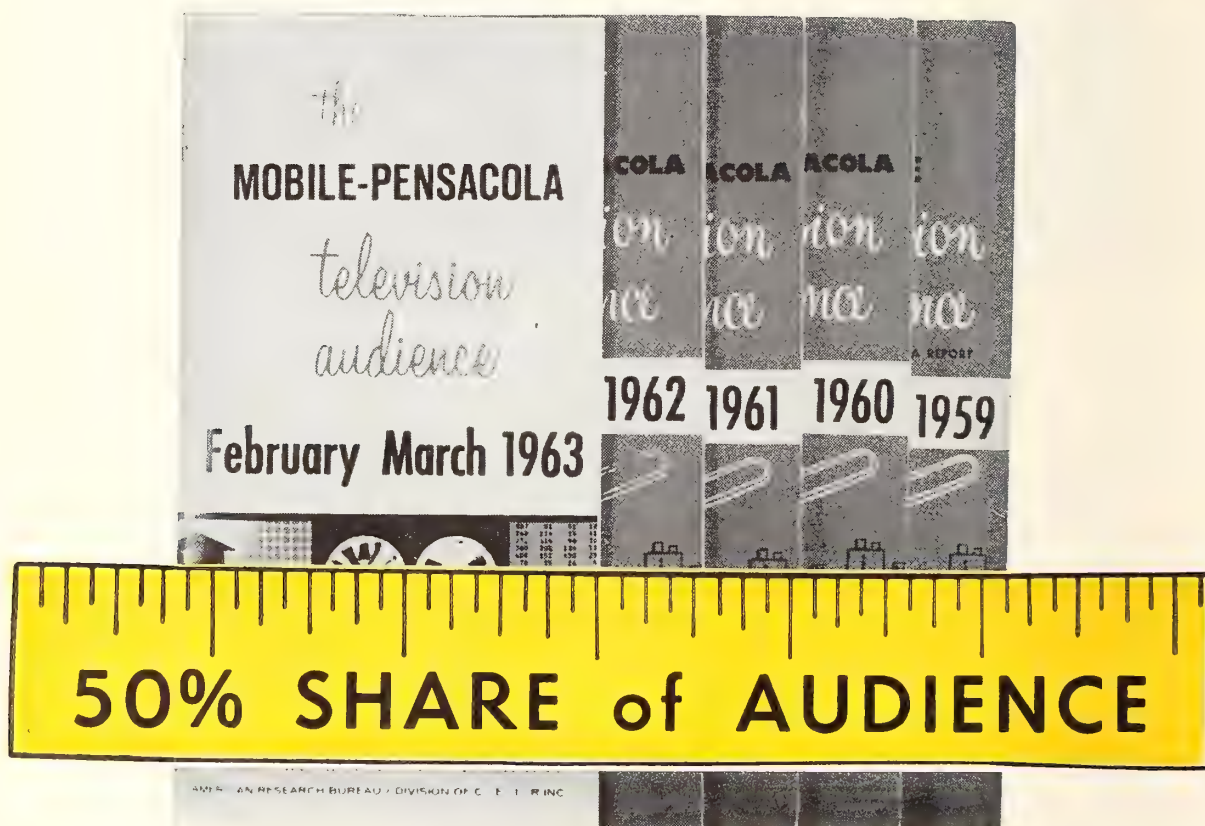
**An affiliate of WTHI AM & FM*



**WTHI-TV
delivers more homes
per average quarter
hour than any
Indiana station *
(March 1963 ARB)**

**except Indianapolis*

NO OTHER STATION CAN MAKE THIS STATEMENT 5 CONSECUTIVE YEARS



Exception To The Rule

WKRG-TV—Mobile—Pensacola

has averaged 50% or more share of
audience in every March ARB measurement
since 1959, from 9 a.m. to midnight.*

Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate measures of the true audience.

Represented by H-R Television, Inc.
or call

C. P. PERSONS, Jr., General Manager



*3 station VHF market.



The record's in on TV's biggest year

IN 1962 MORE REVENUE, MORE PROFIT FOR MORE BROADCASTERS

The official financial report for television broadcasting in 1962 was released by the FCC last week, and it confirmed what everybody had assumed: More TV broadcasters made more money in 1962 than in any other year of TV history.

For the three networks, their 15 owned stations and the 539 stations that were on the air in 1962, total revenues were \$1.48 billion, a 12.7% gain over 1961, and profits before federal income taxes were \$311 million, a gain of more than 31%.

Networks and their owned stations, as in the past, accounted for about

half of all the broadcast revenues, a little more than half of all the expenses and a little more than a third of all the profits. The profits (before taxes) from network operations alone were \$36.7 million, up sharply from the \$24.7 million of 1961. Profits of the 15 network owned stations were \$74.7 million, a healthy gain over the \$62.3 million of the year before. The 539 other stations had total profits of \$200 million in 1962, a \$50 million gain over the \$150 million that the 525 non-network-owned stations that were on the air in 1961 reported.

UHF stations, as a group, showed

strong improvement. Fifty-seven percent of the 79 UHF's that were on for the whole year in 1962 made money. The year before only 40% were in the black. It was the second year in UHF history that UHF stations, as a class, were profitable. They showed a total profit of \$900,000. In 1960, the only other year in which UHF was in the black, the total profit was \$300,000.

In the VHF service, 81% of all operating stations made money in 1962. About a fourth of the V's (89 stations) reported profits of more than \$1 million each.

For all networks and stations 73%

What happened to television's dollars in 1962

Tv Networks		15 Network-Owned Stations		539 Other Stations	
INCOME		INCOME		INCOME	
\$863,200,000†	100%	\$198,000,000†	100%	\$845,700,000	100%
Network time sales		Network time sales		Network time sales	
\$520,200,000	60.2%	\$36,100,000	18.2%	\$165,800,000	19.6%
Program & talent sales		National-regional spot		National-regional spot	
\$310,400,000	36.0%	\$114,800,000	58.0%	\$424,700,000	50.2%
Sundry other sources		Local advertising		Local advertising	
\$32,600,000	3.8%	\$38,400,000	19.4%	\$204,100,000	24.2%
		Program & talent sales		Program & talent sales	
		\$3,500,000	1.8%	\$8,600,000	1.0%
		Sundry other sources		Sundry other sources	
		\$4,600,000	2.6%	\$42,500,000	5.0%
OUTGO & PROFIT		OUTGO & PROFIT		OUTGO & PROFIT	
\$863,100,000†	100%	\$197,900,000†	100%	\$845,700,000	100%
Paid to owned stations		Agency & rep commissions		Agency & rep commissions	
\$36,100,000	4.2%	\$28,500,000	14.4%	\$113,700,000	13.5%
Paid to affiliates		Technical expense		Technical expense	
\$164,500,000	19.1%	\$15,300,000	7.7%	\$86,000,000	10.2%
Agency commissions		Program expense		Program expense	
\$77,900,000	9.0%	\$49,600,000	25.1%	\$215,800,000	25.5%
Technical expense		Selling expense		Selling expense	
\$27,600,000	3.2%	\$10,800,000	5.5%	\$63,400,000	7.5%
Program expense		General & administrative		General & administrative	
\$463,100,000	53.7%	\$19,000,000	9.6%	\$166,600,000	19.6%
Selling expense		Profit before federal tax		Profit before federal tax	
\$20,800,000	2.4%	\$74,700,000	37.7%	\$200,200,000	23.7%
General & administrative					
\$36,400,000	4.2%				
Profit before federal tax					
\$36,700,000	4.2%				

Source for all figures—FCC financial reports for 1962. † Totals of income and outgo & profit do not precisely balance because of rounding.

Individual market revenue for 1962 compared with 1961

Markets	No. Stations Reporting	Total 1962 Revenues ² (000)	Total 1962 Ex-penses (000)	Total 1962 In-come ³ (000)	Network		Gain or Loss (000)	Spot		Gain or Loss (000)	Local		Gain or Loss (000)
		1962 (000)	1961 (000)	1962 (000)	1961 (000)	1962 (000)		1961 (000)	1962 (000)		1961 (000)		
Albany-Schenectady-Troy, N.Y.	3	\$ 6,316	\$ 4,432	\$ 1,884	\$1,769	\$1,750	\$ 19	\$4,172	\$3,702	\$370	\$1,120	\$1,139	(\$19)
Albuquerque, N.M.	3	2,259	1,964	295	638	536	102	670	518	152	1,073	1,019	54
Amarillo, Tex.	3	2,247	2,080	168	530	525	(6)	627	597	30	1,169	1,020	149
Atlanta, Ga.	3	8,579	5,823	2,755	1,921	1,783	138	4,900	4,194	706	2,875	2,176	699
Bakersfield, Cal.	3	1,973	2,097	124	439	383	56	744	595	149	989	843	146
Baltimore	3	12,063	8,477	3,587	2,413	2,310	103	8,414	6,346	68	2,831	2,615	216
Beaumont-Port Arthur, Tex.	3	1,796	1,892	(96)	557	474	83	928	706	222	530	524	6
Binghamton, N.Y.	3	2,782	1,735	1,047	*	*	*	*	*	*	*	*	*
Boston	3	24,026	12,252	11,774	4,214	4,115	99	17,541	15,008	2,533	6,028	5,163	864
Buffalo-Niagara Falls, N.Y.	3	12,044	7,844	4,200	2,482	2,363	119	8,698	7,447	1,250	3,100	2,791	309
Cedar Rapids-Waterloo, Iowa	3	2,689	2,201	488	952	859	93	1,399	1,349	50	534	508	26
Charles-Oak Hill-Hunting-ton, W.Va.-Ashland, Ky.	4	4,789	3,909	880	1,770	1,362	408	2,107	1,917	290	1,188	1,032	56
Charleston, S.C.	3	1,871	1,566	306	652	**	**	515	**	**	778	**	**
Chattanooga, Tenn.	3	2,164	2,144	21	740	689	51	895	796	99	670	591	79
Chicago	4	48,714	29,713	19,001	7,054	6,501	553	34,200	30,582	3,618	10,573	8,293	2,280
Cincinnati, Ohio	3	11,108	6,686	4,421	2,636	2,528	108	5,989	5,428	561	2,342	2,268	74
Cleveland	3	19,740	10,118	9,622	3,530	3,774	(244)	13,829	11,031	2,798	3,880	3,724	156
Colorado Springs-Pueblo, Colo.	3	1,562	1,575	(12)	365	358	7	531	478	5	709	608	101
Columbia, S.C.	3	2,236	1,735	501	531	478	53	928	824	104	721	481	340
Columbus, Ohio	3	9,390	5,891	3,499	1,769	1,850	(81)	5,722	4,611	1,111	2,478	2,121	357
Dallas-Fort Worth, Tex.	4	12,801	8,757	4,045	2,329	2,162	67	7,323	5,706	1,617	4,131	3,751	380
Denver	4	7,700	5,345	2,354	1,361	1,269	92	4,294	3,719	575	2,311	2,269	42
Des Moines-Ames, Iowa	3	4,003	3,153	850	1,157	1,218	(61)	2,473	2,272	201	872	696	176
Detroit	3	20,233	10,969	9,264	4,737	4,578	159	12,708	11,240	1,468	5,287	4,180	1,107
El Paso, Tex.	3	2,107	2,000	106	482	375	107	682	609	83	1,053	885	168
Evansville, Ind.	3	2,196	2,013	183	794	697	97	763	667	(4)	746	789	(43)
Flint-Saginaw-Bay City, Mich.	3	3,429	2,852	577	1,097	1,043	54	2,072	1,633	437	740	689	51
Fort Wayne, Ind.	3	2,585	1,950	635	880	833	47	1,143	1,130	13	774	644	130
Fresno-Hanford-Visalia, Cal.	6	3,498	3,840	342	913	869	44	1,822	1,521	301	1,287	904	383
Grand Rapids-Kalamazoo, Mich.	3	6,762	3,587	3,174	1,914	**	**	4,382	**	**	629	**	**
Green Bay, Wis.	3	2,977	2,487	490	1,080	980	100	1,331	1,000	331	731	697	34
Greenville-Spartanburg, S.C.-Asheville, N.C.	4	3,324	2,550	774	1,005	906	99	1,586	1,451	135	926	864	62
Harrisburg-Lancaster-York-Lebanon, Pa.	5	4,734	3,717	1,017	1,453	1,458	(5)	2,946	2,759	187	1,183	1,149	34
Hartford-New Haven-New Britain-Waterbury, Conn.	5	10,370	6,760	3,610	2,009	1,889	120	7,927	7,059	868	1,336	1,304	32
Hilo, Hawaii	3 ¹	*	*	*	*	*	*	*	*	*	*	*	*
Honolulu	4	3,549	3,395	154	457	403	54	963	1,015	(52)	2,330	1,729	601
Houston-Galveston, Tex.	3	9,762	6,305	3,457	1,985	1,858	127	6,979	5,837	1,142	2,240	1,775	465
Indianapolis-Bloomington, Ind.	4	10,727	6,765	3,962	2,135	2,064	71	6,598	6,100	498	2,686	2,343	343
Johnstown-Altoona, Pa.	3	4,023	2,134	1,888	1,418	1,052	366	2,302	2,319	(17)	579	526	53
Kansas City	3	9,692	6,721	2,971	2,280	2,162	118	6,536	5,846	690	2,349	2,083	266
Knoxville, Tenn.	3	2,900	1,973	927	938	812	126	1,321	1,212	109	930	892	38
Las Vegas-Henderson, Nev.	3	1,874	1,417	457	147	129	18	279	192	87	1,368	860	508
Lincoln-Hastings-Kearney, Neb.	3	2,398	1,851	548	739	**	**	886	**	**	870	**	**
Little Rock, Ark.	3	2,693	2,117	576	846	768	78	1,081	1,113	(32)	896	710	186
Los Angeles	8	56,623	42,684	13,939	6,845	6,278	567	36,164	28,274	7,890	20,989	16,605	4,384
Louisville, Ky.	3	6,159	3,461	2,698	1,583	1,401	182	3,999	3,808	191	1,273	1,260	13
Madison, Wis.	3	2,272	1,759	513	633	567	66	1,190	1,082	108	592	564	28
Memphis, Tenn.	3	5,731	3,584	2,147	1,817	1,705	112	3,323	3,066	257	1,129	1,031	98
Miami	3	10,827	6,888	3,939	1,839	1,634	205	6,719	5,278	1,441	2,972	2,804	108
Milwaukee	4	10,603	6,913	3,690	2,291	2,262	29	7,019	5,844	1,175	2,684	2,267	417

of total revenue came from the sale of time and 27% from the sale of talent and programs. The proportions were the same in 1961.

Spot time sales for the first time exceeded network. Spot volume (before deduction of commissions to agencies and representatives) was \$539 million, and network volume was \$521 million. Spot rose from \$468 million in 1961 and network from \$480 million.

Local time sales continued to run a poor third in the three categories of business; 1962 local volume was \$242 million; in 1961 it was reported as \$211 million.

For the first time the FCC's annual financial report contained information on payments (other than dividends or divisions of surplus) made by stations to proprietors, partners or stockholders. This information is collected in an ef-

fort by the commission to get a clearer picture of the flow of money to ownership interests, even at stations which show net losses.

In 1962 322 stations (58% of those on the air) reported payments to persons in ownership. Of the 132 stations that reported net losses, 58 had depreciation expense or payments to owners that exceeded the amount of the losses.

Markets	No. Sta- tions Re- port- ing	Total 1962 Rev- enues ² (000)	Total 1962 Ex- penses (000)	Total 1962 In- come ³ (000)	Network		Gain or Loss (000)	Spot		Gain or Loss (000)	Local		Gain or Loss (000)
					1962 (000)	1961 (000)		1962 (000)	1961 (000)		1962 (000)	1961 (000)	
Minneapolis-St. Paul, Minn.	4	13,519	10,258	3,261	2,636	2,492	144	6,487	5,716	771	4,492	3,810	682
Mobile, Ala.-Pensacola, Fla.	3	2,915	2,464	450	819	698	121	1,367	1,363	4	938	801	137
Montgomery, Ala.	2	*	*	*	*	*	*	*	*	*	*	*	*
Nashville	3	5,212	4,018	1,194	1,494	1,374	120	2,220	1,798	422	2,055	1,896	159
New Orleans	3	6,689	5,367	1,322	1,670	1,549	121	3,927	3,565	362	2,173	1,852	321
New York	6	84,406	46,677	37,729	13,117	11,826	1,291	63,523	59,421	4,102	15,416	12,566	2,850
Norfolk-Portsmouth- Newport News- Hampton, Va.	3	4,973	4,004	969	1,514	1,344	170	2,134	1,953	181	1,750	1,454	296
Oklahoma City-Enid, Okla.	3	6,104	3,892	2,212	1,569	1,513	56	3,421	2,901	520	1,509	1,378	131
Omaha	3	5,118	3,872	1,246	1,507	1,436	71	3,059	2,420	639	1,040	1,032	8
Orlando-Daytona Beach, Fla.	3	3,091	2,436	655	836	703	133	1,325	975	350	1,115	932	183
Paducah, Ky.-Cape Girardeau, Mo.- Harrisburg, Ill.	3	1,944	1,529	415	785	692	93	1,008	960	48	285	271	14
Peoria, Ill.	3	2,472	2,318	154	838	777	61	1,122	817	305	741	970	(229)
Philadelphia	3	30,300	17,959	12,341	6,123	5,555	568	22,533	19,068	3,465	5,503	4,902	601
Phoenix-Mesa, Ariz.	4	5,204	4,753	451	858	858	0	2,253	1,758	495	2,554	2,239	315
Pittsburgh	3	18,489	10,274	8,215	3,612	3,333	279	12,910	11,133	1,777	4,536	3,736	1,800
Portland-Poland Springs, Me.	3	3,241	2,932	309	1,026	916	110	1,753	1,594	159	797	600	197
Portland, Ore.	4	7,502	6,247	7,255	1,753	1,731	22	4,743	4,008	735	2,040	1,671	369
Richmond-Petersburg, Va.	3	3,725	2,829	896	1,176	1,072	104	1,417	1,315	102	938	777	161
Roanoke-Lynchburg, Va.	3	2,923	2,301	622	1,077	971	106	1,225	1,152	73	894	873	21
Rochester, N.Y.	3	4,683	3,813	871	1,290	1,109	181	2,742	2,654	87	1,244	1,067	177
Rochester-Austin, Minn.- Mason City, Iowa	3	1,713	1,345	368	584	461	123	602	587	15	569	582	(13)
Sacramento-Stockton, Cal.	3	6,155	5,463	693	1,308	1,176	132	4,383	2,739	1,644	1,535	1,972	(437)
Salt Lake City-Ogden- Provo, Utah	3	4,167	3,936	231	1,069	1,031	38	1,652	1,353	299	1,535	1,572	(37)
San Antonio, Tex.	4	4,614	4,123	491	1,226	1,154	72	2,438	2,113	325	1,555	1,151	404
San Francisco- Oakland, Cal.	4	22,301	13,198	9,103	3,988	3,761	227	14,009	10,663	3,346	6,755	5,903	852
Seattle-Tacoma, Wash.	5	9,706	8,383	1,322	2,094	2,003	91	6,173	5,361	812	2,208	1,795	413
Shreveport, La.- Texarkana, Tex.	3	3,233	3,138	95	1,002	853	149	1,593	1,779	(186)	985	922	63
South Bend-Elkhart, Ind.	3	2,086	1,931	155	652	614	38	836	714	122	613	614	(1)
Spokane, Wash.	3	3,341	2,949	393	891	803	88	2,042	1,943	99	859	792	67
Springfield-Decatur- Champaign-Urbana- Danville, Ill.	5	3,985	2,879	1,106	1,194	877	317	1,858	1,673	185	1,267	1,341	74
St. Louis	4	13,440	9,541	3,899	2,923	2,763	160	9,391	8,248	1,143	3,249	2,960	289
Syracuse, N.Y.	3	6,171	3,397	2,774	1,568	**	**	4,429	**	**	1,118	**	**
Tampa-St. Petersburg, Fla.	3	6,209	4,109	2,099	1,350	1,195	155	3,909	3,277	632	1,794	1,493	301
Tucson, Ariz.	3	2,112	2,045	67	453	413	10	526	446	80	1,216	1,131	85
Tulsa, Okla.	3	4,445	3,533	912	1,221	1,165	56	2,359	2,047	312	1,272	966	141
Wailuku, Hawaii	3□	*	*	*	*	*	*	*	*	*	*	*	*
Washington	4	14,633	10,428	4,205	2,789	2,552	237	9,231	7,863	1,368	2,635	2,740	(105)
Wichita-Hutchinson, Kan.	3	3,537	3,140	397	1,091	989	102	1,919	1,581	338	970	847	123
Wilkes Barre-Scranton, Pa.	3	3,233	2,866	367	1,030	944	86	1,433	1,346	87	952	919	33
Youngstown, Ohio	4	2,084	1,816	268	669	564	105	1,077	950	127	456	484	(18)
San Juan-Caguas, Puerto Rico	3	3,811	3,475	336	310	606	(296)	3,215	2,855	360	395	185	210
TOTAL 91 Markets	307	\$738,383	\$501,717	\$236,666	\$153,242			\$461,864	2,855	360	\$191,437		
Markets less than 3 stations								\$ 77,549			\$ 51,065		
TOTAL 183 Markets	247	\$163,041	\$124,870	\$ 38,170	\$ 48,602			\$539,413			\$242,502		
TOTAL 274 Markets	554	\$901,424	\$626,587	\$274,836	\$201,844								

¹ Before commissions to agencies, representatives and others.
² Total revenues consist of total time sales less commissions plus talent and program sales.
³ Before Federal income tax.
Note: () denotes loss.

* Data not published for groups of less than 3 stations.
□ Hilo and Wailuku have 3 and 2 satellite stations, respectively, whose financial statistics are included in the reports of their parent stations.
** Comparable data not available for 1961.

NUMBER OF UHF TELEVISION STATIONS REPORTING PROFIT OR LOSS BY VOLUME OF TOTAL BROADCAST REVENUES, 1962 (Stations Operating Full Year Only)

Revenues of:	Total Number of Stations Reporting	Number of Stations Reporting Profits	Number of Stations Reporting Profits of:				Number of Stations Reporting Losses	Number of Stations Reporting Losses of:	Number of Stations Reporting Losses of:		
			\$200,000 to 300,000	\$100,000 to 200,000	\$50,000 to 100,000	Less than \$50,000		Less than \$50,000	\$50,000 to 100,000	\$100,000 to 200,000	\$200,000 to 400,000
\$1,000,000 - 1,500,000	8	8	1	6	1		1				1
800,000 - 1,000,000	9	8	2	4	2		2	1			
600,000 - 800,000	5	3		1	1	1	2				
400,000 - 600,000	14	10		4	2	4	4	2			
200,000 - 400,000	18	10		1	3	6	8	3			1
100,000 - 200,000	12	3				3	9	4	1	1	3
Less than 100,000	9	1			1		8	6	2		

On the button

The official FCC reports of television time sales that were issued last week coincided closely with estimates prepared by BROADCASTING and published last Feb. 18. BROADCASTING's estimates of total sales, prepared from a sample of station reports, were within 2% of the actual figures. The record:

Network: BROADCASTING, \$514 million, FCC, \$521 million; spot: BROADCASTING, \$528 million, FCC \$539 million; local: BROADCASTING, \$233 million, FCC, \$242 million; total: BROADCASTING, \$1.27 billion, FCC, \$1.3 billion.

STATIONS PAYMENTS TO PROPRIETORS, PARTNERS, OR STOCKHOLDERS, 1962

(Excludes payments from surplus)

Number of stations reporting payments of:		Amount
\$200,000 - 300,000	2	\$ 537,493
150,000 - 199,999	10	1,742,468
100,000 - 149,999	4	488,347
75,000 - 99,999	21	1,829,540
50,000 - 74,999	29	1,757,101
25,000 - 49,999	72	2,647,470
15,000 - 24,999	60	1,178,037
10,000 - 14,999	45	534,262
5,000 - 9,999	43	314,130
Under 5,000	36	86,220
TOTAL	322	\$11,115,068

RELATIONSHIP OF LOSSES TO PAYMENTS TO PROPRIETORS, PARTNERS, STOCKHOLDERS

1. Total number of stations reporting losses	132
a. Total amount of losses	\$11,247,642
2. Number of losing stations which reported payments to proprietors, etc.	63
a. Total payments to proprietors, etc.	\$1,304,128
3. Number of losing stations which reported depreciation expense	118
a. Total amount of depreciation expense	\$7,812,562
4. Number reporting a loss which was less than:	
a. The amount reported paid to proprietors, etc. and also the amount of depreciation expense reported. ¹	10
b. The amount paid to proprietors, etc.	2
c. The amount of depreciation expense reported.	40
d. The combined total of the amount reported paid to proprietors, etc. and the amount of depreciation expense reported	6

¹ An example of this category is where the loss reported was \$10,000 and the amount reported paid to proprietors, etc. was \$15,000 and the amount of depreciation expense reported was \$25,000.

BROADCAST EXPENSES OF 3 NETWORKS AND 554 TV STATIONS IN 1962 (In Thousands of Dollars)

Type of Expenses (1)	Networks (2)	15 Network Owned and Operated TV Stations (3)	539 Other TV Stations (4)	Total 3 Networks and 554 TV Stations (5)
Technical.....	\$ 27,617	\$15,281	\$ 86,048	\$ 128,946
Program.....	463,131	49,603	215,808	728,542
Selling.....	20,785	10,841	63,420	95,046
General and Administrative.....	36,443	19,036	166,550	222,029
Total Broadcast Expenses.....	\$547,976	\$94,761	\$531,826	\$1,174,563

PRINCIPAL EXPENSE ITEMS OF TV STATIONS WITH TIME SALES OF \$25,000 OR MORE CLASSIFIED BY VOLUME OF REVENUES (Stations Operating Full Year 1962 Only)

AVERAGE PER STATION REPORTING

Broadcast Revenues	No. of Stations	Total Expenses	Salaries and Wages	Film	Talent	Deprecia- tion
\$7,500,000 and over	20	\$6,786,655	\$1,974,246	\$1,657,388	\$403,191	\$190,730
5,000,000 - 7,500,000	16	3,632,140	1,261,114	743,529	176,983	195,381
4,000,000 - 5,000,000	13	2,696,520	1,132,336	351,728	117,461	162,954
3,000,000 - 4,000,000	38	2,161,744	783,563	361,013	65,762	168,775
2,000,000 - 3,000,000	39	1,716,686	645,065	251,874	46,455	157,919
1,500,000 - 2,000,000	36	1,322,903	493,733	173,681	29,306	107,881
1,000,000 - 1,500,000	67	1,004,355	386,361	116,979	18,457	116,008
800,000 - 1,000,000	47	769,007	323,748	61,904	16,388	98,178
700,000 - 800,000	23	675,871	263,436	76,495	18,617	94,534
600,000 - 700,000	33	571,378	248,787	44,087	9,609	64,298
500,000 - 600,000	40	481,252	195,991	40,986	10,011	56,434
400,000 - 500,000	24	473,220	199,914	48,146	8,918	52,140
300,000 - 400,000	35	345,851	139,315	24,060	7,338	40,605
200,000 - 300,000	30	255,367	104,259	22,116	5,007	23,515
100,000 - 200,000	34	200,389	83,809	14,308	2,695	23,575
Under - 100,000	25	99,608	39,601	11,672	1,716	14,501
Total	520	\$1,198,338	\$ 437,193	\$ 194,875	\$ 45,448	\$ 95,227
VHF	447	1,317,819	475,104	218,015	50,368	103,225
UHF	73	466,719	201,829	48,991	10,489	46,568

Note: Not all stations reported all expense items.

BROADCAST FINANCIAL DATA OF 3 NATIONAL TELEVISION NETWORKS AND 554 TV STATIONS, 1962 (In Millions of Dollars)

Item (1)	Networks (2)	15 Network Owned and Operated TV Stations (3)	539 Other TV Stations (4)	3 Networks Totals: and 554 TV Stations (5)
A. Revenues from the sale of time:				
1. Network time sales:				
Sale of network time to advertisers.....	\$520.2
2. Deductions from network's revenue from sale of time to advertisers:				
a. Paid to owned and operated stations.....	36.1
b. Paid to affiliated stations.....	164.5
Total participation by others (excluding commissions) in revenue from sale of network time.....	200.6
3. Total retentions from sale of network time.....	\$319.6	\$ 36.1	\$165.8 ¹	\$ 521.5
4. Non-network time sales:				
a. National and regional advertisers.....	114.8	424.7	539.5
b. Local advertisers.....	38.4	204.1	242.5
Total non-network time sales.....	153.2	628.8	782.0
5. Total time sales.....	319.6	189.3	794.6	1,303.5
6. Deduct—Commissions to agencies, representatives, etc.....	77.9	28.5	113.7	220.1
7. Net time sales.....	241.7	160.8	680.9	1,083.4
B. Revenues from incidental broadcast activities:				
a. Talent and programs.....	310.4	3.5	8.6	322.5
b. Sundry broadcast revenues.....	32.6	5.2	42.5	80.3
Total incidental broadcast activities.....	343.0	8.7	51.1	402.8
Total broadcast revenues.....	\$584.7	\$169.5	\$732.0	\$1,486.2
C. Total broadcast expenses.....	\$548.0	\$ 94.8	\$531.8	\$1,174.6
D. Broadcast income (before Federal income tax).....	\$ 36.7	\$ 74.7	\$200.2	\$ 311.6

¹ Total retentions from sale of network time of \$165.8 million by 539 other TV stations includes revenues received from miscellaneous TV networks in addition to receipts from the 3 national networks.

The spot for spot



If you profit from big populations, *you'll get a big dollar's worth on WSOC-TV. Charlotte ranks 15th among the top 20 Urban Regions of the U.S. With over two and a quarter million people within a 75-mile radius, Charlotte's trade area is bigger than that of Indianapolis, Kansas City, Minneapolis. Sensible rates, station support, results make WSOC-TV the first Carolina choice for spot buyers.* **Charlotte's WSOC-TV**

NBC and ABC. Represented by H.R. WSOC-TV is associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton; WIOD, Miami.

**BROADCAST REVENUES, EXPENSES, AND INCOME OF TELEVISION
NETWORKS AND STATIONS, 1961-1962**
(In Millions of Dollars)

	1962	1961	% Change 1961-1962
BROADCAST REVENUES			
3 Networks (including 15 owned and operated stations)	\$ 754.2	\$ 675.3	+ 11.7%
539 Other Stations:			
456 VHF	697.6	611.6	+ 14.1
83 UHF	34.4	31.4	+ 9.6
Subtotal	732.0	643.0	+ 13.8
Industry Total	\$1,486.2	\$1,318.3	+ 12.7%
BROADCAST EXPENSES			
3 Networks (including 15 owned and operated stations)	\$ 642.8	\$ 588.3	+ 9.3%

539 Other Stations:			
456 VHF	498.3	461.0	+ 8.1
83 UHF	33.5	32.0	+ 4.7
Subtotal	531.8	493.0	+ 7.9
Industry Total	\$1,174.6	\$1,081.3	+ 8.6%

BROADCAST INCOME (before federal income tax)			
3 Networks (including 15 owned and operated stations)	\$ 111.4	\$ 87.0	+ 28.0%
539 Other Stations:			
456 VHF	199.3	150.6	+ 32.3
83 UHF	0.9	(0.6)	+ 250.0
Subtotal	200.2	150.0	+ 33.5
Industry Total	\$ 311.6	\$ 237.0	+ 31.5%

() Denotes loss

Note: Data are for 3 networks and 540 stations in 1961, and 3 networks and 554 stations in 1962.

**TV MARKETS RANKED BY VOLUME OF REVENUES SHOWING MEDIAN REVENUES
OF STATIONS REPORTING PROFIT OR LOSS, 1962**

OF STATIONS REPORTING PROFIT OR LOSS, 1962					
TV Markets (Ranked by Descending Volume of Revenues)	Total Number of Stations Reporting	Stations Reporting Profits		Stations Reporting Losses	
		Number of Stations	Median Revenue	Number of Stations	Median Revenue
MARKETS WITH THREE OR MORE TV STATIONS					
1st - 25th	95	86	\$4,474,673	9	\$759,154
26th - 50th	84	66	1,840,968	18	340,051
51st - 91st	123	91	947,882	32	468,202
Total 91 Markets	302	243	\$1,679,108	59	\$458,502
MARKETS WITH TWO TV STATIONS					
1st - 25th	50	44	\$1,394,969	6	\$616,325
26th - 50th	50	38	675,658	12	501,754
51st - 64th	28	15	392,698	13	164,128
Total 64 Markets	128	97	\$818,846	31	\$332,284
MARKETS WITH ONE TV STATION					
1st - 25th	25	24	\$681,604	1	\$555,806
26th - 50th	25	19	372,631	6	400,807
50th - 75th	25	18	227,564	7	189,659
76th - 109th	34	6	80,292	28	69,812
Total 109 Markets	109	67	\$372,631	42	\$100,044

BROADCAST ADVERTISING

ARB moves toward radio measurement

RKO AUTHORIZES DETROIT STUDY THAT WILL TEST METHODOLOGY

The American Research Bureau will conduct tests this fall on diary research techniques that may take ARB into the radio audience measurement field by next spring (BROADCASTING, Sept. 16).

The techniques, if validated by the field tests, would provide data on both in-home and away-from-home listening—in terms of individual listeners rather than homes reached.

Plans for the methodology study, to be conducted in Detroit, are being announced today (Sept. 23) by RKO General Broadcasting, which commissioned the project, and ARB. James Seiler, ARB director, also discussed the plans at the Chicago chapter of Station Representatives Association last week.

RAB Study ■ Disclosure of the project came at a time when the Radio Advertising Bureau was preparing a \$200,000 radio audience research methodology study of its own. Miles David, RAB administrative vice president, said of the RKO-ARB project:

"We don't know enough about the specific plan to comment in any detail. As a generalization, any added valid knowledge of radio audience measurement which can be developed should be helpful to the industry. If a trend toward methodology research has now been generated, it could be very constructive. Objective studies by individual research firms of their own methods could be a valuable supplement to an overall industry study of all methods."

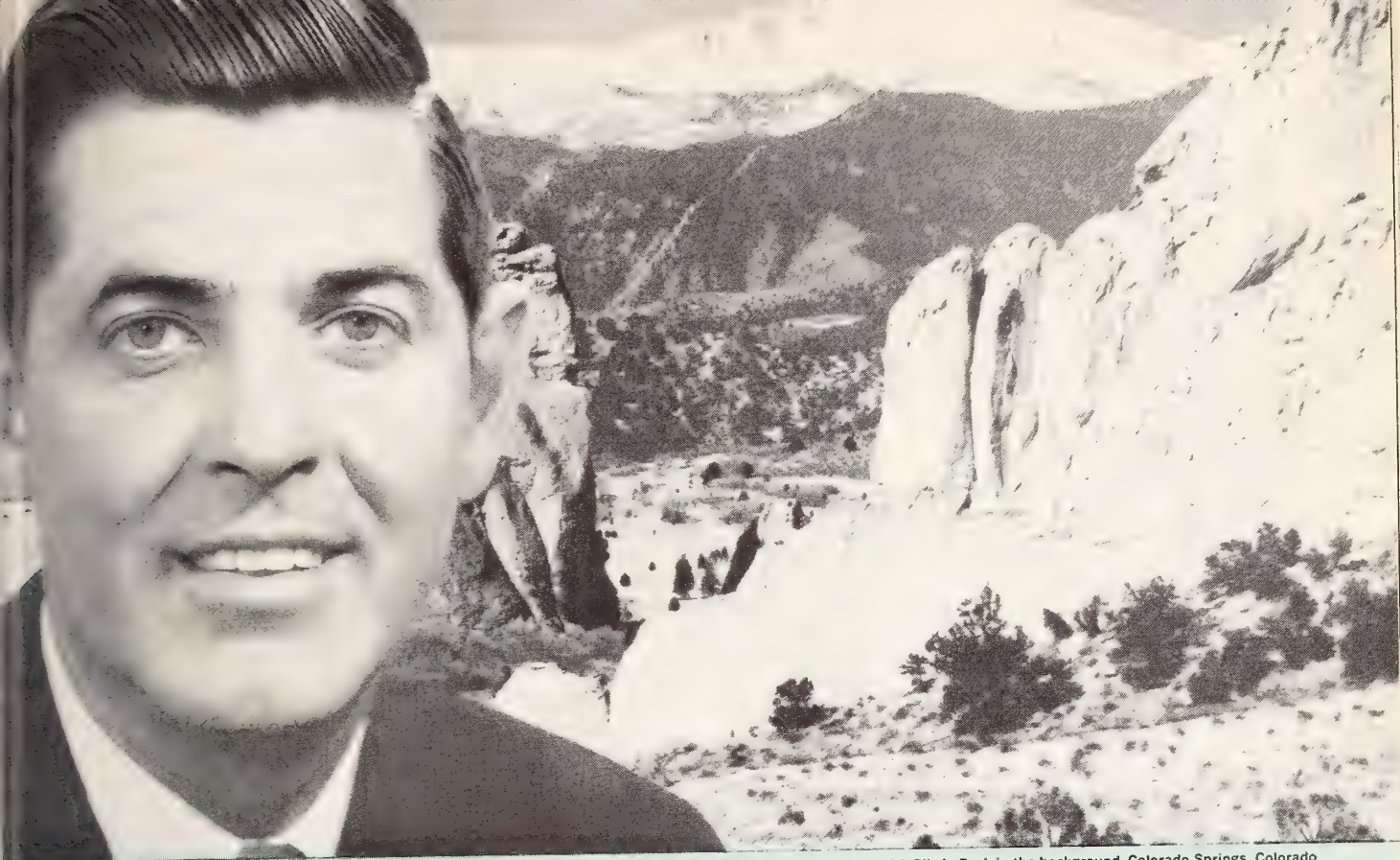
Up to now, ARB's audience measurement activities have centered on television, local and national. The most widely active radio audience measurement service is The Pulse, which provides local market reports based on the personal interview, aided recall technique. A. C. Nielsen Co. has stopped its local radio reports; it is said to be planning to drop the audimeters out of its combination audimeters-and-diary service for networks. Sindlinger & Co. uses the telephone-interview, aided-re-

call technique in its network service and is planning to initiate local radio reports. C. E. Hooper Inc. uses telephone coincidental surveys for its local-only service. Trace, operating mainly on the West Coast, uses an automobile-coincidental system in interviewing motorists stopped at traffic lights, etc.

Proposals To Networks ■ ARB officials said last week they have submitted conditional proposals to the radio networks, offering them national audience measurement reports based on 17,000 tabulated diaries per report—if the techniques are validated in the methodology study.

In addition, ARB authorities reported, a number of major radio stations have expressed interest in the new approach. They estimated that if the tests are positive, ARB can have its first national study, plus local studies in at least six major markets, underway by next spring.

The ARB system, in essence, as ad-



Garden of the Gods, with Pike's Peak in the background, Colorado Springs, Colorado

Why KRDO-TV bought Volumes 1, 2, 3, 4, 5 & 7 of Seven Arts' "Films of the 50's"

Says Jay Gardner:

Station Manager, KRDO-TV Colorado Springs, Colorado.

"When Seven Arts introduced their first Volume of 'Films of the 50's' back in 1960 we were looking for top programming to fill a prime time opening. We checked the Seven Arts features and even though they cost twice as much as any others we looked at, we bought them. They were obviously just what we needed to make us number one in the market, and this they did in short order . . . in the critical prime time periods of Saturday and Sunday night, and by the way, against stiff network competition. We had such

EXCELLENT FINANCIAL SUCCESS

with the first Volume of Seven Arts 'Films of the 50's' that as soon as each succeeding Volume was released we added them to our library for telecasting in our special showcase, 'Master of Seven Arts'. We have just recently acquired their latest release, 'Volume 7' and we're as sure of success with these films as we were with all of the others that have preceded them. We buy the top — to stay on top."



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

vocated by ARB Director James Seiler more than 15 years ago, focuses on individual listening rather than homes reached.

Two types of diaries will be tested. Half of the respondents will record only radio listening. The other half will use a multi-media diary to record not only their radio listening but also their television viewing, their newspaper reading and their magazine reading.

Multi-Media Tests ■ ARB officials said tests they have conducted over the past year indicate multi-media diaries may deliver more valid results than single-medium diaries. They said people tend to be "yeasayers," inclined to give the answer they think is wanted, and that tendency may be offset when the identity of the medium under study is obscured by asking about several media.

Mr. Seiler said the Detroit tests will seek not only to determine which type of diary produces the most valid results, but also to see whether either type brings adequate validity. The diaries will call upon respondents to indicate in

dent of RKO General Broadcasting, said that "as operators of America's largest independent station group, "we share the concern of many broadcasters, agencies and advertisers with respect to the adequacies of presently available radio audience information. While this project will be limited to a single major U. S. market, we are confident that satisfying results from this test will result in extension of the methodology by ARB to other markets, and could result in a new syndicated local radio measurement, providing more complete, valid and reliable audience estimates than have been available before. We are especially pleased that as part of this test, radio's impact on an area beyond the census-defined metropolitan market will be examined. Knowledge gained from this test will certainly be shared with interested agencies, advertisers, broadcasters and trade organizations."

Frank Boehm, research and promotion director of RKO General Broadcasting National Sales, who was credited with suggesting the project, said if

years old or older, wherever it may occur, provided it amounts to five minutes or more in a given quarter-hour.

The test project will attempt to develop audience estimates for Detroit stations in terms of (1) average daily quarter-hour audience, by one-hour periods from 6 a.m. to 6 p.m., Monday through Friday, with Saturday and Sunday shown separately; (2) average Monday-through-Friday quarter-hour cumulative audience, 6 a.m. to 6 p.m., by one-hour periods; (3) average quarter-hour audience for each day, by one-hour periods, 6 a.m. to 6 p.m.

The estimates, according to ARB, will be specified in terms of total number of persons reached, and also with total male and female breakdowns into four age groups: 12-17, 18-34, 35-50 and 50 plus. At-home and away-from-home audience estimates will be shown "when appropriate," ARB said, and demographic information will cover family size, age and education of housewife, and occupation of male head of household from which respondents are selected.

Data also will be gathered relating to the number of working order radio sets in the respondent's family, and identification of those equipped for FM, the number of working-order portable (cordless) radio sets, and the incidence of car radios among those respondents who have cars.

ARB officials said the sample for the Detroit test will be drawn from residential telephone listings for 19 counties, and that the results will be considered applicable to both the telephone and the nontelephone population.

Agency appointments...

■ Gardner Advertising Co. has been named to handle all advertising for the Household Products Division of Hamilton Cosco, Inc., of Columbus, Ind. Hamilton Cosco manufactures household furniture. Gardner's appointment becomes effective Jan. 1, 1964.

■ Lowery Organ Division of Chicago Musical Instrument Co. names Doyle Dane Bernbach as agency effective Jan. 1, 1964. Total billings for the account are approximately \$400,000, according to the agency.

■ Allied Foods, Los Angeles (Wilshire pickles, Zippy starch and Zippy Fluf fabric softener), to Beckman, Koblitz Advertising, Los Angeles. Initial campaign will introduce a soon-to-be-announced product in the San Diego market. Allied distribution covers food outlets in the nine Western states and Hawaii.

■ Commonwealth Savings & Loan Association (subsidiary of Allstate Enterprises), to Grey Advertising, Beverly Hills, Calif.



Field for ARB's upcoming methodology study in the Detroit area is discussed by Jim Seiler (l), director of American Research Bureau, and

Hathaway Watson (r) president of RKO General Broadcasting, which authorized the tests to improve radio audience measurements.

each instance whether the listening took place at home or away from home. Both telephone coincidental and personal recall surveys will be used to doublecheck the validity of the diary results.

ARB's methodology study will be conducted in the Detroit television market, at RKO General's request (RKO owns CKLW Windsor-Detroit and designated the television market for measurement because the TV market is often used by advertisers to define their marketing operations).

Watson Enthusiastic ■ In announcing the project, Hathaway Watson, presi-

successful it could lead to a service providing data not now available on a syndicated basis.

Donald J. Quinn, director of national sales for RKO General Broadcasting, called the study "consistent with our concept that future agency use of computers will require greater standardization of audience data for all media."

Reliable Methods Sought ■ ARB's Mr. Seiler said the purpose of the Detroit study is to "develop a method that will provide valid and reliable estimates of the total radio listening audience." "Listening" is that done by persons 12

WWDC^{radio} salutes Washington's finest

As Division Manager of the Washington, D. C. Division of Safeway Stores, Inc., J. A. Anderson heads one of the largest business operations in this area. Safeway's Washington Division operates 220 supermarkets in the District of Columbia, Virginia, Maryland, Pennsylvania and Delaware. Deserved recognition for the success of the Washington Division and to Mr. Anderson as its leader, came with his election as a Vice President by Safeway's Board of Directors in 1960. Born in Illinois, Mr. Anderson came to Washington and joined the Safeway "team" in 1933. He and his associates have made Safeway one of the best known and most highly respected names in the Washington business community. WWDC thanks Mr. Anderson, Safeway, and its agency, The Manchester Organizations, for the privilege of playing an important part in the Washington success story.

Represented nationally by John Blair & Company



WWDC RADIO WASHINGTON, D.C.



INCLUDED IN MEASUREMENTS: OTHER MEDIA, BUYING PLANS

Local market radio reports for Los Angeles, Chicago, New York and Philadelphia are to follow the Detroit re-

In addition, Mr. Sindlinger explained, "the reports carry information on automobile buying plans by make, automobile inventory and trade-in activity with reference to the various media." Later reports will include data on vari-

A similar service for television may

media. Sindlinger also retains a master card file of all interviews. If an auditing system is developed for ratings services, auditors can trace any Sindlinger respondents through the master file to verify the reports of interviewing.



40 YEARS OF
PROGRESSIVE BROADCASTING
WTAR *"The Voice of Tidewater"*
ONE OF AMERICA'S GREAT RADIO STATIONS
Air Date Sept. 21, 1923
NORFOLK-NEWPORT NEWS, VA.

be ready about the first of the year, Mr. Sindlinger indicated. Detailed magazine and newspaper breakouts for the market-by-market media mix reports also will be available upon special order.

Auto Projects ■ Sindlinger's new radio report has been made possible only as a result of the heavy investment which has been made in the basic survey by the auto industry during the past several years, Mr. Sindlinger said. This also has provided the additional advantage of some five years of field testing and refinement, he indicated.

The cost of the new local market radio report will range about \$2,500-\$3,000 per station, he said, while the cost to agencies will average about \$150 per market on the basis of a multiple-market buy. The cost to advertisers will be custom priced depending upon how much additional product and other data is desired. Sindlinger's price for its national radio report runs \$100 per month for agencies.

Mr. Sindlinger told his Chicago audience last week that he has drawn some broad general conclusions from the range of media, economic and product-buying data gathered during the past few years, especially that relating to differences between the hard-to-reach and easy-to-reach telephone respondents. Among these:

- Those not at home when first called "are likely to be better doers and better spenders—which is one reason they are not at home." (Sindlinger keeps after them until they are reached, he said.)

- Hard-to-reach people tend to have higher income, own more automobiles and are heavy auto radio listeners, especially the males. The majority of those indicating new-car purchase intentions fall within this group. They also are heavy newspaper readers, particularly of morning papers.

- Easy-to-reach people tend to be light radio listeners and light magazine and light morning newspaper readers, but they own more TV sets. They tend to represent households of heavy TV viewing and a big family, and their

intention-to-buy list more often is headed by a new washing machine than by big items such as a house.

- Listeners to FM-only stations tend to be those who rank "very high in buying plans."

Using the upcoming Detroit report as an example of what will be typical of the local market data, Mr. Sindlinger said the basic radio figures will include by 15-minute periods the sample size, the total persons who said they listened, station rating and audience share, and how many listened at home, in autos and in other places.

Ratings Range ■ Each rating will comprise three figures rather than the usual one, he said. The rating also will include two additional figures, one indicating the upper limit of standard statistical deviation and the other showing the lower limit.

This aspect of the local market reports will be significant, Mr. Sindlinger said, because it will tend to force stations away from emphasis upon being "first" in mere audience quantity or "rating." Audience quality—specific advertiser prospects as indicated by the economic and product data—will take on greater importance, he indicated.

Thus, he explained, a sponsor might find that a market's No. 4 station actually has cornered far more of his best "planning-to-buy" prospects than the station rated No. 1. Sindlinger's continuing daily survey system also eliminates "rating week" problems in broadcasting, he said.

The Detroit report will include data on about 15-17 different AM and FM only stations during the average quarter-hour, Mr. Sindlinger said. The daily average of different radio stations will total about 35-40, he said, since this total will also include out-of-town station listening measured in Detroit.

Publications Too ■ The Detroit media-mix report also will show some 175 magazines and periodicals "read yesterday," he explained, as well as the local readership of Detroit newspapers and all out-of-town papers such as the *Wall Street Journal*, *New York Times* or *Christian Science Monitor*. "Last

night's" TV viewing will be measured by programs.

The local market reports also will show specific audience characteristics such as those for auto radio. The Detroit data, he said, shows a heavy blue collar lower-income auto radio audience during the 6-8 a.m. period while a heavy white collar auto audience peaks during the 8:30-9:30 a.m. period, followed by men salesmen and women shoppers. The afternoon pattern is comparable too, he said.

Can people today possibly recall their radio listening "yesterday" by the quarter-hour when unexpectedly called by Sindlinger interviewers? Yes, Mr. Sindlinger claimed, for several reasons. One reason is a change of radio listening habits during the past decade, he said, while another is the careful method of questioning employed.

There are three types of radio listener today, Mr. Sindlinger said. One turns the set on and leaves it fixed all day with one station. The second is the "in and out," who tunes eight or nine times a day for specific reasons such as news. The third listens to "program blocs" on four or five stations.

Defense of Recall ■ Mr. Sindlinger said his confidence in the recall accuracy also has been increased by the manner in which the daytime-only, FM and suburban stations show up or disappear within different portions of a market's interview sample.

Mr. Sindlinger said he does not believe in fixed panel samples because they decay through unconscious "cooperation" over a period of time. His firm's telephone recall method uses a new random sample each day of the week. Monday's incomplete calls are re-called on Monday every two weeks until they are completed or refused.

Telephone interviewing, because it is impersonal, also tends to be more accurate, he claimed, and it also enjoys a higher completion rate than personal interviewing.

Mr. Sindlinger, who at one time was with the Gallup opinion research organization, formed his own market research firm in 1948. One of his first ventures was the Radox system for instantaneous measuring of radio-TV tuning in the Philadelphia area. The Radox data furnished initial proof of the reliability of the telephone recall.

About 1957 Sindlinger began consumer studies for the major Detroit auto firms. These reports have included media data. One early study, rejected at first by Ford, predicted quite accurately that the number of Edsels which would be sold would be far less than anticipated, he recalled. Sindlinger also has done continuing special TV studies for DuPont and Chrysler.

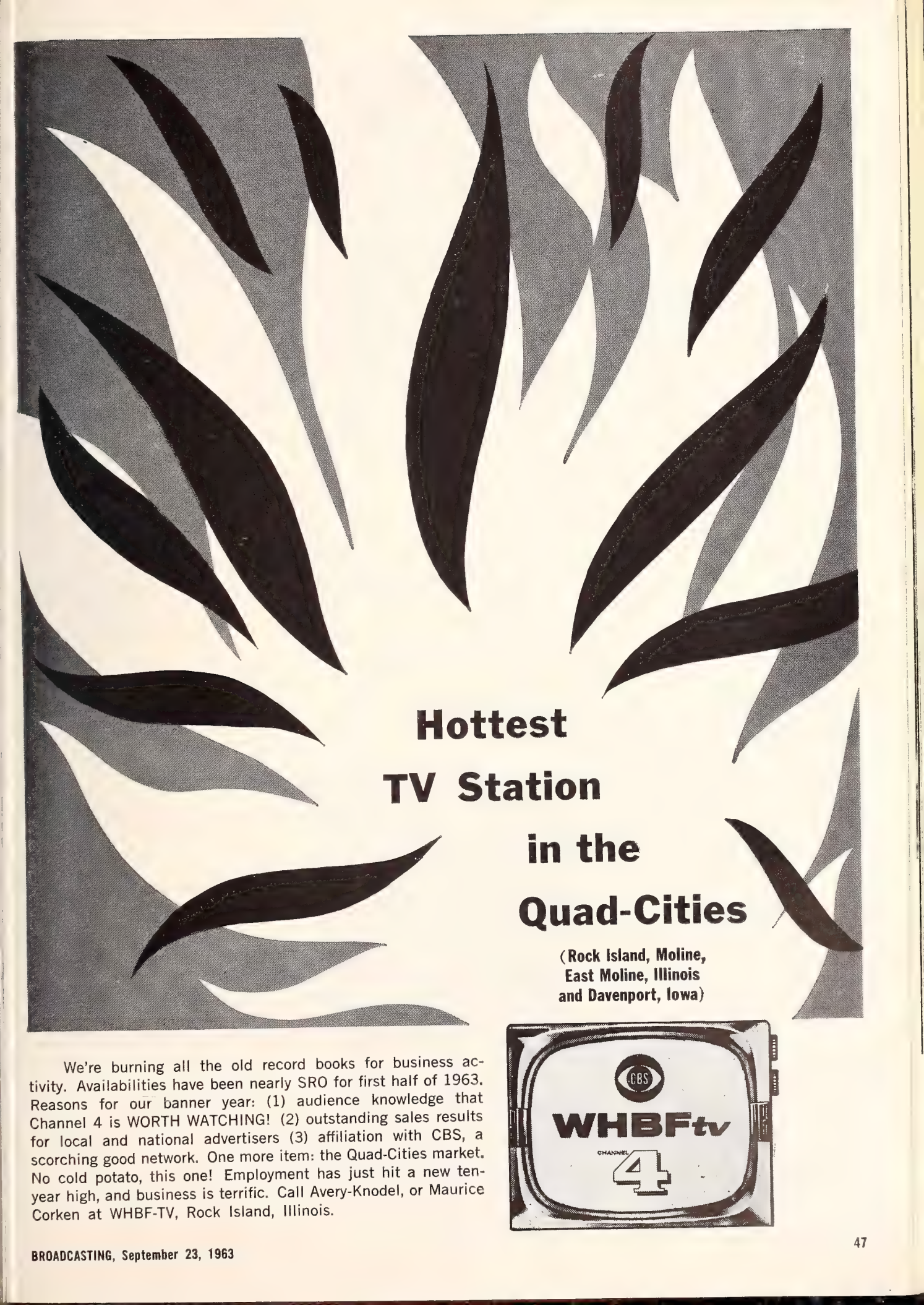
Twist uses twist for a tryst with the Jets

New York's American Football League entry, the Jets, have turned to radio in an attempt to build "public affection." Through their newly appointed agency, Redmond & Marcus, New York, the Jets are in the midst of a four-week radio campaign on four New York stations—WOR, WCBS, WABC and WMCA.

Using what the agency calls "a Damon Runyon type girl we call Janie," the announcements present a

woman's view of the Jets, ending with the line, "See you at the Polo Grounds (Jets home park), doll." The character is intended to be "likeable, and colorful, to prove that we can laugh at ourselves," according to the agency.

The campaign, with an estimated frequency of between 65 and 75 spots per week, is expected to cost the New York football team approximately \$25,000.



Hottest TV Station in the Quad-Cities

**(Rock Island, Moline,
East Moline, Illinois
and Davenport, Iowa)**

We're burning all the old record books for business activity. Availabilities have been nearly SRO for first half of 1963. Reasons for our banner year: (1) audience knowledge that Channel 4 is WORTH WATCHING! (2) outstanding sales results for local and national advertisers (3) affiliation with CBS, a scorching good network. One more item: the Quad-Cities market. No cold potato, this one! Employment has just hit a new ten-year high, and business is terrific. Call Avery-Knodel, or Maurice Corken at WHBF-TV, Rock Island, Illinois.



The creative mind and advertising

AN ATMOSPHERE FOR IMAGINATION SOUGHT IN AGENCIES

The role of the creative individual in advertising and how his imagination may be used most effectively in the American system of hard-headed competitive free enterprise was a major topic of speakers at the Western region meeting of the American Association of Advertising Agencies, held Wednesday-Thursday (Sept. 18-19) in San Francisco. Some 500 advertising executives attended one or more of the sessions.

Defining the creative person and what makes him that way, Donald W. Mackinnon of the Institute of Personality Assessment and Research, University of California, said that this individual is most generally characterized by "his high level of effective intelligence, his openness to experience, his freedom from crippling restraints and impoverishing inhibitions, his aesthetic sensitivity, his cognitive flexibility, his independence in thought and action, his high level of creative energy, his unquestioning commitment to creative endeavor and his unceasing striving for solutions to the even more difficult

problems that he constantly sets for himself."

Tryout For Ads ■ A new kind of research that gives the creative advertising individual "the equivalent of the New Haven tryout of the Broadway play" and is "a far cry from research that straight-jackets creative thinking," was described by Marion Harper Jr., president and board chairman of Interpublic Inc. and past chairman of the AAAA.

This new kind of research, for which McCann-Erickson, Interpublic's largest agency, has appropriated a half million dollars, makes use of a testing technique that "measures what an advertisement does to people, rather than what people may do to an advertisement," Mr. Harper stated.

The technique's basic concern is persuasion, he explained. "It is measured through evidence of increased desire to buy the advertised product, or increased interest in the company. Supporting measurements relate to the importance of ideas in the purchase of the

particular product; interest in reading the advertisement or viewing the commercial; contribution to new learning; level of plausibility. The tests are conducted among customers and prospects for the product advertised—those predisposed positively or negatively toward it, and those uncommitted."

The procedure's success depends in part on speed and economy, primary considerations in its design.

"We have found it can be used rapidly and affordably for judging campaign ideas," Mr. Harper said. The technique focuses on an ad's business purpose. "It satisfies the requirement that the basic product of an advertising agency should be persuasion rather than advertisements, commercials, or even creativity. It brings the creative person—not applause or offense to his vanity—but an index to the persuasiveness of his inventions."

Ideas ■ The new research technique was devised, Mr. Harper said, to aid the agency's creative people in the development of ideas, "the right ideas,

Advertising's role in preserving freedom

Advertising is vital to the preservation of freedom, Tom Dillon, general manager, BBDO, declared Wednesday (Sept. 18) in a luncheon address to the Western region convention of the American Association of Advertising Agencies, Sept. 17-19 in San Francisco.

"In any country that gets above subsistence living, man is presumed to be entitled to freedom of economic choice," Mr. Dillon said. He is free to choose whether to spend his money on a glass of beer or to put it into a bank. He also can decide what he will spend his money for, in terms of what he thinks will best suit him. "It is a freedom no less dear than the freedom of choosing the men who will govern him or the religious thought he will follow. The very essence of all these freedoms is that he is free to do something that you and I might feel to be very foolish.

"You and I may deplore his decisions. But freedom from tyranny is freedom to make mistakes as well as freedom to be right. To exercise freedom of choice we've got to know what we've got a choice of. This is the function of advertising. . . .

What the orators and preachers are to politics and religion, advertising is to economics. Advertising pre-

sents in the best possible way the best possible case for an economic decision to buy certain products and services. Is this an economic and social waste?

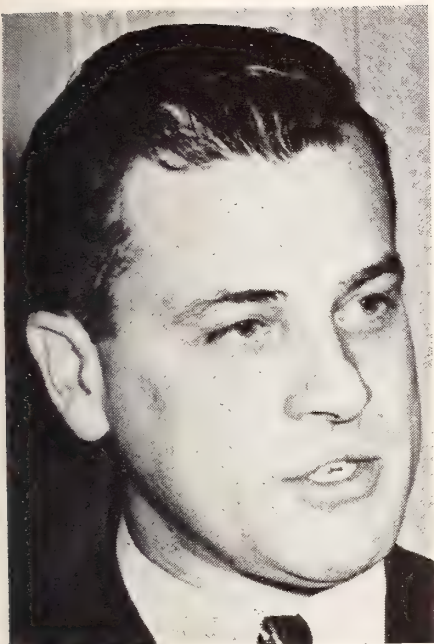
"Of course it isn't. It is only a waste if you don't believe in freedom," Mr. Dillon said he thought advertising is as "vital" to the preservation of freedom "as the free exercise of publishing a newspaper . . . of building a church or . . . of the right of trial by jury."

Sole Advocate ■ Advertising, he continued, is not only the sole practical source of "advocating" the economic choices available, it is also the main support of the "only communication system that is not under control of the state." Without advertising's financial support not only would "there be no practical freedom of economic choice, but there is a very serious question whether there would be any practical freedom in politics and religion."

Mr. Dillon went on to list the countries spending the highest percentage of their income on advertising, a list headed by the United States, with 2.89%, then Canada, 2.138%, the United Kingdom and



Tom Dillon



Campbell-Ewald's Adams



General Motors' Smith



Interpublic's Harper

the most profitable ideas" for the advertiser. Most advertising research "has been oriented to what has been tried and what has been done to the old and to the past. It is concerned with proof, not discovery. Creativity is fo-

cused on the future and on the new. The new is a product of imagination, experience and knowledge."

Imagination, he added, can "create the noncommunicative as well as the communicative; the unpersuasive as well

as the persuasive; the ineffective as well as the effective. The new expression that doesn't communicate may be just as creative as one that does." An agency should have an atmosphere of freedom for the imagination, and still give it guidance. "We may repudiate research as a substitute for imagination, but we are obliged to turn to it for evaluation of its creatures," he said.

Mr. Harper said creative people should have their own pre-testing methods which they can use or reject. This would encourage them to try things—"to go 'far out' without fear of lifted eyebrows, closed minds or phony permissiveness. Within this atmosphere, creativity can come into full flower. It can express the finest inspiration of the creative mind in support of the business purposes of the advertiser. This is a use . . . that liberates rather than inhibits."

Resentments ■ Inside the agency, "the creative person is no bargain to get along with," Ernest A. Jones, president of MacManus, John & Adams, asserted. "Creative people are rewarded and motivated to a large degree by the things they make and deeply resent having their creations meddled with by those they may consider as interloping imposters. They may consider the creative function an embattled enclave surrounded by management Indians, with the authority for "completely irrelevant criticism." Creative people, he continued, "are sensitive, volatile, ego-centered, tactless and often inarticulate. . ."

Creativity, Mr. Jones declared, "is a divine affliction." But "it can also be a pain in the assets of any otherwise well-managed agency. The creative spirit must be directed to a commercial end."

MJ&A has established seven bench-

Finland, 2.1% each, declining past Australia, Portugal, Norway, Sweden, West Germany, the Netherlands, Japan and Brazil to Denmark, with 1.4% of its gross national income spent for advertising. At the other end of the list, he cited Russia, Red China, East Germany, Cuba, Poland, Hungary and Czechoslovakia—all with no advertising.

Mr. Dillon asked, "Do you think for a moment that this is a coincidence? Do you think that it is just a matter of luck that advertising and freedom and dignity of man go hand in hand? Do you think advertising is merely a frill that rich and successful nations can afford? If you do, I would like you to remember that in all countries where freedom of the press and freedom of speech and freedom of religion are suppressed, they are suppressed under the argument that the people are not yet rich enough for that luxury. . . . Advertising is never welcome among the politically or intellectually arrogant who have appointed themselves the nursemaids of the people. Tyranny . . . hates advertising like the devil hates holy water."

The BBDO executive told his au-

dience that if it believed with him that "advertising plays such a vital part in maintaining the freedom of our social structure, then you and I as the citizens charged with advertising bear some heavy responsibilities. Among these responsibilities, Mr. Dillon called for advertising to be "as free as possible from legitimate criticism." He continued that he is "gravely concerned that we may not meet our responsibility to protect the principle of freedom of speech in advertising. For the first time in 228 years, we are finding a spate of cases where truth is no defense against suppression. . . ."

More important, Mr. Dillon concluded, all in advertising should continue to support "the long-standing American tradition of noninterference in the communications content of media. We have a grave responsibility to protect the independence of our communications media—for the day on which we do not do so, we open up an additional opportunity of news management by the state. I happen to be very much in favor of having news managed by managing editors and advertising managed by advertising managers."

Ogilvy doesn't savor taste of commercials

David Ogilvy, chairman of Ogilvy, Benson & Mather, used the occasion of the annual fall conference of the Magazine Publishers Association last week in New York to launch a blast against "tasteless materialism" of American television commercials.

Speaking before the group's seventh annual membership meeting, Mr. Ogilvy made a general plea for government control of both programming and advertising. The title of his talk, "Confessions of an Advertising Man," is also the title of a book written by Mr. Ogilvy which will be released Oct. 21.

Although his agency channeled some \$2 million into television advertising last year, Mr. Ogilvy said that TV commercials had "made Madison Avenue the arch-symbol of tasteless materialism," and said he was "angered to the point of violence" by "vulgarity of the commercials."

He expressed favor with commercials which were informative and factual, rather than combative.

He also said that the practice of granting sizable discounts to big advertisers had the effect of retarding, or slowing the entry into advertising of the smaller companies.

marks which "effectively marry creativity to commerce," he reported, listing them in question form: Is the advertisement based on a single selling idea? Does the idea have a definite objective? Does the idea point up a competitive difference? Is the idea presented in a fresh and different way? Is it communicated with clarity and speed? Is the idea believable? Is there an attitude, tone of voice and spirit throughout the communication that makes the reader, listener or viewer warm up to and like the advertiser?

"Don't forget the consumer," Fred Gerlach, vice president and director of research at Gardner Advertising Co., warned. "In our creative research work," he said, "we attempt to position the creative effort on a scale against other creative efforts (will this do the job better than something else?) and we then attempt to find out why the creative effort is positioned the way it is." But, he declared, most of the various techniques now in use fall short because they "have overlooked that they are operating within the field of communications and that communications is a two-way street."

The measurements now being made are chiefly static, Mr. Gerlach stated. "They only consider the advertising input at a given moment in time, but they do not consider that the recipient of the advertising message, if only in his own mind, will talk back." This means that dynamic instead of static research techniques are needed and he noted that experiments in this direction have already produced some interesting and helpful results, "which promise positioning of the creative effort and guidance for the copy writer and art director."

Admen And Eggheads ■ Advertising men also have to get along with eggheads and they will do so more happily if they "recognize the valid contributions of the intellectual" to our modern society and his role as a critic of adver-

tising, Thomas B. Adams, president, Campbell-Ewald Co., stated.

Eggheads are even to be found in agencies themselves, he pointed out, generally in the research and creative departments. "We need them to help us understand and evaluate our efforts," he said, "but we don't listen to them and this is most often due to one simple fact: We don't understand them. We had better learn. . . Let us listen to them. Let us try to learn from them. Let us let them scan us and our activities and benefit from their conclusions. Let us give them the opportunity to help us, because we are going to need their help, if we expect to do the kind of job that will have to be done in the years ahead."

The advertiser's role in the advertiser-agency relationship, was defined by Gail Smith, director of advertising and market research, General Motors Corp. The advertiser, he stated, "must believe in advertising. He must think of it as an investment, not as an expense."

Next, "the advertiser should supply the agency with clear, simple, sensible objectives. They should encompass just what the advertising is supposed to do and should not try to make advertising assume responsibilities that belong to other parts of his business. . . The advertiser should recognize that the agency is a respectable, hard-working, well-managed business. As such, he should expect and want it to make a reasonable profit. [He] should also believe in long-term relationships with his agency . . . [and] should consider replacement only under unusual circumstances. . .

The advertiser should be willing to let the agency know exactly what he feels his image should be, and what his basic policies and objectives are. To accomplish his purpose he must treat the agency as a "full-working partner."

The Other Side ■ What an advertiser expects from his agency, was discussed

by John Hunter, advertising vice president of B. F. Goodrich Co., who said that advertisers should expect their agencies to "ask for a clear definition of what it is and is not expected to do in the marketing process . . . ask for a clear and complete channel of information necessary to accomplish its assigned responsibility . . . decline responsibility for which it is not fully prepared . . . strive for practical creativity and include the plans for executing it [and] explore its opportunity to keep abreast of and offer constructive criticism in the areas of the marketing process for which it has no responsibilities."

Advice To Agencies ■ Agencies have to get along with retail and wholesale grocers and currently the relationship leaves much to be desired, Michael J. O'Connor, executive director of Super Market Institute, told the AAAA gathering. The manufacturer's salesman, faced with complaints about packaging, pricing, promotions or deals which he cannot answer, "finds the agency an easy scapegoat," Mr. O'Connor commented. The agency also takes the rap for tradepaper advertising, he said, reading from an ad for lighter fuel. "All you have to do is make sure your customers know you stock XYZ lighter fuel. The demand for it is already tremendous. Just display the eye-catching cans in a prominent place and sit back. Your profits will ZOOM. . ." Mr. O'Connor noted that "an average super market doing \$1 million in annual volume sells approximately five cans of lighter fluid a week."

A former agency man himself, Mr. O'Connor suggested that agency people could profitably attend more meetings held by the super market industry, "to listen to the problems and the trends and the language of the business." He also suggested a joint SMI-AAAA advertising school or clinic, held once or twice a year, at which agency specialists could teach retailers "the fine points of creative planning, typography, art and production, media and research."

At Young & Rubicam, New York, the computer is "the center of a new system of decision making," Peter Langhoff, vice president and research director, told the meeting. "We are using the computer to stimulate the mental process of the ideal media buyer," he said. "We have all known that ideally, given all the time and data we needed, we would select our media schedules in a much more precise fashion than is our actual practice. The computer operates with such amazing speed that time is no longer a significant obstacle to achieving the ideal. Only our own inertia now stands between us and the ideal."



PULSE-TAKER

Mrs. McGrath wants a program about parakeets.

She may not get it, but at least we know about Mrs. McGrath. She was one of many thousands in our station cities who submitted to lengthy interviews by field researchers from the Magid Company. These Magid surveys are marked For Management Use Only. They guide our station managers in assessing the community's needs and desires in television and radio service. Who knows... there might even be a good show in parakeets!



We believe that audience research is a continuing obligation of broadcasters, both to their audiences and to the industry which they represent. As a division of Time Incorporated, Time-Life Broadcast allocates substantial budgets annually toward investigations of its audiences' preferences and needs.

CALIFORNIA—KOGO-TV-AM-FM San Diego COLORADO—KLZ-TV-AM-FM Denver INDIANA—WFBM-TV-AM-FM Indianapolis MICHIGAN—WOOD-TV-AM-FM Grand Rapids MINNESOTA—WTCN-TV-AM Minneapolis/St. Paul

TV billing reaches new high

FIRST HALF HITS \$853 MILLION AS NETWORK INCREASES 6%

Television's gross time billings for network and spot reached a new level of nearly \$853 million in the first six months of 1963.

The Television Bureau of Advertising reported today (Monday) that network TV gross totaled \$411,165,900, an increase of 6% over the \$387,772,615

billings in the like period a year ago.

Spot TV, as reported previously by the bureau had gross billings of \$219.7 million for the first quarter of the year, and \$223.1 million in the second quarter, or a total of \$442.8 million. The gains in spot were 20% and 18.5% respectively for the two quarters.

According to these computations, spot TV would appear to be well out in front of network in terms of gross time billing at the mid-year (CLOSED CIRCUIT, Sept. 16).

Among the big gainers was Bristol-Myers Co., which has been showing up strong in both network and spot.

NETWORK TV BY PRODUCT CLASSIFICATIONS
Source: TvB/LNA-BAR

	Second Quarter 1963	Second Quarter 1962	% Change
Agriculture & farming	\$ 24,400	\$ 81,845	- 70.2
Apparel, footwear & accessories	3,470,900	3,061,436	+ 13.4
Automotive, automotive accessories & equipment	13,896,500	12,203,283	+ 13.9
Beer, wine	2,311,600	2,303,822	+ 0.3
Building materials, equipment	2,839,300	2,013,265	+ 41.0
Confectionery & soft drinks	4,799,900	6,189,520	- 22.5
Consumer services	678,200	806,840	- 15.9
Drugs & remedies	25,908,100	21,129,543	+ 22.6
Entertainment & amusement	255,000	274,804	- 7.2
Food & food products	33,556,500	32,907,814	+ 2.0
Freight, industrial & agricultural development	29,600	29,455	+ 0.5
Gasoline, lubricants & other fuel	3,033,700	4,583,242	- 33.8
Horticulture	517,800	200,632	+158.1
Household equipment & supplies	9,485,800	8,496,222	+ 11.6
Household furnishings	649,000	667,792	- 2.8
Industrial materials	4,123,900	4,496,846	- 8.3
Insurance	4,743,100	3,745,882	+ 26.6
Jewelry, optical goods & cameras	2,928,500	4,578,908	- 36.0
Office equipment, stationery	1,161,200	842,085	+ 37.9
Political	3,898
Publishing & media	255,300	268,986	- 5.1
Radio, TV sets, phonographs, musical instruments, access.	752,000	1,048,696	- 28.3
Retail or direct by mail	10,500
Smoking materials	22,959,000	21,703,435	+ 5.8
Soaps, cleansers & polishes	22,041,800	20,923,361	+ 5.3
Sporting goods & toys	1,555,300	1,132,324	+ 37.4
Toiletries & toilet goods	41,795,100	36,935,170	+ 13.2
Travel, hotels & resorts	605,700	263,615	+129.8
Miscellaneous	2,952,100	2,261,518	+ 30.5
TOTAL	\$207,339,800	\$193,154,239	+ 7.3

NETWORK TV BY PRODUCT CLASSIFICATIONS
Source: TvB/LNA-BAR

	January-June 1963	January-June 1962	Percent Change
Agriculture & farming	\$ 24,400	\$ 81,845	- 70.2
Apparel, footwear & accessories	4,730,500	4,665,927	+ 1.4
Automotive, automotive accessories & equipment	28,772,100	24,905,093	+ 15.5
Beer, wine	3,655,600	4,058,424	- 9.9
Building materials, equipment	4,958,100	3,025,070	+ 63.9
Confectionery & soft drinks	10,553,100	13,999,742	- 24.6
Consumer services	2,078,600	3,645,275	- 43.0
Drugs & remedies	58,784,500	48,787,065	+ 20.5
Entertainment & amusement	596,100	486,072	+ 22.6
Food & food products	66,859,900	67,841,854	- 1.4
Freight, industrial & agricultural development	68,700	76,600	- 10.3
Gasoline, lubricants & other fuel	5,206,600	9,243,941	- 43.7
Horticulture	546,900	304,325	+ 79.7
Household equipment & supplies	16,184,300	14,938,648	+ 8.3
Household furnishings	1,511,800	1,732,665	- 12.7
Industrial materials	9,327,700	9,915,930	- 5.9
Insurance	8,856,700	7,356,407	+ 20.4
Jewelry, optical goods & cameras	4,625,000	6,098,433	- 24.2
Office equipment, stationery	2,098,500	1,428,147	+ 46.9
Political	3,898
Publishing & media	459,900	627,609	- 26.7
Radio, TV sets, phonographs, musical instruments, access.	1,765,000	2,392,073	- 26.2
Retail or direct by mail	22,800
Smoking materials	46,274,700	43,583,137	+ 6.2
Soaps, cleansers & polishes	43,298,700	40,494,769	+ 6.9
Sporting goods & toys	3,054,200	3,015,804	+ 1.3
Toiletries & toilet goods	79,241,300	70,007,337	+ 13.2
Travel, hotels & resorts	1,250,300	603,889	+107.0
Miscellaneous	6,359,900	4,452,636	+ 42.8
TOTAL	\$411,165,900	\$387,772,615	+ 6.0

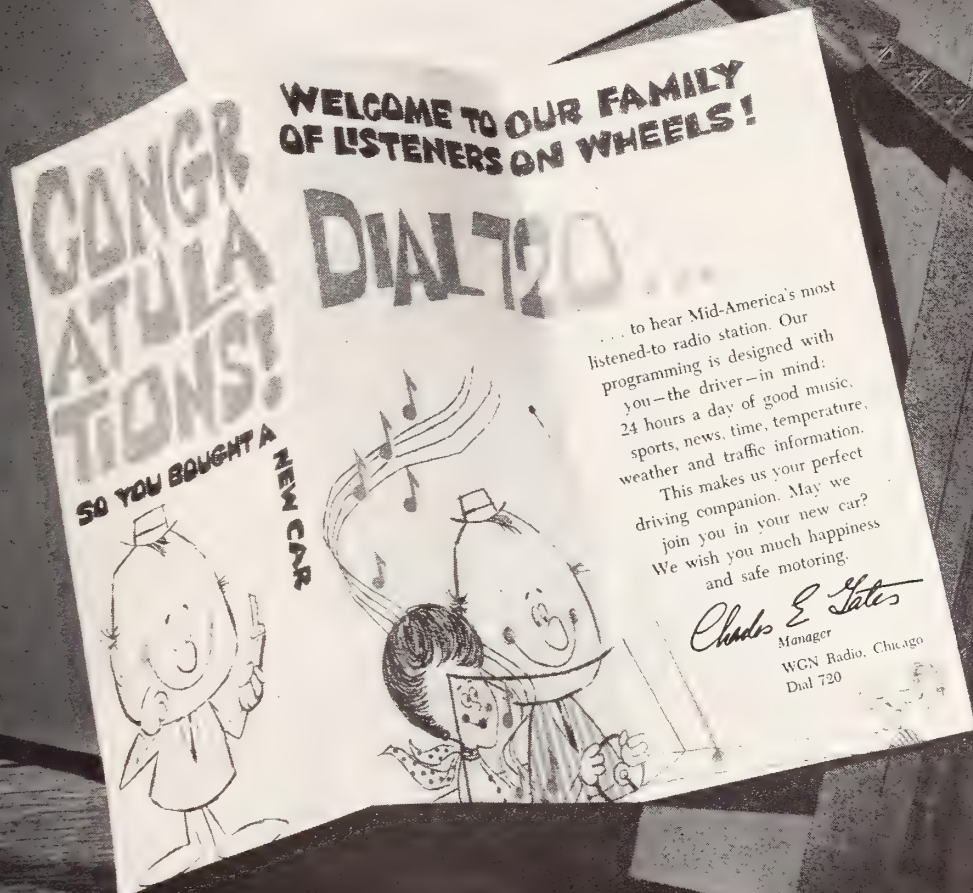
LEADING BRANDS IN NETWORK TV-JANUARY-JUNE
Source: TvB LNA-BAR (Est. Gross Time Billing)

	1963	1962
1. Anacin tablets	\$6,014,600	\$5,436,213
2. Bufferin	4,730,400	3,815,972
3. Salem cigarettes	4,381,600	3,775,771
4. Winston cigarettes	4,252,700	3,970,556
5. Crest tooth paste	4,029,200	3,829,079
6. Bayer aspirin tablets	3,996,500	3,171,055
7. Chevrolet passenger cars	3,625,000	4,026,013
8. L&M filter tip cigarettes	3,564,400	3,275,854
9. Camel cigarettes	3,464,300	4,320,029
10. Pall Mall cigarettes	2,934,700	2,733,674
11. Alka Seltzer	2,836,500	2,231,051
12. Kent cigarettes	2,814,200	2,913,559
13. Dristan tablets	2,649,300	2,286,767
14. Excedrin tablets	2,458,700	1,068,125
15. Colgate dental cream	2,443,000	3,529,791
16. Campbell's soups	2,437,000	2,748,545
17. Marlboro cigarettes	2,148,900	1,851,470
18. Viceroy cigarettes	2,130,100	2,809,331
19. One-A-Day vitamin tablets	2,083,000	1,887,650
20. Prudential insurance	2,034,800	1,909,281
21. Pillsbury chilled products	2,020,100	2,179,443
22. Nabisco cookies	1,954,300	1,948,447
23. Chesterfield cigarettes	1,953,300	1,756,640
24. Geritol	1,946,300	1,636,992
25. Ford passenger cars	1,911,900	2,833,156

LEADING COMPANIES IN NETWORK TV-JANUARY-JUNE
(Source: TvB/LNA-BAR)

	1963 Network TV	1962 Network TV
1. Procter & Gamble	\$28,066,400	\$24,855,975
2. American Home Products	18,412,900	15,667,124
3. Bristol-Myers	15,270,700	10,054,309
4. General Motors	13,783,200	11,605,241
5. R. J. Reynolds Tobacco	12,669,700	12,190,640
6. Colgate-Palmolive	12,405,800	12,681,654
7. Lever Brothers	12,375,400	12,924,868
8. General Foods	9,505,600	9,825,622
9. Gillette	8,075,800	6,633,290
10. Alberto-Culver	7,776,600	6,145,162
11. Sterling Drug	7,029,900	5,406,118
12. General Mills	6,925,900	5,777,739
13. P. Lorillard	6,568,800	6,338,969
14. Ford Motor	6,424,000	8,208,377
15. Brown and Williamson	6,331,400	6,876,932
16. American Tobacco	5,963,300	5,756,197
17. Philip Morris	5,958,900	5,021,715
18. Block Drug Co.	5,833,300	4,171,955
19. Liggett & Myers	5,635,400	5,032,494
20. S. C. Johnson and Son	5,543,600	4,740,364
21. Miles Laboratories	5,517,300	5,045,988
22. Kellogg	5,198,900	5,744,217
23. J. P. Williams	4,992,800	5,431,139
24. Campbell Soup	4,965,300	4,093,691
25. National Biscuit	4,567,500	5,126,639

Another important plus



THE PERSONAL TOUCH

300,000 new-car buyers in Illinois, Indiana, Michigan and Wisconsin are receiving personal cards of congratulation from WGN Radio.

This is another promotion "first" for WGN... in Chicago... and the nation! These cards provide a unique personal touch—another important plus for WGN Radio's audience and advertisers. The personal touch is the key to listener—and brand—loyalty.



WGN IS CHICAGO

All media assigned in Buick's ad plans

New all-media advertising strategy this fall of the Buick Motor Division of General Motors Corp., including the firm's heavy use of TV and radio, was outlined Thursday (Sept. 19) by Gerald M. Millar, Buick's director of advertising.

The major campaign, which also marks Buick's plunge in spot TV, breaks around the new car debut date Oct. 4 and is being preceded by a saturation teaser drive in spot radio (BROADCASTING, Sept. 16, Aug. 5). Buick plans waves of TV network exposures and radio-TV spot following the debut date. Agency is McCann-Erickson.

Mr. Millar said the Buick advertising objective is to "realize all of the distinct benefits available from each of the different categories of media." He said "definite responsibilities" have been assigned to each of the various media.

The roles of newspapers and radio, he explained, are "to create local traffics to the dealerships and to promote action at the point-of-sale in the showroom."

Television's role, he said, is "to show Buicks in use and in action, dramatically and effectively."

Magazines will be used to "show the styling of the whole line of 26 models," he continued, while outdoor will "provide impact for the Buick car and for the dealer."

Business briefly . . .

Minute Maid, for the 10th consecutive year, and **Hi-C**, for the sixth year, have renewed sponsorship of the *Tourna-*

ment of Roses Parade on NBC-TV (11:30 a.m.-1:45 p.m. EST, Jan. 1). Agencies are McCann-Erickson and Dancer-Fitzgerald-Sample, respectively.

General Mills and **American Tobacco Co.** will sponsor *World Series Spotlight*, a 15-minute sports information show to be presented on NBC-TV preceding each game of the 1963 World Series. The programs will begin 15 minutes before the start of each series telecast with the first show scheduled for Oct. 2 (12:30-45 p.m. EDT). The first two *Spotlight* shows will be presented in color.

Chevrolet picks TV to boost new models

Chevrolet Div. of General Motors Corp., through Campbell-Ewald Co., is using a barrage of television to introduce its 1964 cars. Friday, Sept. 27, will be Chevrolet Day on ABC-TV, with almost every program on the network from 11 a.m. through the 11 p.m. news carrying news of the models in the new Chevrolet line. Viewers of *Trailmaster* (re-runs of *Wagon Train*), *Day in Court*, *The Loretta Young Show* and other daytime programs, plus such evening shows as *77 Sunset Strip*, *Burke's Law*, *The Farmer's Daughter*, *Make That Spare* and *The Late News* will be told that the new Chevrolets are in the showrooms, waiting to be inspected.

On Sunday, Sept. 29, Chevrolet will repeat the idea it introduced so successfully last year and wind up an interrupted hour of *Bonanza* with a 5½-minute commercial, the commercial like the program being broadcast in full

color on NBC-TV. As before, regular members of the *Bonanza* cast will take part in the commercial, joined in the task by Dan Blocker's four children, Debra, Dianna, David and Dennis. All the new Chevrolets for 1964 will be introduced in close-up and long-shot, with a *Bonanza* star at the wheel of each model, in the extended commercial, which was filmed on location at a Southern California ranch.

During its announcement week, Chevrolet will also sponsor ABC-TV's *The Jimmy Dean Show* plus a pre-season segment of *Route 66* on CBS-TV, in addition to the Friday line-up on ABC-TV and the Sunday *Bonanza* broadcast on NBC-TV.

'Sunday' 85% sold for fourth quarter

The NBC News show *Sunday*, which starts Oct. 27, 4-5 p.m. EDT, is reportedly 85% sold for the fourth quarter of this year and half-sold in 1964. Those accounts and their agencies which have purchased participating sponsorship extending through the first half of 1964 are Aetna Casualty & Surety Co. (Remington Advertising Inc.); The Glidden Co. (Meldrum & Fewsmith); and Masonite Corp. (Buchen Advertising Co.)

Aetna, E. I. Du Pont de Nemours & Co. (N. W. Ayer), Wolverine Shoe & Tanning Corp. (MacManus, John & Adams); The Celotex Corp. (MacFarland, Aveyard & Co.); Scripto (Al Paul Lefton); Dominion Electric Corp. (Howard Swink Advertising) and Revere Copper and Brass (Maxon) have purchased sponsorship in the fourth quarter of this year.

GOVERNMENT

How far must ratings validation go?

THE NEWEST 'CONSULTANT' SAYS IT MUST GO ALL THE WAY

A former congressional investigator turned broadcast consultant offered some free advice to radio stations last week on how to promote and advertise rating claims without getting into trouble with the federal government.

The advice: hire an expert to reproduce the rating report "in every detail," including an audit and analysis of every response.

The advice giver: Robert E. L. Richardson, who resigned Sept. 1 as associate counsel to the House Subcommittee on Investigations and who spent two years investigating the rating services. Two weeks ago he was hired as a consultant on ratings to the Gordon McLendon radio stations (BROADCASTING, Sept. 16).

Mr. Richardson presented his "be

safe" plan last Monday in Dallas at the Radio Advertising Bureau management conference. He will speak again at the RAB conference in Chicago Sept. 30 and his talk will be reproduced and mailed to all RAB members.

The FTC's Word ■ Meanwhile new insights into the Federal Trade Commission's attitudes toward "hyping" ratings and using rating claims in advertising and selling were made available last week by RAB. They were contained in a transcript of a question-and-answer session held by Charles Sweeny, chief of the FTC food and drug advertising division, following his Sept. 9 address at an RAB conference in Hot Springs, Va. (BROADCASTING, Sept. 16).

According to Mr. Richardson, a large market radio station today has two

choices on ratings if it wants to be "safe." It can avoid all use of ratings until the National Association of Broadcasters or a government agency devises an acceptable system of audits of the survey companies. Or it can take "reasonable precautions . . . to play it safe with [its] license," Mr. Richardson said.

The station should obtain the services of a qualified person to do a complete audit and analysis of the ratings used by the station, Mr. Richardson maintained. Such a "qualified person" should take the following steps, he said:

- "Completely tabulate every questionnaire and, in fact, reproduce the rating report in every detail.

- "The sample should be analyzed as it was drawn. Comments should be

One hour and 44 minutes ahead

UPI was one hour and 44 minutes ahead of the other service on this big news break.

UPI stayed ahead as the story developed.

UPI station listeners heard it first—and in detail—on the early morning newscasts.

UPI is foremost because it offers most in news coverage for broadcasters.

UPR16

BULLETIN

(ABERDEEN, SOUTH DAKOTA)-----A SOUTH DAKOTA WOMAN GAVE BIRTH TO QUINTUPLETS TODAY AT AN ABERDEEN HOSPITAL. THE FOUR GIRLS AND A BOY BORN TO MRS. ANDREW FISCHER ARE REPORTED IN GOOD CONDITION.

W540ACD9/14

United
Press
International



given as to the design of the sample and its execution in the field.

■ "Weighing and editing procedures used by the rating company should be analyzed and appropriate comments should be given.

■ "A certain number of persons whom the company claims to have interviewed for the survey should be re-interviewed to ascertain if the interviewing was done in the field."

After such a survey of the survey, Mr. Richardson said, the broadcaster should be able to determine if the results are valid and can be used in advertising and selling.

"This plan is simple," the former congressional investigator said. And, he stated, it is not asking too much of the \$2-billion-per-year broadcasting indus-

rather than the entire survey.

"Honest" audience measurement companies will allow such an analysis of their reports to be made, Mr. Richardson predicted. The 30-year-old attorney spent 18 months of intensive investigation of the rating firms while with the congressional committee and was the chief questioner of witnesses during three months of hearings last winter and spring.

During his speech, Mr. Richardson quoted liberally from various warnings to broadcasters and ratings services uttered by members of Congress, FCC Chairman E. William Henry, FTC Chairman Paul Rand Dixon, and others. He also repeated portions of the testimony before the committee on the importance of ratings to stations, network and individual programs and made these two further points:

1. Radio desperately needs to conduct a study of research methodology.
2. All reports should be in ranges rather than specific ratings because "sampling does not give an exact figure."

Mr. Richardson predicted that the A. C. Nielsen Co. will discontinue its network radio measurements "because of the inaccuracies shown in its network radio report during the hearings." Nielsen already has dropped its local radio ratings.

Ranges Desired ■ Having just completed a staff report to the subcommittee on the ratings hearings, Mr. Richardson said this recommendation was made on the controversy of ranges vs. an exact figure (or rating):

"It is admitted that no sample is perfect, however there is a certain amount of possible error inherent in any sample because of the size of that sample. No rating, share, or total audience figure should be published as an exact figure because sampling is not a mathematical science. All figures should be listed with the low and high range according to the actual sample size for that specific figure and a two sigma error chart should be used in all computations. In addition the report should clearly state that there may be additional errors which would make the range larger than that published. These should be listed in simple language."

The proposed report has not been taken up by the subcommittee as yet and no recommendations have been officially adopted. However, Mr. Richardson maintained, the printing of results in ranges will do away with "numbers buying" and this is the strongest recommendation for such a practice. "When you see a 20 in a ratings book, it is not a 20 but somewhere between 17 and 23," he said. "If you are looking for facts . . . it is much closer to the truth to print it 17-23 than it is to put a 20 in the book."

Publishing of ratings as exact figures

is a violation of the Federal Trade Commission Act, Mr. Richardson charged. While the FTC has not stated whether it will require that ratings be published in ranges, it is considering statistical variance in investigations of a station claim that it is number one, he said.

The question should be asked, he said, why is anyone against the range principle rather than why is anyone for it. "Clearly it is closer to the truth," he said. "Clearly it does away with pure numbers buying; clearly it would tend to release broadcasters from the stranglehold of ratings; clearly it would tend to make the quality of a program more important than it is today; clearly it would not be detrimental to broadcasters."

("Wholly unreasonable" was the way



Mr. Sweeney



Mr. Richardson

try. "Certainly there would be cost involved," Mr. Richardson said, "but what are your choices? You can refuse to use ratings at all or you can take the chance of getting into trouble."

Disclaimer Inadequate ■ Printing a disclaimer clause will not relieve a broadcaster of his obligation to stand behind rating claims, Mr. Richardson said. He pointed out that both the FCC and FTC have announced that stations must be prepared to substantiate rating claims regardless of the source. A disclaimer, he warned, is not a "reasonable precaution" taken by a broadcaster to insure the validity of his rating.

The small station, he said, has basically the same obligation as the larger operator but the former "might be able" to satisfy the government by just auditing four 15-minute time periods per day

LeRoy Collins, president of the National Association of Broadcasters, described Mr. Richardson's recommendations for "safe" use of ratings by broadcasters. It is unrealistic to expect an individual station or even a group to check into a survey with the detail Mr. Richardson suggested, Governor Collins said. If many stations followed Mr. Richardson's plan, a survey firm would need to add hundreds of employees to do nothing but answer the questions of broadcaster clients, Governor Collins said.)

Sweeney At RAB ■ Another interpretation of FTC policy became available last week in the transcript of Mr. Sweeney's question answering at the RAB. In his formal speech, Mr. Sweeney was critical of "hyping." Under questioning afterward he drew a distinction "between buying audience, and



For distinguished service

If distinguished service in the field of video tape—for inventing it in the first place, for producing it in commercial quantities in 1957 to meet the scheduling demands of Daylight Savings Time, or for carrying the first taped pictures transmitted via Telstar—would deserve a medal, it might look something like the above.

But much more meaningful than any medal is the overwhelming preference engineers every day vote "SCOTCH" Brand Live-Action Video Tape.

This tape began its career nearly 7 years ago; and not a day has gone by since that 3M research in video recording and tape making hasn't been at work improving on this "seven-league-boots" head start. And in the audible range recording field as well, 3M is constantly developing refinements and improvements that set the standards in tape technology. "SCOTCH" Video Tape as well as "SCOTCH" Sound Recording Tapes put this experience and lead time at your service.

"SCOTCH" IS A REGISTERED TRADEMARK OF MINNESOTA MINING AND MANUFACTURING CO., ST. PAUL 19, MINN.
EXPORT, 99 PARK AVE., NEW YORK, CANADA: LONDON, ONTARIO ©1963, 3M CO.

Magnetic Products Division **3M**
COMPANY

An overseer gives a status report

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee has "no objections" to making a broadcaster a member of the FCC. On Metropolitan Broadcasting Television's *Opinion in the Capital* program, Sunday (Sept. 22), he said he is more concerned, however, with the high turnover in commissioners, on the FCC as well as other regulatory agencies. The agencies should get some good men "and let them stay—if they do a good job, they should be reappointed."

On audience measurements, Representative Harris observed that there has been "a lot of improvement in the last few months." He was optimistic about further improvement through the planned establishment of industry-developed ratings standards.

Radio-TV broadcasters "should be confused," by the FCC's fairness doctrine statement, he said. Representative Harris said FCC Chairman E. William Henry's comments on fairness last week before the Washington chapter of the American Wo-

men in Radio and Television (see page 66), should clarify the situation, though the chairman's statement "is difficult to rationalize" with the commission's (see page 72).

Questioned about the return to TV of the "big money" quiz shows (ABC-TV has started a "rig proof" quiz, *100 Grand*, Sunday, 10-10:30 p.m. EDT), the commerce chairman, whose Legislative Oversight Subcommittee exposed skulduggery on the rigged shows, said he thought the return of such programs "deserves close observation" to insure honesty.

Representative Harris was questioned on the program by its host, Mark Evans, Metromedia Inc. vice president for public affairs, and Les Carpenter, Washington correspondent of the *Arkansas Gazette* of Little Rock.

Opinion in the Capital is seen on WTTG(TV) Washington; WNEW-TV New York; KTVU(TV) Oakland-San Francisco; KTTV(TV) Los Angeles, and heard on WHK-AM-FM Cleveland.



Rep. Harris (l) and Mr. Evans at taping session

hypoing for the purpose of a rating."

He classified special promotions staged just before or during rating weeks as "hypoing," but said that "if a station has some contest continually—year round—that might be considered buying an audience, but it isn't hypoing." He continued:

"For our purpose in considering ratings, we want to know what the regular audience of the station is. We don't care how the station gets the audience. Whether it buys it through continuing contests or other promotion, if that is the regular audience week in and month out, then it's not hypoing from

our standpoint, from the rating angle."

Mr. Sweeney said the FTC is not recommending "any action against the station for the act of hypoing." But, he cautioned: "What we are considering, though, is whether hypoing invalidates the results [of ratings surveys] to the point where any claim the station makes using that rating, is deceptive."

He said he didn't expect ratings figures to disappear from trade paper advertising. His personal view, he said, was that ratings are necessary but can be improved, that they "can be translated into advertising without deception"—but that "broadcasters in-

stead of relying so exclusively on ratings have got to do something to develop their sales pitch."

At another point he said that "when you use a rating you learn enough about it and describe it and refer to it in terms so that your listener [or reader] is not misled as to just what the rating means. That is the basic principle."

Second Guess ■ Is FTC going to "do anything" about advertising that stresses ratings? Mr. Sweeney replied:

"If the broadcaster wants to continue to rely on this type of advertising and the estimates are no more reliable than they have been and are found to be deceptive by the FTC, then the commission will do something about it. Admittedly, the commission is second-guessing you. You go out and have a survey made and you take the results and write them in an ad. After it's done, the FTC makes a determination as to whether the ad was deceptive or not. But it isn't going to tell you in advance what you should say in the ad."

Broadcasters stressed that many advertisers and agencies demand ratings and won't buy without them. In such cases, what should broadcasters do?

Mr. Sweeney acknowledged the difficulty of the problem but suggested that, when a prospective buyer demands a rating, "if you give him the rating and in doing so disclose clearly the fact that you don't feel this is the basis on which the account should be placed and that you consider this not to be accurate but you have these other factors that you feel do justify his placing it with you—you have no problem with FTC."

"There's nothing complicated or mysterious about the commission's rules. We're concerned with avoidance of deception and if it appears that you deliberately attempted to sell the account, or did sell the account, by misrepresenting your share of the audience either through use of some rating or otherwise, the commission would be highly concerned about it."

"On the other hand, if the record, in all of the circumstances, indicates you did not go out aggressively and sell the account on this basis, I can't see how you'd have anything to worry about."

How can the FTC expect stations to police the ratings services?

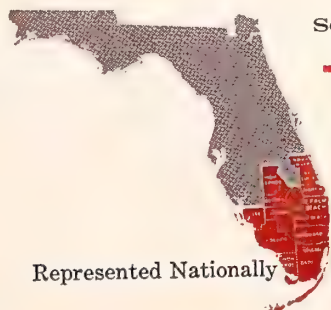
"... The commission holds the broadcaster responsible for the statement he makes in his advertising and if he makes a statement that is not properly founded, he's in difficulty. Indirectly he vouches for the accuracy of the survey. . . ."

How does the broadcaster decide whether the rating claims are justified?

"That," said Mr. Sweeney, "is one of the problems I don't have an answer to."



Only the sunshine covers South Florida better than WTVJ



South Florida's Largest Daily Circulation

WTVJ



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.



WTVJ
WLOS-TV

KVCS-TV
WFGA-TV
(Affiliate)

Little support for AM birth control

BROADCASTERS OPPOSE KEY FEATURES ON FCC'S ALLOCATION PLAN

Competition, tempered by engineering requirements, should be permitted to govern the development of aural broadcasting.

This view ran through many of the comments filed with the FCC last week on its proposed rulemaking to overhaul AM allocations policy and provide for an integrated AM-FM service.

The reception the broadcasting industry gave the wide-ranging proposal was cool. Only a handful of the more than 60 comments filed contained much to offer the commission any encouragement.

There was considerable opposition to the proposal that AM assignments be limited according to the population of the community involved. And deep concern was registered over the proposal to limit FM duplication of programming carried by a sister AM station, as well as over the commission's announced long-range goal to separate common AM-FM ownerships in the same city.

Many also expressed the view that the problems of FM shouldn't be considered in an AM allocations proceeding. These critics said the FM question should be dealt with separately and that by including it in the current rulemaking, the commission is delaying the day when the AM freeze can be lifted. The

commission plans to end the freeze when the rulemaking action is completed.

Some Support ■ However, not all the comments were entirely negative. CBS and Metromedia Inc., while opposing other aspects of the proposed rulemaking, supported the proposal for a "go-no-go" system of AM assignments—that is, one that would establish engineering standards by which would-be operators could determine, in advance, whether their applications would "go"—be accepted by the commission—or not. And the National Association of FM Broadcasters broke ranks with most of those commenting by favoring the proposed rule to limit FM duplication of AM broadcasting.

In announcing the proposed rulemaking in May, the commission stated these goals: to bring adequate AM service to areas now lacking it; to provide for future needs, and to protect service areas of existing AM stations from encroachments of new substandard assignments (BROADCASTING, May 20).

A number of those commenting on the proposal to limit AM assignments according to population and the number of FM stations assigned, expressed regret that the commission ignored the views of industry spokesmen given at the National Association of Broadcast-

ers—FCC conference on overpopulation last winter (BROADCASTING, Jan. 14).

At that time, CBS recalled, industry representatives rejected "pseudo-economic strictures upon broadcasting allocations" and reaffirmed their view that the free play of competitive forces would achieve the best system. Furthermore, the network said, the commission's proposal couldn't achieve its stated goal of providing a fair, efficient and equitable distribution of facilities. The network said the proposal would be impossible to apply because of the many variants involved.

WBC's View ■ Westinghouse Broadcasting Corp. said the proposal runs counter to the structure of an independent broadcasting industry that is "flourishing" through a system of independent enterprise. Storer Broadcasting and Metromedia saw in the proposal a common-carrier public utility approach, for which, they said, the Communications Act provides no authority. The Maryland-District of Columbia Broadcasters Association said the proposal is contrary to the philosophy that "broadcasting should develop under the initiative of a competitive system."

McClatchy Broadcasting Co. stations contended that adoption of the rule would open the way to the com-

Cullum urges FCC to heed advice of its 'elders'

The commission was urged last week to heed the advice of three of its "elder statesmen" members in considering the agency's proposed rulemaking to revise its AM allocations policy.

A. Earl Cullum Jr. and Associates, consulting engineer firm which opposed the proposal in a comment filed last week (story above), expressed the hope the commission majority would give "full weight" to the positions taken in the dissents of Commissioners Rosel H. Hyde and Robert T. Bartley and in the qualified concurrence of Commissioner Frederick W. Ford.

Cullum, in its comment, said the experience of these men "is sufficient to explain their better concepts of the problems and their appreciation of the fallacies inherent in some of the proposals adopted by the ma-

jority":

1. Commissioner Hyde's experience in regulation of communications dates back to 1928, when he joined the staff of the Federal Radio Commission. He has been an FCC Commissioner since 1946.

2. Commissioner Bartley was a broadcaster in 1940 and has been a commissioner since 1953.

3. Commissioner Ford joined the FCC staff in 1947 and was named a commissioner in 1957.

Cullum said it hoped "the sound judgment of these able men . . ." will not be discarded by the majority which is, in general, much their junior.

The comment added that although seniority is "no virtue in itself," it would be "a brash young man indeed who would deny the vast experience, the record of constructive actions

and the comprehension of the problems which is characteristic of each of these elder statesmen of the regulation of broadcasting . . ."

The commission majority that might be "brash enough" to disregard the elder statesmen's advice is composed of Chairman E. William Henry, 34, who joined the commission last year; and Commissioners Robert E. Lee, 50, who became a commissioner in 1953; Kenneth A. Cox, 46, who joined the agency as Broadcast Bureau Chief in 1961 and was named to the commission in March; and Lee Loevinger, 50, who became a commissioner in June. Former Chairman Newton N. Minow, whom Commissioner Loevinger succeeded and who formed part of the original majority in the AM proceeding, is 37 and had been with the commission since 1961.



Community talent on parade

This Fall, as we have for the past 7 years, WREC-TV, Memphis, is once again sponsoring the Greater Mid-South Fair Youth Talent contest. Our sponsorship starts with over 100 preliminary contests held within a 100-mile radius of Memphis . . . continues

through the presentation of regional winners each Saturday for 5 weeks on Channel 3 . . . and is climaxed with the final judging held during Fair week. WREC-TV is proud to assist in encouraging and developing young talent. This is another of the many public

service achievements that continually produce enthusiastic public acceptance for WREC-TV and its advertisers.

WREC-TV 
CHANNEL 3 MEMPHIS

FIM by GATES..



FM-1C 1kw FM Transmitter



FM-10B 10kw FM Transmitter

The difference in broadcast equipment is reliability . . .

GATES MAKES THE

Featuring simplified direct crystal controlled cascade modulation

FM by Gates means "Cascade" modulation that is entirely new, greatly simplified, and more dependable. Direct crystal control of the mean carrier frequency makes it inherently stable. Why be satisfied with complicated, older circuits when Gates can give you these important improvements plus many more exclusive features.



Gates FM Stereo Generating Equipment. Top unit is the new Cascade FM Exciter M-6095 and

M-6160 Sub-carrier Generator with mute

the lower unit is the M-6146 Stereo Generator. Note the blank space at the bottom of the M-6146 for the easy addition of 2 sub-carrier generators.

FEATURES

- **DIRECT CRYSTAL CONTROL**—gives positive control of the mean carrier frequency. No complicated electronic or mechanical frequency stabilizers required. A single, precision crystal in a temperature controlled oven does the job.
- **SIMPLIFIED CIRCUIT DESIGN** — featuring fewer stages. Compare the Gates FM exciter with the others.
- **SIMULTANEOUS STEREO/SCA PROGRAMMING** —many prominent stations coast to coast are using the Gates "Cascade" exciter for stereo.
- **REMOTE CONTROL**—circuits provided for switching from monaural to stereo and one or two SCA channels.
- **WIDE BAND FREQUENCY RESPONSE**—the Gates FM exciter accepts modulation in the 30-75,000 cycle range.
- **NO EXPENSIVE SPECIAL COMPONENTS** — all components in the Gates FM exciter are standard and easily available. No special, hard to obtain tubes, transistors or diodes are used.
- **STABILITY**—"rock-bound" reliability assured with Gates direct crystal controlled "Cascade" modulator.

DIFFERENCE

GATES

GATES RADIO COMPANY

A Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS



Offices in: Houston, New York, Los Angeles, Washington, D. C.

In Canada: Canadian Marconi Company, Montreal • Export Sales: Rocke International Corporation, New York City

Maybe Texas brewers should start KWET

The Texas Brewers Institute last week told the FCC that it was "shocked" to learn that the Rev. Dr. Samuel N. Morris, a Baptist minister, who the institute described as a life-long prohibitionist, has been granted a new AM station in Alamo Heights, Tex., with the call letters KDRY.

The institute said if it had known of the grant, with such call letters, it would have "protested vigorously." The brewers see the DRY portion as built-in propaganda for Dr. Morris, who would like to see the whole of Texas under prohibition, the institute added.

The institute said breweries are a major industry in the Alamo Heights area—an industry paying large sums of tax monies to the government every day.

The institute said Dr. Morris is a man who refuses to accept the existence of views opposite to his own, and said the opposite view includes a large portion of the Texas population.

Dr. Morris's station is a commercial that is to operate daytime only. During the 12 hours of daily operation, as proposed in KDRY's application, there are to be two and one-half hours of religious programing. The brewer institute seems to think that KDRY is a noncommercial operation. It stated that it is unfair that an organization paying little or no taxes is a tool against groups that do support the government.

Dr. Morris is 84.5% owner and president of KDRY's permittee, National Enterprises Inc.

mission revoking all station licenses and construction permits in excess of the proposed limit. McClatchey said this would lead to a contest among broadcasters to operate in a manner each thought coincided with the commission's conception of the public interest.

ABC also opposed the proposal which, it said, has "protectionist overtones." The network said there were other ways of achieving the goal of assuring that remaining AM frequencies would be available for areas that have no local service. The network suggested that the commission merely require that applicants for new stations make a showing that the requested grant would not preclude the use of the desired frequency in an underserved area.

Tighter Engineering Standards ■ Most of the others opposing the proposal suggested that, instead of setting limitations on the number of stations that could be assigned, the commission tighten up its engineering standards and re-examine procedures for determining an applicant's financial qualifications.

The Association on Broadcasting Standards Inc. said the commission's principal concern should be with a review of AM engineering criteria, rather than with the formulation of new concepts to govern programing and ownership of aural broadcast stations. ABS urged the commission to join industry in a research program to develop an allocations system that would prevent destructive interference and extend radio service to unserved areas.

The Association of Federal Communications Consulting Engineers had a different reason for objecting to the quota proposal which, the association said, is apparently based on the assumption that the existing channel scarcity

is permanent. AFCCE said improvement in technology might remove interference problems, but that the quota plan would discourage advances in the state of the art. Commission rules, AFCCE said, should encourage, rather than inhibit development of improved technology.

The commission's announced long-range goal to apply its dupoly rule to AM and FM stations under common ownership in the same community troubled most of those commenting. Seventeen licensees, who operate 41 AM and FM stations, expressed the majority view in the single comment they signed. The licensees, including RKO General and Time-Life Broadcasting Inc., said it was unfair that AM broadcasters who have spent "hundreds of thousands of dollars" in developing FM broadcasting should be faced with divestiture.

No 'Frankenstein' Wanted ■ They said the commission was, in effect, inviting AM broadcasters to develop the "starving FM infant," nurture it to economic maturity, then turn it over to a newcomer. "No businessman should be expected to create this kind of a business Frankenstein," they said.

They also opposed the proposal to limit FM duplication of the programs of AM affiliates. This would prohibit more than 50% duplication in cities of more than 100,000 population where all FM assignments are occupied. They said nonduplicated programing depends on the economic viability of FM stations—and FM broadcasters, they added, are "not as sanguine" on this score as the commission. They said the proposal was premature "by as much as a decade."

Other objections were voiced. The

matter of duplication should be left to the licensee since it involves the question of how best to serve the public interest, said Newhouse Broadcasting Corp. Concurring, Plough Broadcasting Corp. said the proposal, in dealing with programing, raises "serious constitutional and statutory questions."

ABC and Capital Cities Broadcasting Corp. said the proposal is based on an "erroneous assumption"—that duplication wastes frequencies. They said the duplicated programing often reaches different audiences—AM listeners who don't receive FM and those with FM sets that can't receive the programing on their AM receivers.

Key Dissent ■ One notable dissent to these views, however, was expressed by the FM Broadcasters Association. The NAFMB not only supported the nonduplication proposal but said the commission should go further and apply it on the basis of areas, not cities, and to apply it regardless of whether FM frequencies are available.

The association said FM duplication of AM broadcasting must be eliminated "if the commission is to achieve proper compliance with the congressional mandate that radio frequencies, whether they be allocated for broadcast or other purposes, be utilized efficiently." The association agreed with the commission's view that the growth of the FM audience is being slowed by duplicated programing.

It added that the condition of FM receiver scarcity which, it said, once justified duplicated programing, no longer exists. It quoted a research group at Harvard Business School as predicting that by 1968 manufacturers will be producing 11.4 million FM or AM-FM sets, compared to 9.2 million AM-only sets. The figures for 1962 were 2.5 million FM sets and 9,740,000 AM sets.

'Go-No-Go' ■ Most of those commenting on the proposed "go-no-go" system of making AM assignments objected to it. ABC said "the inflexible" system is least desirable when, as in the case of AM broadcasting, the frequency band is crowded and expert judgment is needed to consider individual proposals.

Consulting engineers were particularly critical. Earl Cullum Jr. and Associates said a "go-no-go" system serves administrative convenience but not the public interest. The firm said if the judgment now utilized by the commission in deciding assignments on a case-by-case basis were deleted, there would be no need for the agency's "expertise." In that case, Cullum added, "Congress would be justified in ordering a drastic reduction of the agency."

CBS and Metromedia, however, supported the "go-no-go" proposal.

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HEADLINES

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WBEN-TV

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CH.

4

CBS in Buffalo

MATTEL MUST BE NAMED

FCC tells toy manufacturer that 'Funny Company' must carry firm's identification as sponsor

In a letter to Mr. Werner F. Wolfen, attorney for toy manufacturer Mattel Inc., the FCC last week ruled that Mattel's advertising policy connected with distribution of the children's program *The Funny Company* is in violation of the commission's sponsorship identification requirement and that a waiver of the requirement is not warranted.

Mattel had requested a commission ruling on whether sponsorship identification need be made by television stations carrying the cartoon shows, or, should the commission decide that identification is required, waive that requirement.

The commission said it was not able to distinguish Mattel's advertising policy from that which was connected with the radio program *Living Should Be Fun* in 1961. The commission in that case

found that attached promises of advertising from "Foods Plus" had an effect on the presentation of the show and that identification was necessary.

The commission wrote, "The purchase of the program [*Living Should Be Fun*] and the sale of spot announcements were parts of one transaction in which 'Foods Plus' reimbursed the station for all or a substantial portion of its costs for the program, and, thus, at least indirectly, paid for the program." The commission further stated that it warned licensees to identify a sponsor "whenever" a promise to buy time is used to promote program sales.

The Shoe Fits ■ The commission said that as Mattel outlined its promotional program it is "essentially the same as that" used by the *Living Should Be Fun* program.

The commission noted that Mattel

has exclusive distribution rights of *The Funny Company* and helped to finance the production of pilot films. The agency said the promised Mattel advertising, in adjacent spots, but not within the program, is at a figure that would reimburse a purchaser for his cost for a three-year, unlimited use of the program.

"The fact that the program technically is being distributed by Funny Company Inc., rather than Mattel is of little significance . . ." in the face of the adjacent spot buying offer, the commission said.

Mattel claimed that if identification is required a waiver should be granted due to the lack of good children's shows and the worth of *The Funny Company*. Mattel felt that if buyers were compelled to identify the company some stations would be less likely to do so because they are allowed to sell advertising within the program to other sponsors. The commission said, however, possible hardship in distributing the program in compliance with the rules doesn't justify a waiver of the identification requirement.

Henry lists several radio-TV goals for FCC OWNERSHIP, PROGRAMING DIVERSITY OF CONCERN TO ALL

Diversity in ownership of broadcast stations as well as in programming are sought-after goals, FCC Chairman E. William Henry said last week.

In an informal appearance before the Washington chapter of the American Women in Radio and Television, the FCC chairman said in reply to a question that all members of the commission are concerned about these problems. He said it was his feeling that both

diversity in ownership and programming could be achieved.

The question was prompted by FCC Commissioner Lee Loevinger's recommendation that the commission put greater emphasis on efforts to achieve diversity of ownership—and less on attempts to improve programming by adopting standards (BROADCASTING, Sept. 2).

The FCC chairman, in his remarks, also criticized radio and television for

not "daring" more in the areas of comment and news analysis.

"In most instances," he said, broadcasters merely report. "And it is this very calculated objectivity—this failure to probe the sensitive areas—that makes much of TV and radio so bland."

"Networks and stations have an image they seek to preserve—they have the advertiser and sponsor to satisfy—so most of the time they only say or program what most of the people want to hear or see," he went on.

"It is easier and more palatable not to deal realistically and in depth with the host of complex controversial issues that surround us.

"I would suggest to you that unless this trend is reversed, broadcasting will in large measure have failed in its journalistic mission."

He sought to assure broadcasters they would have the commission's support in any controversy touched off by provocative programming. He recalled that the commission "stood behind" each of the three networks when complaints were received about "The Political Obituary of Richard Nixon" (ABC), "The Battle of Newburgh" (NBC), and "The Biography of a Bookie Joint" (CBS).

The AWRT reception, held at the Broadcasters Club last Tuesday (Sept. 17), honored the Washington chapter's incoming president, Simone Poulain, broadcasting officer, media services, State Department, who succeeded Patricia Oliver, executive director, Greater Washington Educational TV Association.



Simone Poulain, broadcasting officer for State Department and new president of Washington chapter AWRT (r), shows her gavel of authority to

Mrs. Esther Van Wagoner Tufty, NBC News, and former national AWRT president, and FCC Chairman E. William Henry.

6 transfers are 6 too many for FCC

A series of six unauthorized transfers of control may cost KATT(FM) Woodland, Calif., \$2,500.

The FCC last week notified Interstate Broadcasting Co., licensee of KATT, that it has 30 days in which to contest the proposed fine. The commission did, however, renew the station's license and grant its application covering the last of the unauthorized transfers of control.

The corporate juggling of KATT began in February 1961 when Melvyn E. Lucas and George W. Kristoff, equal owners, entered into an agreement after which Messrs. Lucas and Kristoff each owned 33⅓%, Mr. Kay K. Sagara 21% (with an option for 10⅓% more), Peter E. Eowan 2% and Ruth Cloud 10⅓%. The commission said it didn't obtain a copy of the agreement until it was acquired by an FCC investigator in March 1962. This was the first violation.

The second violation occurred when Mr. Sagara exercised his option and increased his ownership to 33⅓% sometime between Feb. 7 and April 4, 1961. The commission said a written agreement obtained in March 1962 listed KATT's ownership as Mr. Sagara 35%, Mr. Lucas 32%, Mr. Kristoff 30% and Mr. Eowan 2% (with 1% not accounted for). This was the third violation.

Still another written agreement dated June 10, 1961 listed further renegotiations: Mr. Sagara 30%, Messrs. Lucas and Kristoff each 25% and Mr. Eowan 2%. The remaining 18% was "reserved for raising capital." Hence a fourth violation.

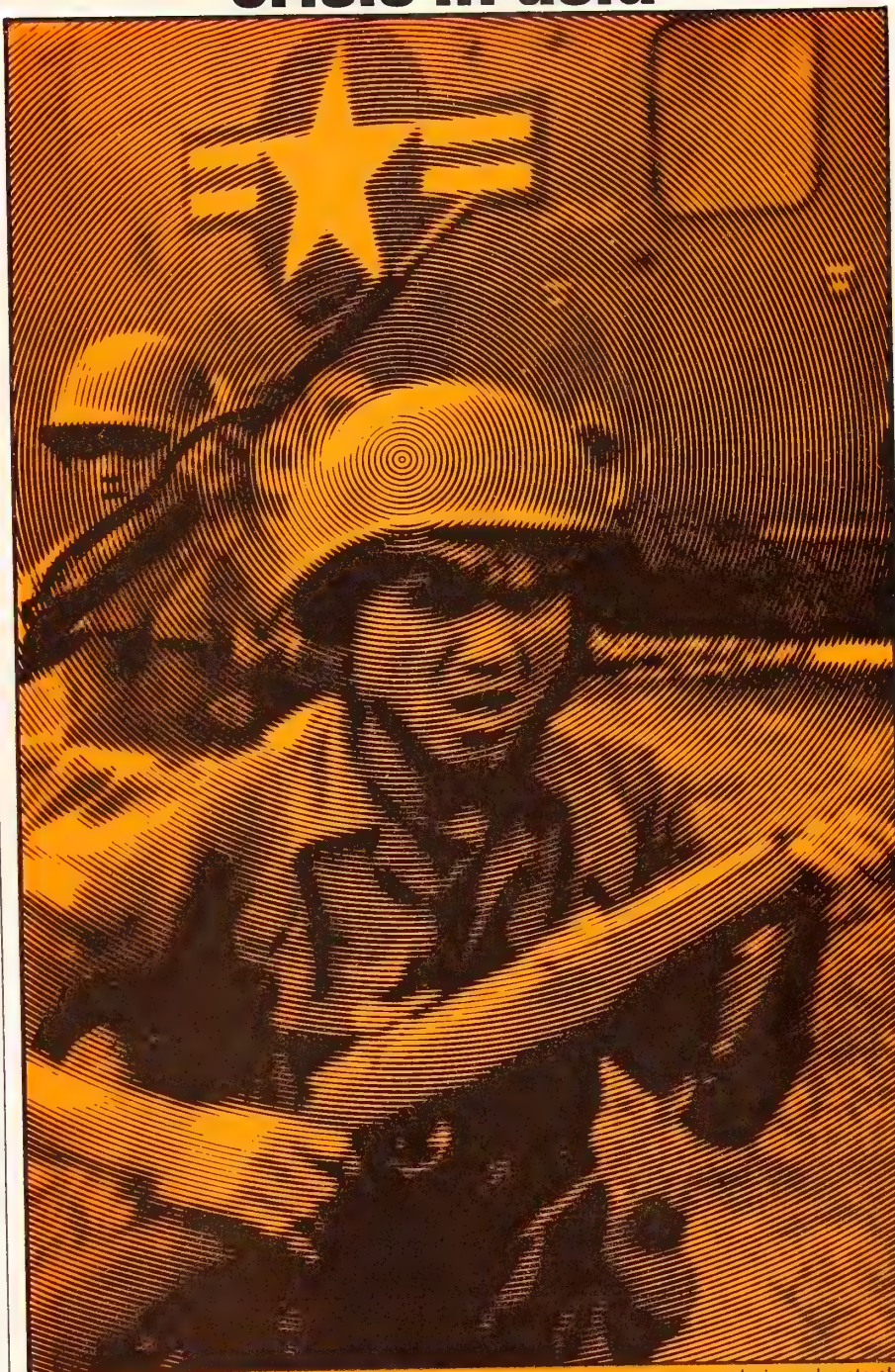
Once again a written agreement, dated Aug. 15, 1961, re-arranged the ownership by forming a partnership of Messrs. Sagara, Lucas, Kristoff, Eowan and a Mr. John Maraglia. The new company was called KATT Broadcasting Corp. and somehow the commission was not informed of this event until April 1962. However, at the time the corporation reached formation it was owned 90% by Mr. Sagara and 10% by Mr. Lucas. This was the fifth violation.

Mr. Sagara's rapidly increasing percentage of ownership turned fully grown Dec. 22, 1961 when he made an agreement with Mr. Lucas to buy the latter's remaining 10% and agreed "for a certain sum" to assume Mr. Lucas's liabilities in Interstate Broadcasting, the actual licensee, KATT and KATT Broadcasting.

The commission concluded that Interstate had "willfully or repeatedly" violated the rules requiring commission approval of transfers of control.

BROADCASTING, September 23, 1963

crisis in asia



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Broadcasters testify on editorials

SEEK RELIEF ON FCC'S CONFUSING POLICIES FROM CONGRESS

Broadcasters renewed their plea to the House Communications Subcommittee last week for relief from confusing and restrictive FCC policies on fairness and insisted that broadcast editorials fulfill the "public's right to be informed fairly, vigorously, consistently and intelligently."

Representative Walter Rogers (D-Tex.), subcommittee chairman, assured broadcaster witnesses that neither he nor the subcommittee has any intention of banning editorials. The purpose of the hearing, he said, is to clarify what broadcasters can and cannot do in their editorials. "If we do need legislation to clear this up," Representative Rogers said "... then it's up to the Congress to do this."

The chairman stressed his concern

a verbal blistering and charged that the agency had assumed powers not given it by Congress (BROADCASTING, Sept. 9).

Until last week's hearing, committee was still uneasy about broadcaster fairness in editorializing, partly because of the testimony of Sherwood Gordon, president of KSDO San Diego, Calif. The congressmen registered dismay at Mr. Gordon's militant defense of broadcast editorials and his contention that to offer rebuttal time might "water down my point of view." His appearance, several subcommittee members said, heightened their concern that legislation might be needed to insure that broadcast editorials would be fair. This view has been modified more recently to a desire for guidelines, especially since the FCC's

Horace R. Kornegay (D-N. C.) asked if a reading of the newspapers and viewing of KFDA-TV would provide "both sides" of the news. "You would get both sides from KFDA-TV, not from the newspapers," Mr. Martin replied.

Both the KFDA-TV witnesses and other broadcasters who testified said that broadcast editorials have become increasingly necessary in the United States where the number of competing newspapers has declined.

Representative John E. Moss (D-Calif.) stressed that newspapers and broadcasting stations are quite different in that newspapers have an inherent constitutional right to exist and also editorialize but stations are established by government license and the government reserves the right to make rules affecting how they may broadcast. Nonetheless, Representative Moss assured the Texas witnesses that "in my opinion the overwhelming majority of broadcasters are responsible and fair ... and if all stations adhered to their policy [the fairness doctrine as implemented by KFDA-TV] there would be very few problems."

Mr. Martin agreed with Representative Rogers that if guidelines were to be set down for broadcast editorials, Congress rather than the FCC ought to do it.

Gerald H. Sanders, owner of KZZN Littlefield, Tex., described himself as "the average small market radio station operator." He said the FCC's "recent interpretation of the so-called 'fairness doctrine' has compounded the problems of the broadcaster." In a plea for relief from "the present trend of increased federal regulation in our industry," Mr. Sanders said that "Congress can be the only salvation of the broadcasting industry."

Pointing to the decline of newspapers, Mr. Sanders said his own community of 7,400 people and "thousands of markets like mine ... would be left at the mercy of one editorial opinion if broadcasters were denied the right to editorialize." And if a broadcaster fails to serve the public interest, "the public itself will put that station out of business," he said.

"I do not think I should be forced to fabricate opposition to my views if no one responds to my invitation to use my facilities free of charge to express opposition to my views," he continued.

Mr. Sanders hit a responsive chord with Representative Rogers, who believes Congress has delegated too much responsibility to the regulatory agencies. The broadcaster said he had come to Washington to testify because he be-

'Why are you here, sir?'

An appearance before the House Communications Subcommittee on Thursday (Sept. 19) by A. Maxwell Hague, president of Broadcast Editorial Reports, New York, was shortened by Representative J. Arthur Younger (R-Calif.) who asked why Mr. Hague was at the hearing since he was not licensed by a federal agency.

Mr. Hague, who had been in the midst of delivering an unprepared statement on what his business is and how it operates (he had been delayed by fog), said he had come to Washington after receiving a letter from Chairman Walter Rogers (D-Tex.). The letter requested information on Mr. Hague's service.

Broadcast Editorial Reports, Mr.

Hague explained, served stations with signed opinions by international reporters and correspondents. He identified one of his writers as H. V. Kaltenborn, and likened his service to radio stations to syndicates supplying newspapers with features.

While discussing his type of service, which he said had often been referred to as "canned editorials," Representative Younger said it appeared to him that Mr. Hague was not directly involved in the subcommittee's subject.

"If a broadcaster wants to buy your material," the Californian commented, "that's free enterprise. If the broadcaster uses it and gets into trouble, that's between him and the FCC."

that any guidelines should be made by the Congress, composed "of the duly elected representatives of the people," instead of "by an administrative agency downtown" (the FCC).

Last week's session was a resumption of the subcommittee's proceeding on political broadcasting which began in July and was recessed for the National Broadcast Editorial Conference at Athens, Ga. (BROADCASTING, July 29, 22).

Since then the FCC issued a public notice on fairness which has been roundly attacked by broadcasters and members of Congress. Representative Oren Harris (D-Ark.), chairman of the Commerce Committee, which is parent of the communications unit, later gave the commission and its fairness notice

controversial public notice and Representative Harris's strong attack on it and his personal endorsement of editorializing.

The subcommittee warmed quickly Wednesday (Sept. 18) to the joint appearance of Thomas Martin, editorial director, and John Tyler, vice president and general manager of KFDA-TV Amarillo, Tex., lead-off witnesses. They described their strict policy of fairness and stressed the importance of broadcast editorials in their area where, they said, the daily newspapers of Amarillo are consistently unfair in their presentation of news.

When Mr. Martin said KFDA-TV editorials disagree with the newspapers "on almost every occasion," Representative

believes that FCC interference in editorials is a symptom of a broader problem—the federal government is stepping into areas that should be under local control. Community broadcasting needs, Mr. Sanders said, constitute such an area.

Mr. Sanders said he thought that the commission would create enormous problems if it held that broadcasters might have to provide free time for replies to controversial views expressed on paid programs. He said that the National Association of Broadcasters had advised him it would be "practical" to give time to the Committee for a Limited Nuclear Test Ban Treaty which sought to answer *Lifeline* attacks on the treaty. Representative J. Arthur Younger (R-Calif.) said he "was quite taken aback to hear that NAB advice. . . . According to that interpretation, if you put an Ipana commercial on, Colgate would have to get free time."

(The FCC decided this issue Thursday by ruling that a station cannot refuse to present opposing viewpoints to those made on a commercially-sponsored program because time cannot be sold for the reply, see page 72).

Jesse Helms, vice president of Capitol Broadcasting Co., licensee of WRAL-TV Raleigh, N. C., said his station has tried to take strong editorial positions and be fair. But when the FCC tries to decide what is fair, he said, limitations and restraints are added, and "they tend to discourage open expression."

WRAL-TV, like many other broadcasting stations, does not know where it stands on editorializing because of the FCC's interpretations of fairness, Mr. Helms said. "Management from time to time is beset by confusion and contradiction," he added.

In no North Carolina city, Mr. Helms said, is there a situation where two daily newspapers compete. Broadcasters have added new and needed voices on public issues, he added, and have provided competition. It is competition, Mr. Helms argued, that "demolishes arguments suggesting the necessity or the wisdom of imposing the restrictions of censorship on any grounds."

The FCC's regulation has created "almost an intimidating atmosphere in the administrative process," he said. "As a practical matter, we think that the more unrestrained, the more unfettered the broadcasting industry is allowed to become, the more responsible it will become."

Leon Goldstein, speaking for the American Civil Liberties Union, urged the subcommittee not to approve HR 7072, a proposal that would require broadcasters to follow equal-time practices when endorsing candidates.

Mr. Goldstein, a New York broadcasting consultant, said he does not believe there is a "widespread disregard

of the rule of fairness. In those instances in which defection [from fairness] is evident, the question that ought to be asked is whether the FCC is too lax in its supervision rather than whether any new legislation by Congress is required. However, we don't want to give even the impression that we regard the FCC as lax in this area."

Several subcommittee members asked Mr. Goldstein to elaborate on his contention that "the broadcaster has always been afraid of congressional reprisal for the airing of opinions contrary to officer-holders and office-seekers," but the witness would not go beyond his comment that the investigation was discouraging broadcasters from editorializing.

He pointed out that the ACLU, which opposed radio-TV editorials until 1959 because of the limited number of radio channels, now favors editorials because its former position "restricted diversity of discussion on the airwaves."

Clarence Jones, president and general

best, made a money-losing investment by the rulemakings, policies, decisions, directives, public notices and questionnaires of the FCC." He wondered whether he shouldn't have invested in a newspaper rather than broadcasting—far from government interference, as he put it. He added that in 1962, in WQIZ's first year of operation, he lost \$6,000.

"Instead of appointing so many lawyers to the commission, perhaps Congress and the President should make a real attempt to appoint one qualified broadcaster from a large station, and one from a medium or small market station," Mr. Jones suggested.

Describing his editorial practice, Mr. Jones said it is management's job. "In a small market only the owner or manager should attempt to write editorials and should present them on the air himself," he said.

WQIZ provides prints of its editorials for the public and "to all who are at-



Clarence Jones (l) and Gerald Sanders
Small stations with big problems

manager of WQIZ St. George, S. C., attacked the FCC's fairness statement and proposed that before the commission can "effectively and efficiently" regulate small radio stations, two commissioners must be added "from among the ranks of the broadcasters themselves."

Mr. Jones, who writes and presents his station's editorials, said small station owners will abandon editorials "rather than be bothered with the added burden of affirmatively seeking out opposing viewpoints. . . ."

Mr. Jones also outlined problems faced by small stations. "The little broadcaster is being destroyed, or at

tacked, if we can locate them," Mr. Jones said. "Our company editorializes 10 times every Saturday, just like taking a bath."

Despite his offer of time for replies which he makes after each editorial, Mr. Jones said WQIZ has never had a request for an opportunity to reply.

"Frankly, gentlemen," Mr. Jones added, "I do not know just what I can do to insure this 'fairness' the FCC demands. I am president, general manager, early morning sign-on announcer, the station's only full-time salesman, editorial director, copywriter, and station janitor. Where am I going to find

time to go out and seek out this 'opposite viewpoint'?"

Mr. Jones said that if the commission required broadcasters to provide free time for replies to paid controversial broadcasts, the policy would be "unreasonable" and would "destroy the usefulness of a radio station. . . . Why require anyone to pay in the first place?"

Mr. Jones also commented that the commission's complicated procedures and delays in replying to important inquiries compelled stations to retain legal counsel, thus making "Washington a 'haven of financial security' for communications attorneys."

Representative Younger noted that Mr. Jones's concern over interpretation of FCC doctrine appeared unwarranted. With only one editorial complaint in one year, the congressman said, "it rather indicates that you're conducting your business according to the rules of fairness."

However, the California legislator expressed the view that having to offer free time to groups seeking to rebut paid broadcasts might be going too far. "If carried to its final conclusion it would destroy everything." The subcommittee will investigate the FCC's position on this, he told Mr. Jones.

NAB's Collins clarifies position on fairness

To clarify a possible "erroneous impression," the National Association of Broadcasters president, LeRoy Collins, denied last week that the NAB acquiesced to the principle that a station must give free time to answer statements made on a sponsored program.

Governor Collins statement was made in answer to testimony by Gerald H. Sanders, KZZN Littlefield, Tex., during the congressional editorializing hearings. Mr. Sanders testified that he was advised by an NAB official to grant such a request for free time in view of the present uncertain climate.

The NAB's position has always been, and remains, that a broadcaster's obligation to be fair should be determined on a general base without restrictive rules as guidelines, Governor Collins said. "When efforts are made to define precisely what is fair in a given situation, trouble is inevitable," he said. "It is the broadcaster's integrity and his judgment from which real fairness must come."

Because of a "serious practical problem" as a result of the commission's July statement on fairness, the NAB could not "unequivocally" tell Mr. Sanders what the FCC's current interpretation would be, Governor Collins said. In view of the present "uncertain climate," Mr. Sanders was told a practical solution would be to grant the request for free time.

WCLM(FM) revocation recommended

CHICAGO STATION EXPECTED TO APPEAL DECISION

Two FCC hearing examiners have recommended that the commission revoke the license and subsidiary communications authorization of WCLM (FM) Chicago.

Carol Music Inc., the licensee, had been ordered to answer charges that, among other things, it used its multiplex facility to provide bookies with prompt results of horseraces. (BROADCASTING, July 30, 1962).

The licensee also was charged with failing to provide balanced programming on its main channel, as it promised, and with turning over responsibility for much of its programming to an outside company without informing the commission.

Hearing Examiners James D. Cunningham and Forest L. McClenning, in an initial decision issued last week, said evidence obtained at a hearing held in Chicago and Washington indicated Carol Music was guilty of these and other charges lodged against it.

Examiners' Conclusion ■ The examiners said: "Thus, it appears that without justification or plausible explanation, respondent [Carol Music] failed to operate the WCLM radio facilities substantially in the manner proposed in its application for such facilities and as provided in the license issued by the commission. . . .

"Obviously, had the commission been aware of the type of service which respondent was to provide over these facilities, and of some of its operating practices, favorable action on its application would not have been forthcoming."

The examiners' initial decision becomes final unless an appeal is taken or the commission reviews the case on its motion. An appeal by Carol is expected.

Ownership of Carol Music is a family affair. The station is owned by the wife, mother and daughter of William G. Drenthe, who was general manager of the station from 1953 until Sept. 1, 1962. The manager now is Robert C. Beamish, Mr. Drenthe's son-in-law.

Mr. Beamish is also president of Amplifier Service Inc., which supplied WCLM with its subcarrier equipment. Newsplex Inc., which broadcast over the subcarrier frequency, was headed by Mr. Drenthe.

The examiners said that Carol Music, in seeking renewal of its SCA, promised to provide a storecasting service. But, the examiners said, Newsplex Inc. used the facility to broadcast horserace results which were received by bookies on equipment rented from Newsplex. The examiners held that the results, from

tracks all over the country, were broadcast promptly enough to be of aid to illegal gambling.

Carol Not 'Unaware' ■ The examiners said Carol Music couldn't have been "unaware" of the use bookies were making of the broadcasts, since law enforcement officers had not only seized Newsplex equipment in raids but discussed the problem with Carol officials.

The examiners also held that Carol departed from the promise it made in applying for renewal of its FM license. The licensee said it would provide a program of entertainment, news, and music, the examiners said.

Getting it on air 1st is secondary concern

Broadcasters who monitor police and fire department radio broadcasts for news sources were asked last week by the FCC to take care that subsequent broadcasts of acquired information would not endanger the public safety.

The commission said it had received complaints, although they were not numerous, that broadcasts based on intercepted information have interfered with the work of police and firemen by attracting large crowds to the emergency scene, increasing the threat of personal injury and property damage. The commission also said: "There have also been allegations that the disclosure of police procedures in effect has contributed to the escape of fugitives."

The commission said it "recognizes that there is a strong public interest" in the free reporting of the news, but wishes to remind licensees that the divulgence of information gathered from public safety broadcasts can at times be in violation of law.

GOP gets equal time to JFK's tax message

The Republican National Committee last week requested, was granted and accepted time from the major networks for replies to President Kennedy's tax-cut message broadcast Wednesday night (Sept. 18).

Equal time had been requested by the GOP's national chairman, William E. Miller. In granting the request, CBS, NBC, ABC and MBS all specified, however, that the broadcasts were not scheduled solely as equal time for a reply to the President, but rather in accordance with policies of fair presentation on important and controversial issues.



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FOR COLOR.



MORE FCC CONFUSION ON FAIRNESS

Rules stations must air free replies to paid programs

A broadcast station has an obligation under the fairness doctrine to provide free time for a reply to controversial statements made on a commercially sponsored program, the FCC ruled last week.

When a licensee has broadcast a sponsored program which presents one side of a controversial issue for the first time "he cannot reject a presentation [of the other side]—and thus leave the public uninformed—on the ground that he cannot obtain paid sponsorship for that presentation," the commission told two Alabama radio stations last week.

WKUL Cullman and WARF Jasper had asked for a ruling on application of the fairness doctrine to the program *Life Line* during which the nuclear test ban treaty now before the Senate was attacked. The stations had received requests that they air free of charge a reply prepared by the Citizens Committee for a Nuclear Test Ban Treaty.

The keystone of the fairness doctrine and of the public interest is the right of the public to be informed, the FCC said, and to have presented conflicting views on issues of public importance. Therefore, when a licensee permits one side of an issue such as the test ban treaty to be presented on its facilities, "he must afford reasonable opportunities for the presentation of contrasting views by spokesmen for other responsible groups," the commission told the stations.

There is no single method by which a station must meet this obligation, the agency said, with the licensee having considerable discretion as to formats and spokesmen. With the exception of personal attacks, there is no single group or person entitled as a matter of right to make a reply, the FCC said.

Local Option ■ Using this criteria, the licensee could select a local spokesman to reply to the test ban controversy and need not necessarily air the tape supplied by the national organization to meet its obligations to the public, the FCC pointed out. "But it is clear that the public's paramount right to hear contrasting views on controversial issues of public importance cannot be nullified either by the inability of the licensee to obtain paid sponsorship or time for the broadcast of a view contrary to one already presented in a sponsored program . . ." the FCC said.

According to the commission, several syndicated programs have attacked the test ban treaty and one syndicator has sent a memorandum to stations quoting an "unofficial commission source"

as saying (1) that a reply is not required unless the group requesting time has a local chapter and (2) that a station is not required under any circumstances to give free time to reply to a sponsored program.

Such an interpretation is inaccurate in both instances, the FCC emphasized.

Both WKUL and WARF told the commission that they already have met the requirements of the fairness doctrine without carrying the committee's tape and the FCC said that it has received no complaints to the contrary. "Thus, it is your good faith judgment that the public has had the opportunity fairly to hear contrasting views on this issue, then it would appear that your obligation pursuant to the fairness doctrine has been met" without the broadcast of the citizens committee tape, the FCC told both stations.

WFGA-TV's grant upheld by FCC

The FCC has affirmed its grant of channel 12 in Jacksonville, Fla., to WFGA-TV (Florida-Georgia Television Inc.).

The grant, originally made on Aug. 31, 1956, was one of six reviewed by the commission as the result of revelations of a congressional committee that ex parte influences had been brought to bear on then Commissioner Richard Mack.

In an order released last week, the commission found that WFGA-TV had committed no improprieties in the original proceeding. At the same time, it denied the competing applications by Jacksonville Broadcasting Corp. (JBC) and the City of Jacksonville (City).

JBC was disqualified on the ground it had made ex parte contacts. City's application was denied on comparative grounds.

The commission also rejected a motion by the FCC general counsel's office to reopen the record so that testimony could be taken from several witnesses, including former Commissioner Mack, on entries in Mr. Mack's office diary and a memorandum from the files of Senator Spessard Holland (D-Fla.). Both documents are in the record.

Four Votes ■ Four commissioners concurred in the order—Chairman E. William Henry, Frederick W. Ford, Robert T. Bartley and Rosel Hyde. Commissioner Robert E. Lee was absent and Commissioners Kenneth A. Cox and Lee Loevinger didn't participate.

In an initial decision rendered April

11, 1962, Hearing Examiners James D. Cunningham and Chester Naumowicz Jr. cleared WFGA-TV of any implication of wrongdoing. But they recommended that the grant be voided because Mr. Mack participated in the decision.

Following the examiners' recommendation, the commission voided its Aug. 31, 1956, decision—then readopted it insofar as it awarded a construction permit to WFGA-TV. The commission also reaffirmed its action granting the station a license in 1957, and removed WFGA-TV's 1960 renewal application from the deferred status.

In finding only JBC guilty of ex parte activities, the commission overturned that portion of the initial decision declaring that City also was guilty of improper representations.

The examiners' conclusion regarding City was based on the activities of City Commissioner J. Dillon Kennedy. The examiners acknowledged that no other city official authorized or even knew, at the time, of Mr. Kennedy's activities. But the examiners said City couldn't "escape the legal onus" of Mr. Kennedy's activities in its behalf.

City Not To Blame ■ The commission, however, said Mr. Dillon's actions couldn't be imputed to the City of Jacksonville. The commission said no individual city commissioner can act for the city and that although "limited preliminary authority may be delegated to a particular commissioner," his activities must be ratified by the full commission. And there is no evidence, the commission said, that Jacksonville authorities knew of Mr. Kennedy's activities.

The order specifically states that there is no reason to conclude that City, which operates WJAX-AM-FM, is not qualified to be a licensee.

WDKD says FCC is out of bounds

WDKD Kingtree, S.C., which is fighting for its license, has told the U.S. Court of Appeals in Washington that the FCC exceeded its authority in relying on the "public interest" standard to examine the station's program content.

The station said the constitutional guarantee of free speech protects broadcasters from such commission activity except where Congress has provided specific authority in legislation.

And the commission, WDKD said, has no specific congressional mandate to "delve into program content" as it did in Kingtree.

WDKD, which is owned and operated by E. J. Robinson Jr., was denied renewal of its license last year on the grounds that disc jockey Charlie Walker broadcast programs that were "coarse, vulgar and suggestive of indecent double

Weight controllers need the best kind of help, including the physician's personal guidance

ANYONE WHO HAS TRIED to lose excess weight knows that it is not easy to change those eating habits and exercise patterns which contributed to adding the extra pounds in the first place. And it is sad, but true, that most of the people who do manage to shed weight put it back on within a short period of time, especially if the loss was due to reliance on the latest fad or crash diet.

Successful weight reduction and weight control, over a long-range period, requires changes in one's way of living, and it is foolish to torture one's self with attempts at weight control unless one is willing to make these changes. To change some lifetime habits requires not only strong personal motivation to do so but also the help and sympathy of others—members of the family, friends, and, very important, the physician who knows and understands the person. The physician plays a key role in successful weight control because he can determine how much weight, if any, should be lost. He can outline clearly the health hazards involved to the individual if weight reduction is not accomplished, and oftentimes he is in a better position than anyone else to talk bluntly and forcefully about the rate of progress in losing excess pounds.

From many studies which have been conducted to determine how weight reduction may be most effectively achieved over a long-range period it has been concluded that diet changes and exercise are especially important.

DON'T TRY DRASTIC DIET CHANGES

There may be special reasons for a physician to recommend to a specific patient that he or she use special dietary foods to lose weight. However, in most cases, the sound approach to balancing calorie intake with calorie needs is to select foods from the four basic food groups which nutritionists agree provide all the necessary nutrients the body needs for good health. By selecting foods from the normal well balanced diet program, the weight reducer can eat with the rest of the family and does not attract special attention to his eating pattern.

The weight reducer must regulate the quantity of food intake so that the total calories consumed are less than daily calorie needs. This does not require cutting out any foods normally eaten, but it does mean reducing the amount eaten and perhaps more careful trimming of the fat on some foods.

The well balanced diet, for the person who wants to lose weight as well as for the person who wants to maintain weight, should include selections from four food groups:

MILK AND DAIRY FOODS: Milk provides an abundance of essential food nutrients at a comparatively low cost in calories. Two 8-ounce glasses of milk (or their equivalent in other dairy products such as cheese or ice cream) per

day provide for an adult man approximately 25 percent of his daily protein needs; 71 percent of his calcium (yes, adults do need calcium even though they have completed growth of bones and teeth); 15 percent of his vitamin A; 46 percent of his riboflavin; 10-12 percent of his thiamine; 10-13 percent of his calories. The percentages for an adult woman are just slightly higher because of the woman's generally lower level of need for these nutrients. Since the weight reducer must have essential food nutrients such as protein, minerals, and vitamins, he should select foods like milk which provide these nutrients at a relatively low cost in calories.

MEAT, FISH, POULTRY, EGGS: Two or more servings each day from this group provide additional protein, iron, thiamine, riboflavin, and niacin. Weight reducers can lower calories by selecting the lean cuts of meat.

VEGETABLES AND FRUITS: Four or more servings each day from this group, including a citrus fruit or vegetable high in vitamin C and a dark-green or deep-yellow vegetable for vitamin A, do not cost much in calories but do provide important nutrients.

BREADS AND CEREALS: These foods provide protein, iron, B-vitamins, and food energy (calories). Weight reducers should keep the total calorie count in mind in selecting foods from this group.

Balance—in both nutrients and calories—is essential to weight reduction and maintenance. Weight will go down if the body uses more calories than are consumed, but it is unwise to attempt to reduce calorie intake through eliminating certain foods or relying upon strange special dietary foods that could not serve satisfactorily in the lifetime eating pattern.

DAILY EXERCISE IS IMPORTANT

Weight control studies have also shown that it may be easier to lose pounds if a regular exercise program is adopted. This need be nothing more than a daily walk. The regular exercise not only uses up calories but also seems to stimulate the person to the point of making the weight control program easier to adjust to and to accept.

Carrying excess pounds is dangerous to health as well as unpleasant. Changing one's eating and exercise habits to reduce weight is not easy to accomplish, but adopting a sensible plan of weight reduction such as we have outlined here does make the job much easier and increases the chances for success over the long-range.



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meanings" and that Mr. Robinson misrepresented his knowledge of the questioned broadcasts.

The station expressed its views last week in a reply to the brief filed by the commission. WDKD and the American Civil Liberties Union, in a friend-of-the-court appearance, filed initial briefs last month, in which they held the commission action violated the First Amendment's free speech provisions. Both also asked the court to send the case back to the commission for further consideration of the misrepresentation.

Attorneys for the station have asked that the oral argument on the appeal be heard by all nine judges, rather than the customary three-judge panel. The attorneys filed a motion contending that the constitutional issue involved is critical enough to warrant review by the full court.

Commission's Views ■ The commission, in its brief, argued that it does have the authority to review programs to determine whether the public interest is being served. It also said that although the First Amendment extends to broadcasting, "different rules are appropriate for different media of expression."

But WDKD said that in most of the cases on which the commission relied, the agency was attempting to "reach alleged evils" which Congress, "in narrowly drawn legislation," has authorized the agency to regulate.

Two cases in which the "public interest" standard alone was relied on by the commission were decided by the U.S. Court of Appeals, in the agency's favor, thirty years ago. The "rationale" of those court decisions, WDKD said, "are difficult to square" with more recent Supreme Court decisions in First Amendment cases.

Expanding CATV's bound by 30-day rule

NONDUPLICATION APPLIES TO ENTIRE SYSTEM—FCC

A community antenna system that acquires increased facilities under the stipulation that there will be no duplication of a local station for a 30-day period, when the CATV system is within a television station's grade A contour, accepts that condition not only for the added facilities, but for the system as a whole.

Although the FCC last week stated this policy in a letter to Wentronics Inc., a CATV operator, denying the company's petition for a reconsideration of the nonduplication clause, the message was clear for other CATV systems that have accepted provisional grants.

In all there have been nine microwave grants to CATV systems that carried the nonduplication clause. The condition was devised as a method of allowing grants pending a decision on the commission's rulemaking to restrict CATV's use of microwave channels in the business radio service—restrictions which television broadcasters have strongly supported (BROADCASTING, Feb. 25).

Legally Able ■ The commission told Wentronics that the FCC does have the legal authority to demand agreement to the nonduplication condition. The commission based its authority on the Carter Mountain case in which the U. S. Court of Appeals for the District of Columbia last May upheld the commission's power to protect local television stations from the encroachments of CATV operators.

The commission told Wentronics that it could return the grants to the agency

if the company didn't wish to accept the condition of nonduplication and the applications would be returned to a pending status.

One minor round in the struggle between television stations and community antenna systems last week went to the CATV ranks as the FCC denied petitions by two Texas television stations for reconsideration of two grants for increased microwave facilities.

The commission denied the request by KLTW(TV) Tyler that the agency partially reconsider its grant to East Texas Transmission Co., allowing the CATV to extend its systems in Tyler and Jacksonville to Palestine.

A request by KTAL-TV Texarkana that a grant to Mesa Microwave Inc., Paris, for additional facilities to relay KRLD-TV and WFAA-TV, both Dallas, and WBAP-TV and KTVT(TV) Fort Worth to a new subscriber in Clarksville, was also denied.

FCC revokes WIXI's CP

The FCC has ordered WIXI Irondale, Ala., to cease operations. The station has been operating on a construction permit.

The commission, in denying the station a license to cover its CP, said permittee W. D. Frink was guilty of "misrepresentations, unauthorized transfers of control and violations" of rules requiring that information be filed concerning business dealings while the license application was pending.

WIXI was ordered to be off the air by Dec. 11, 1963.

THE MEDIA

ABC RADIO ON THE RISE

Pauley raises flag of optimism at regional meeting on sales, programing and affiliates

New programing moves for the fall, a strong sales picture and a report on an improved affiliates lineup highlighted the ABC Radio regional affiliates meeting held in New York last week.

The Sept. 17 meeting was the fourth regional meeting held over a 10-day period, the others held earlier at New Orleans, Chicago and San Francisco. More than 100 station people attended the New York meeting bringing the attendance for the four regionals to over 250.

Robert R. Pauley, president of ABC Radio, set the tone of proceedings by noting at the outset that his network's

sales were going up substantially in the third quarter of this year. He said the network had changed the pattern of "accepting anything that came along" and had turned down more than \$3 million worth of business from advertisers this year because their programing was not considered by the network to be "top-flight."

Mr. Pauley said in the past year ABC Radio had continued a policy of strengthening its affiliates list and subsequently clearances, dropping about 55 stations but adding 47.

He predicted a return of program sponsorship to radio because of a desire

among many advertisers for product identification.

Mr. Pauley told the affiliates that ABC Radio would not follow the moves of MBS and NBC Radio in offering news services to nonaffiliated stations.

Also reporting to affiliates were William T. Rafael, vice president in charge of programing for the network; Theodore M. Douglas Jr., vice president in charge of sales for ABC Radio; Earl Mullin, vice president in charge of station relations for the network; Thomas A. O'Brien, ABC Radio national news editor, and Frank Maguire, director of new special program features service (and co-producer of *Flair Reports*).

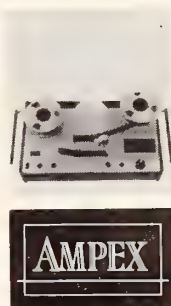
Billings Up ■ Mr. Douglas said ABC Radio's billings for the incompleting third quarter of this year were already 56% ahead of the full third quarter of 1962, a sales growth described as having "gone through the roof." Mr.



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plifier, its signal meets all FCC broadcast specifications. The new Ampex VR-660 has two audio tracks. It records at 3.7 ips—or up to five hours on one reel of tape. And, too, it's extremely simple to operate. It's easy to maintain because it's fully transistorized. And, of course, it offers reliability—Ampex reliability. For more information please write to Ampex Corporation, Redwood City, California. Sales and service offices throughout the world.

Douglas reported 20 advertisers now place business on the network on a 52-week basis, a number said to be a record in recent years. He indicated sales during the summer months also were the best in the network's history.

A portion of Mr. Pauley's talk was centered on Sindlinger & Co.'s measurement of the radio audience as well as Sindlinger reports showing consumer buying correlations with radio activity. Mr. Pauley said much of the renewed advertiser interest in network radio stemmed from Sindlinger informing agencies and advertisers "as to where their radio money will be going. . ."

Target date for Calif. TV

Following the FCC's Sept. 13 announcement of a new TV grant on channel 12 in Santa Maria, Calif. (BROADCASTING, Sept. 16), permittee Central Coast Television has set a target date of early January 1964. Construction of studios, to include color equipment, is to begin "within a few days," according to officials of the new station. Permittee is a partnership of Marion A. Smith, Burns Rick, Mili Acquistapace, Ed J. Zuchelli and James H. Ranger. They are all residents of Santa Maria.

TRANSCONTINENT SALE IN FCC HANDS

Practically all of holdings go for \$38.5 million

The largest sale of broadcast stations in the industry's history has been submitted to the FCC for approval. The transaction will sell all but one of Transcontinent Television Corp.'s facilities to Taft Broadcasting Co., Midwest Television Inc. and Time-Life Broadcasting Co. for a record \$38,539,310.

The total sales price is based on about \$21.20 per share of the 817,000 shares of TTC stock outstanding.

Taft Broadcasting headed by Hulbert Taft Jr., will purchase WGR-AM-FM-TV (ch. 2) Buffalo, N. Y., WDAF-AM-FM-TV (ch. 4) Kansas City, Mo., and WNEP-TV (ch. 16) Scranton-Wilkes Barre, Pa., for \$26,889,310 plus adjustments and tax liabilities. Taft thinks the liability won't exceed \$4.8 million. WNEP-TV will first be assigned pro forma from Northern Pennsylvania Broadcasting Inc., a TTC subsidiary, to the parent corporation.

The Buffalo AM and TV stations and the Kansas City TV outlet are NBC affiliates. WNEP-TV is on ABC.

Midwest Television headed by August C. Meyer, will purchase KFMB-AM-FM-TV (ch. 8) San Diego, Calif., for \$10,085,000 plus adjustments. The AM

and TV stations are CBS affiliates.

Time-Life Broadcasting will purchase KERO-TV (ch. 23) Bakersfield, Calif., for \$4,565,000 plus adjustments. KERO-TV is on NBC-TV.

TTC will assign (pro forma) its Cleveland, Ohio, outlets WDOK-AM-FM to the corporation's stockholders. Northern Pennsylvania Broadcasting will be the licensee. WDOK-AM-FM was excluded from the mass sale in order to avoid involvement of the whole transaction with the commission's three-year holding rule. A hearing would be risked because of the Cleveland stations which TTC acquired April 30, 1962, and all of the sales would be involved since the commission considers the most recent purchase as is the date from which the three-year rule begins.

The purchasers will pay TTC in cash at the closing of the transactions.

Taft plans to finance its purchase out of a \$33 million loan it has negotiated with a syndicate of 11 banks headed by the Morgan Guaranty Trust Co. of New York. Midwest is borrowing \$9.5 million from the Chase Manhattan Bank of New York to finance the bulk of its purchase. Time-Life will pay for the Bakersfield station out of existing resources.

What They Now Own ■ Taft is licensee of WKRC-AM-FM-TV (ch. 12) Cincinnati, WTVN-AM-FM-TV (ch. 6) Columbus, both Ohio, WBRC-AM-FM-TV (ch. 6) Birmingham, Ala., and WKYT-TV Lexington, Ky., which operates on UHF channel 27. Purchase of the TTC VHF stations will bring Taft to the FCC's quota of five.

Midwest owns WCIA-TV (ch. 3) Champaign and WMBD-AM-FM-TV (ch. 31) Peoria, both Illinois. Lindsay-Schaub Newspaper, which owns 20% of Midwest, is licensee of WSOY-AM-FM Decatur, WVLN-AM-FM Olney and WSEI-FM Effingham, all Illinois.

Time-Life owns KLZ-AM-FM-TV (ch. 7) Denver, WOOD-AM-FM-TV (ch. 8) Grand Rapids, Mich., KOGO-AM-FM-TV (ch. 10) San Diego, WTCN-AM-TV (ch. 11) Minneapolis and WFBM-AM-FM-TV (ch. 6) Indianapolis. KERO-TV will be its only UHF.

Changing hands

ANNOUNCED ■ The following sales of station interests were reported last week subject to FCC approval (for other commission activities see FOR THE RECORD, page 85).

■ WGR-AM-FM-TV Buffalo; WDAF-AM-FM-TV Kansas City, Mo.; WNEP-TV Scranton, Pa.; KFMB-AM-FM-TV San Diego, and KERO-TV Bakersfield, Calif.: Sold by Transcontinent Television

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Corp. to Taft Broadcasting Co. (Buffalo, Kansas City and Scranton facilities), Midwest Television Inc. (San Diego) and Time-Life Broadcasting Co. (Bakersfield). See story page 74-B.

■ **WRGM** Richmond, Va.: Sold by Southern States Radio Corp. to McLendon Richmond Broadcasting Co. (John M. McLendon) for \$185,000 and assumption of \$4,000 liability. McLendon Ebony Radio Group owns WYOU Tampa, Fla.; WENN Birmingham, Ala.; WOKJ Jackson, Miss.; KOKA Shreveport, La.; KOKY Little Rock, Ark., and community antenna systems. WRGM is 5 kw daytimer on 1590 kc. Broker: Blackburn & Co.

■ **WEAD** College Park (Atlanta), Ga.: Sold by College Park Broadcasting Co. (F. Richard Coughlan, president) to Metro Atlanta Broadcasting Inc. Buying group includes Dr. Bernard Lipman, Hubert C. Tant (each 20%), Harvey J. Aderhold, Arthur P. Jackson, Paul Jones, Frank M. Lokey Sr., Frank M. Lokey Jr. and Charles A. Wofford, all 10%. Mr. Lokey Jr. is the present WEAD general manager and Mr. Aderhold is chief engineer for the Georgia Educational TV Network. WEAD is on 1570 kc with 1 kw daytime.

■ **WLAQ** Rome, Ga.: Sold by Don Mitchell's WLAQ Inc. to Clarke Broadcasting Co. for \$150,000. Purchasing company owned by Randolph Holder and Thomas Lloyd, who also has WGAU Athens, Ga. WLAQ Inc. is owned by Mitchell Melof, who has WSMA Smyrna, Ga. WLAQ is on 1410 kc with 1 kw fulltime. Broker: Blackburn & Co.

NAB convention will lose some color

"Discrimination" will be a thing of the past at future conventions of the National Association of Broadcasters.

The 1964 convention committee held its first meeting in Chicago last week and decided to abolish the system of red badges for accredited delegates and blue badges for all others. Beginning with the April 5-8 sessions next spring, all those registered will wear the same colors—including news media.

Blue badges have been segregated in the past only from the annual labor-management conference. Exhibitors, which are not officially registered, will continue to wear different badges however.

As in past years, the FCC will be asked to appear again as a panel and Chairman E. William Henry will be invited to speak to one of the three luncheons. The committee also voted to retain the same format for next year's convention, opening with a general assembly Monday morning, April 5.

FAIRNESS AND THE COMMUNISTS

Could the Reds demand equal time from U.S. stations?

Literal interpretation of the FCC's July 26 policy statement on the fairness doctrine would permit the Communist Party to "practically paralyze the broadcasting industry in the U. S.," the Louisiana Association of Broadcasters was told last week.

W. Cleon Skousen, Freedom University of the Air and author of *The Naked Communist*, charged the commission's directive to broadcasters is "extremely loose and vague—and vague language in an official government regulation can trap a citizen even though he is conscientiously trying to carry out the order." He pointed out the Communist Party is an official agency of a foreign government and probably every station carries many broadcasts criticizing the Soviet Union and Communism. Yet, he said, under the FCC's edict on fairness, the Communists could demand time to answer every attack.

For several years, Mr. Skousen said, the commission has encouraged stations to editorialize and to discuss public issues but the latest mandate could completely destroy the good of the prior urgings. The FCC is vague, he said, on such terms as adequate response, spe-

cific offer of a station's facilities, what constitutes an attack on an individual or organization and what constitutes a controversy.

Louisiana And Georgia ■ Every state broadcasters' association should "get into the day-by-day business of helping broadcasters," Jack Williams, executive secretary of the Georgia Association of Broadcasters, told the LAB.

Mr. Williams urged every state group to employ a full-time executive because they must be the backbone of industry opposition to federal encroachment and they can be effective in promoting broadcasting. "The grass roots are the place where action begins and where voices speak loudest," he said. "We need maximum effort to get states organized to give broadcasting a powerful new voice."

The GAB official, whose state association has feuded with the National Association of Broadcasters over industry programs and promotions outside the state (BROADCASTING, Sept. 2), said the NAB should establish associate membership status for state associations. He noted the Radio Advertising Bureau already has taken this step.

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Corinthian to introduce TV columnists

BACKGROUND REPORTS WILL GO IN LOCAL NEWSCASTS

Fourteen leading newspaper and magazine columnists, analysts and commentators have been signed by Corinthian Broadcasting Corp. to prepare special television "columns" for use in news programs on the Corinthian stations.

Five of the columnists will tape special TV commentaries each week. These will deal with current major news events in terms of background and analysis and will average two and a half minutes apiece. They will be inserted in the new 30-minute early-evening local news reports initiated by the Corinthian stations back-to-back with CBS-TV's new 30-minute reports.

C. Wrede Petersmeyer, Corinthian president, hailed the plan as a breakthrough in TV journalism.

"We believe that the outstanding people we have selected for this project will bring a new dimension to television journalism," he said. "Each will prepare and present on the air by video tape original television material providing background information and analysis on the important news events of the week."

Most of the new TV "columnists" are or have been with the *New York Herald Tribune*, which like Corinthian

is owned by John Hay Whitney. But Corinthian officials said *Herald Tribune* affiliation is not mandatory and that negotiations with others are under way.

Those already signed include Roscoe Drummond, syndicated columnist; Robert J. Donovan, author of *PT-109* and now chief of the Washington bureau of the *Los Angeles Times*; Marguerite

director of programing for Corinthian. They will begin on Corinthian's five stations next Monday (Sept. 30). The programs will be offered to other stations in other markets. WOR-TV New York has already purchased the columns for use on their station starting Sept. 30 on the 12 noon and 3 p.m. newscasts.

The Corinthian stations inaugurated half-hour early-evening news reports and daily editorializing on Sept. 2.

"There is a definite place and need for responsible observing in the television medium," Mr. Petersmeyer said.



Miss Higgins



Mr. Smith



Mr. Donovan



Mr. Kerr



Miss Crist

Higgins, Stewart Alsop, Earl Mazo, Rowland Evans and Robert Novak, all national and international news reporters; sportswriter Red Smith, fashion expert Eugenia Sheppard, drama critic Walter Kerr, film critic Judith Crist, book reviewer Maurice Dolbier, art critic Emily Genauer and science editor Earl Ubell.

The commentaries are produced under the supervision of Robert H. Salk,

The Corinthian TV stations are KHOU-TV Houston; KOTV(TV) Tulsa, Okla.; KXTV(TV) Sacramento, Calif.; WANE-TV Fort Wayne, Ind. and WISH-TV Indianapolis.

Film sales . . .

Columbia Post—'48's (Screen Gems): Sold to WMT-TV Cedar Rapids-Waterloo, Iowa; WTAF(TV) Marion, Ind.; WINR-TV Binghamton, N. Y.,

First ratings buoy hopes at ABC-TV

ABC-TV officials appeared well pleased with the ratings achieved as their new 1963-64 season got under way last week.

Some officials said the public "sampling" of their new offerings was even bigger than they had anticipated. They acknowledged that CBS-TV and NBC-TV had not yet unveiled the greater part of their new schedules, but claimed good or superior ratings for ABC-TV in many cases against ordinarily strong holdover competition.

Following are the Trendex 26-city overnight reports for the first four evenings last week. The parenthetical symbols indicate whether the program is new. "N" indicates a new series; "NP," new programing in an existing series; "NT," new time period; "R," rerun.

In reporting the ratings, ABC-TV noted: "The data used herein are estimates from Trendex. They are subject to limitations of sample size

and other qualifications available on request."

Sunday, Sept. 15				CBS—To Tell the Truth (NP)				10.1	18.8
				NBC—Movies (NP)				18.7	34.7
7:30		Rating	Share	8:00					
	ABC—Jaimie McPheeters (N)	12.2	29.1		ABC—Outer Limit (N)		21.0	37.6	
	CBS—Dennis (R)	10.3	24.5		CBS—I've Got a Secret (NP)		12.0	21.4	
	NBC—Disney (R)	14.3	34.1		NBC—Movies (NP)		17.3	30.8	
8:00				8:30					
	ABC—McPheeters (N)	12.8	25.3		ABC—Wagon Train (NT-NP)		20.5	39.0	
	CBS—Sullivan (R)	15.0	29.8		CBS—Playhouse (NP)		8.9	16.9	
	NBC—Disney (R)	17.4	34.6		NBC—Movies (NP)		18.0	34.3	
8:30				9:00					
	ABC—Arrest & Trial (N)	18.3	35.3		ABC—Wagon Train (NT-NP)		17.6	34.0	
	CBS—Sullivan (R)	13.4	25.8		CBS—Comedy Showcase (R)		14.6	28.2	
	NBC—Grindl (N)	16.6	32.0		NBC—Movies (NP)		17.1	33.0	
9:00				9:30					
	ABC—Arrest & Trial (N)	22.7	40.3		ABC—Wagon Train (NT-NP)		20.0	40.5	
	CBS—McCoys (R)	12.5	22.2		CBS—Comedy Showcase (R)		16.8	34.0	
	NBC—Bonanza (R)	14.1	25.0		NBC—Art Linkletter (NP)		9.6	19.5	
9:30				10:00					
	ABC—Arrest & Trial (N)	21.2	39.6		ABC—Breaking Point (N)		17.8	38.1	
	CBS—GE True (R)	9.1	17.1		CBS—Password (NP)		22.3	47.6	
	NBC—Bonanza (R)	18.2	34.1		NBC—News (N) (special)		2.9	6.3	
10:00				10:30					
	ABC—100 Grand (N)	15.1	30.2		ABC—Breaking Point (N)		21.2	50.6	
	CBS—Candid Camera (R)	20.2	40.3		CBS—Stump the Stars (NP)		13.8	32.9	
	NBC—Du Pont (NP)	10.5	21.0		NBC—Local		3.3	8.0	
Monday, Sept. 16				Tuesday, Sept. 17					
7:30				7:30					
	ABC—Outer Limits (N)	18.7	34.7		ABC—Combat (NP)		18.0	43.7	

WMTV(TV) Madison, Wis.; WDBJ-TV Roanoke, Va.; KIVA(TV) Yuma, Ariz.; WLAC-TV Nashville, Tenn.; KXJB-TV Valley City, N. D.; WPRO-TV Providence, R. I.; KTV(TV) Sioux City, Iowa; KCMT(TV) Alexandria, Minn.; WTUV(TV) Tupelo, Miss.; KVAL-TV Eugene, Ore., and KRTV(TV) Great Falls, Mont. Now sold in 144 markets.

Columbia Post-'50's (Screen Gems): Sold to WTCN-TV Minneapolis-St. Paul; WNHC-TV New Haven, Conn.; WKRC-TV Cincinnati; KLZ-TV Denver; WITI-TV Milwaukee; WBEN-TV Buffalo; WLWD(TV) Dayton, Ohio; WLAC-TV Nashville; WMCT(TV) Memphis; KALB-TV Alexandria, La.; KTVO(TV) Kirksville, Mo.; WSAU-TV Wausau, Wis.; WDBJ-TV Roanoke, Va.; WJRT(TV) Flint, Mich.; KIVA(TV) Yuma, Ariz.; WHBF-TV Rock Island, Ill.; WFBG(TV) Altoona, Pa.; WREX-TV Rockford, Ill. and KRTV(TV) Great Falls, Mont. Now sold in 78 markets.

Seven Bob Hope Features (Allied Artists TV): Sold to WABC-TV New York; WBBM-TV Chicago; WTOP-TV Washington; WMTW-TV Poland Spring, Me.; WCAU-TV Philadelphia; KCTO-TV Denver; KNXT(TV) Los Angeles; WTEV(TV) Bedford, Mass.; KNTV(TV) San Jose, Calif.; KMOX-TV St. Louis, and WBRE-TV Wilkes Barre-Scranton, Pa.

The Spread of the Eagle (BBC-TV): Sold to Australian Broadcasting Commission.

Rolvaag addresses RTNDA windup

Broadcasters have both the legal and professional right to broadcast editorials on public issues and politics in the opinion of Governor Karl F. Rolvaag, Minnesota Democrat.

In an impromptu address at the closing session of the 18th annual convention of the Radio-Television News Directors Association in Minneapolis, Sept. 14, the governor went all out in paying tribute to the journalistic function of broadcasting. He said he favored stations taking positions on candidates for public office even though WTCN Minneapolis news director, Sheldon Peterson, had opposed his election last November.

Don Jamieson, president of the Canadian Association of Broadcasters, in his address to the RTNDA maintained that broadcasters in both the U.S. and Canada make a mistake in seeking parity with the press.

Because of the special status of broadcasting as the "most important" means of mass communications, he said, the quest should be for "freedom for broadcasting," which extends even beyond that accorded the press.

At its closing session Saturday, the association passed a resolution objecting "to the continuing practices of the Federal Communications Commission and the Congress in redefining codes

Program orders for 1964

Four Star Distribution Corp. reported last week that more than ever before, the company has been taking orders from stations for program series that will not begin play dates until 1964. In some cases, according to Len Firestone, vice president and general manager of Four Star Distribution, stations have bought the company's off-network series for a fall 1964 start. He attributes this buying-in-advance to a feeling on part of some stations that there will be a scarcity of suitable off-network properties next year. Among the markets and programs involved in 1964 starts are Dallas for *Dick Powell Show* and *Stagecoach West*; Orlando, Fla., for *Zane Grey Theatre*; Great Falls, Mont., for *Dick Powell*; Youngstown, Ohio, for *The Law* and *Mr. Jones* and Tulsa for *The Rifleman*.

of fairness; investigating the rights of free expression already guaranteed in the Constitution, confusing the practitioners of responsible broadcast journalism with rules that impede and discourage their profession, and misleads the public by questioning the rights of broadcast journalists already outlined and protected by tradition, and the Constitution."

Local public service theme of conference

Westinghouse Broadcasting Co. (Group W) announced plans last week for its fifth industrywide conference on local public service programming, Nov. 11 in Cleveland.

The three-day conference will consist of seminars, roundtable panels, addresses and screenings. It is expected to attract several hundred broadcast executives and officials from related fields. The aim of the conference has been described as an effort to enlarge the capability of the broadcasters to bring information, education and enlightenment to communities across the country. Its theme is "Communications and the Community."

Lang-Worth offers new radio production package

Lang-Worth Feature Programs Inc., Hempstead, N. Y., is offering a new commercial production package to radio stations. "Command Radio," which features custom image productions made specifically for local and regional accounts, also has a sales training course

Rating Share

Wednesday, Sept. 18

	Rating	Share		Rating	Share
CBS—Local	9.2	22.4	7:30		
NBC—Laramie (R)	6.2	15.0	ABC—Ozzie & Harriet (NT-NP)	14.9	35.7
8:00			CBS—CBS Reports (NP)	6.4	15.4
ABC—Combat (NP)	21.7	45.4	NBC—Virginian (NP)	11.7	28.1
CBS—The Playhouse (R)	8.6	18.0	8:30		
NBC—Laramie (R)	11.4	23.9	ABC—Price Is Right		
8:30			(new on network)	13.6	28.6
ABC—McHale's Navy (NT-NP)	26.2	49.0	CBS—Dobie Gillis (R)	10.6	22.3
CBS—Talent Scouts (NP)	10.9	20.4	NBC—Virginian (NP)	16.0	33.7
NBC—Empire (R)	9.6	18.0	9:00		
9:00			ABC—Ben Casey (NT-NP)	16.2	30.9
ABC—Greatest Show			CBS—Beverly Hillbillies (R)	18.8	36.0
on Earth (N)	22.3	43.5	NBC—Mystery Theater (N)	10.7	20.5
CBS—Talent Scouts (NP)	13.1	25.6	9:30		
NBC—Empire (R)	9.9	19.3	ABC—Ben Casey (NT-NP)	20.4	38.2
9:30			CBS—Dick Van Dyke (R)	15.7	29.4
ABC—Greatest Show			NBC—Mystery Theater (N)	10.4	19.5
on Earth (N)	29.5	55.1	10:00		
CBS—Picture This (NP)	9.5	17.8	ABC—Channing (N)	17.7	41.0
NBC—Dick Powell (R)	10.4	19.4	CBS—Reckoning (R)	8.4	19.4
10:00			NBC—11th Hour (R)	10.2	23.6
ABC—Fugitive (N)	21.7	48.2	10:30		
CBS—Keefe Braselle (NP)	7.7	17.2	ABC—Channing (N)	14.4	36.6
NBC—Dick Powell (R)	9.8	21.8	CBS—Reckoning (R)	9.3	24.3
10:30			NBC—11th Hour (R)	12.0	31.4
ABC—Fugitive (N)	22.8	54.5			
CBS—Keefe Braselle (NP)	7.8	18.7			
NBC—Chet Huntley (NP)	7.8	18.7			

Ratings for last Thursday are on page 9.

and a guarantee in local sales to cover the package cost.

The basic production line of more than 2,000 units includes 450 sound effects, 200 station productions, 180 attention getters and more than 800 commercial jingles emphasizing the 24 heaviest buyers of radio time according to a U.S. Commerce Department list of local radio advertisers.

Thirty new releases each month will be keyed to the calendar year.

Fourth Network Inc. to do sports shows

The Fourth Network Inc., Los Angeles, a newly formed program service, will televise the Frank Sinatra Golf

Tournament from Palm Springs, Calif., as its first presentation.

Headed by John R. Vrba, former vice president and manager, KTTV Productions (Los Angeles), FNI will clear "125 stations and guarantees advertisers 85% coverage of TV homes" for the Sinatra tourney Nov. 9-10. The fifth annual Palm Springs Golf Classic Feb. 1-2 also will be televised nationally by FNI.

Mr. Vrba was a member of the Television Bureau of Advertising board of directors in 1961-62, and for the past three years has headed the West Coast council of the American Television Commercial Festival.

Fourth Network Inc. is located at 2301 West Third Street, Los Angeles 57.

KDKA gets Mike

KDKA Pittsburgh was announced last week as the winner of the 4th annual Mike award of the Broadcasters' Foundation. KDKA, which started broadcasting in 1920, was cited for integrity and responsibility in programing and as "one of America's distinguished pioneer stations."

The award will be presented at the Broadcasters' Foundation banquet in New York, Feb. 10, 1964. Previous recipients: WLW Cincinnati, WGN Chicago and WSB Atlanta.

INTERNATIONAL

TV PRICE HIKE IN BRITAIN

Rentals to increase \$11 million; advertising tax to add \$20 million to government coffers

Commercial TV programers in Britain face a sharp increase in operating expenses next year when the government increases its total rentals from \$15.4 million to \$26.6 million a year.

In addition, beginning July 30, 1964,

the government levy on advertising (now a 10% tax on revenue) will be placed on a sliding scale. This new tax is expected to increase revenues from the current annual \$22 million to approximately \$42 million in the first year

of operation.

Applications from programing companies to run the individual stations must be filed with the Independent Television Authority by Nov. 18 of this year. Under Britain's commercial system for the past nine years, the government-created ITA oversees the operation of the commercial stations.

Earlier this summer, the government enacted legislation for the increased taxes when it was established that four of the present 15 programers were accounting for approximately two-thirds of the revenue. Government officials felt that the profit rate was too high.

Though transmitter rentals on the whole will be increased, it was said that in certain areas where operating costs are higher (Associated Television's London [weekends] and Midlands [weekdays]) rentals would be lowered.

BBG approves low power channel in sub-Arctic

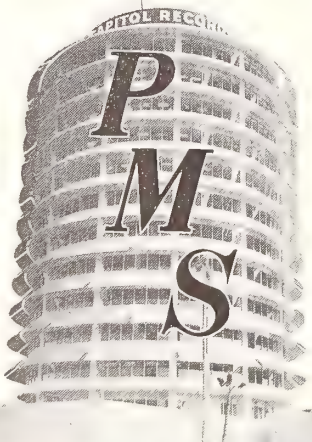
One new low power television station, a number of TV satellites, radio stations and power increases have been recommended by the Canadian Board of Broadcast Governors.

Recommendations announced on Sept. 9 included new 10 w video and 4.94 w audio TV station on channel 4 at Churchill, Man., in Canada's sub-Arctic. Station is licensed to N. J. Rondeau and will be part of the Canadian Broadcasting Corp. network.

New 5 w TV satellites are recommended at Moyie Mountain, B. C., to rebroadcast programs of CJLH-TV Lethbridge, Alt.; at Mount Thompson, B. C.; at Princeton, B. C.; at Perry's, B. C.; at Enderby, B. C., and Salmon Arm, B. C., to pick up programs of CHBC-TV Kelowna, B. C.

James A. Stewart has been recom-

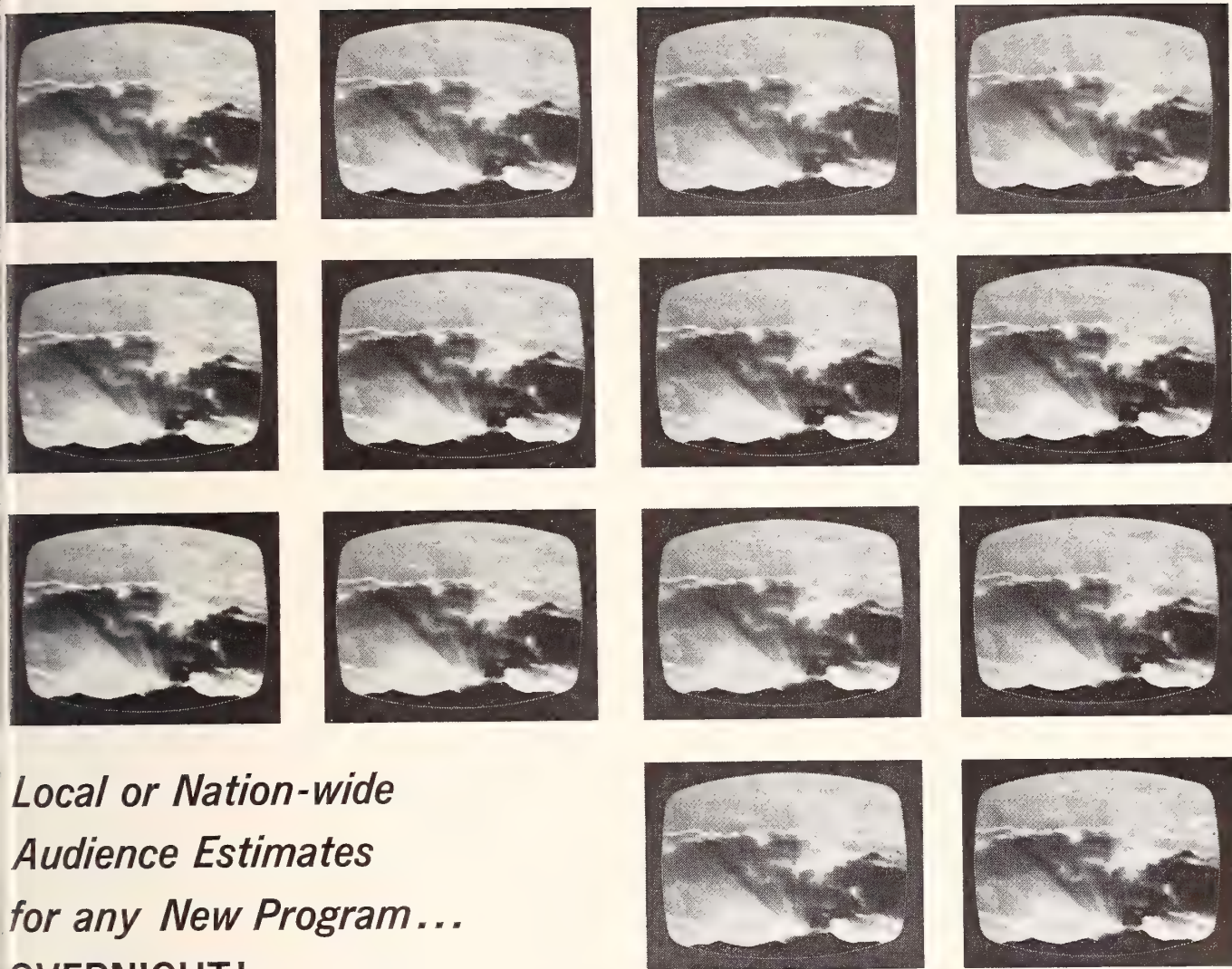
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The financial picture of Canadian pay TV

Viewers are paying an average of \$1 a week to Trans-Canada Telemeter in the Toronto-Etobicoke area for children's and adult movie entertainment, according to Bob Nelson, manager of the Toronto pay-TV operation.

The number of subscribers in the suburban area of Toronto has dropped in the past year from about 5,500 to 3,200 following the imposition last fall of a \$15 annual fee in addition to payment for individual programs. But the average from the remaining subscribers has gone up slightly, so that the overall revenue from the operation is still about the same as it was when there were 5,500 subscribers.

There are no plans for expansion, but it is expected that there will be

new subscribers added early in October when the Toronto Maple Leaf hockey team's 30 out-of-town games are telecast on Trans-Canada Telemeter. Price for a hockey game is \$1.50, and last year the majority of subscribers paid for these games.

Some recent and current movies are being shown at \$1 to \$1.50 per viewing. Included among pictures in the past few weeks have been "Hud," "Bye-Bye Birdie," "Walt Disney's Flipper," "Captain Sindbad." Charge for children's programs is 25 cents.

Trans-Canada Telemeter estimates that collections cost an average of \$1 a month per subscriber and programs about \$5 a year. This is just slightly more than the \$15 annual fee charged subscribers.

mended for a radio station license at Ottawa, on 1440 kc with 10 kw, and CFTK Terrace, B. C., for a 1 kw day and 250 w nighttime station at Kitimat, B. C. on 1230 kc.

Three 40-w relay transmitters have been recommended for the CBC at Shelburne, N. S., Riviere au Renard, Que., and Elliott Lake, Ont.

CJMS Montreal, has been approved for a power boost from 10 kw day and 5 kw nighttime on 1280 kc to 50 kw.

CKLD Thetford Mines, Que., has been granted a power boost from 250 watts on 1230 kc to 1 kw day and 250 watts nighttime.

CKBL Matane, Que., on 1250 kc, moves from 5 kw to 10 kw day and 5 kw nighttime.

CJAF Cabano, Que., moves with 250 watts from 1340 kc to 1240 kc.

CFCO Chatham, Ont., on 630 kc, has been granted a daytime boost to 10 kw, remaining with 1 kw at night.

CJQC Quebec City, has been denied programing in French as well as in English in the city where it is the only

English-language station.

CKCO-TV Kitchener, Ont., was permitted disaffiliation from CBC TV network and given permission to join the CTV Television Network.

Toronto firm plans expansion into U.S.

A desire to invest in U.S. radio broadcasting and related services was given last week as one of the factors in planned reorganization of Peruvian Oils & Minerals Ltd., Toronto.

Speaking to shareholders at the firm's annual meeting in Toronto last Thursday (Sept. 19), John J. Coyle, president and chairman of the board said Peruvian is looking toward acquisition of U.S. radio stations and development of radio and TV service companies.

In line with the U.S. broadcast properties, Mr. Coyle said a plan for establishing a U.S. company with a share-for-share exchange of stock with the Canadian firm would be announced within 30 days. He said the U.S. firm

would have a Canadian subsidiary to carry on the service of the present organization, which had net income after taxes of \$820,000 for the past year.

Mr. Coyle also is president of KVVU-AM-FM Highland Park, Tex., and Commercial Recording Corp., Dallas.

Abroad in brief...

Canadian football ■ Ford Motor Co. of Canada Ltd., Oakville, Ont., has become fourth sponsor on the Canadian Football League broadcasts on Canadian Broadcasting Corp.'s TV network, Saturday afternoons. Agency is J. Walter Thompson Ltd., Toronto. The other three sponsors are John Labatt Ltd., London, Ont. (J. Walter Thompson Ltd.), British American Oil Co. Ltd., Toronto, and Nabob Foods Ltd., Vancouver, B. C. (both James Lovick & Co. Ltd., Vancouver).

Radio festival ■ A radio commercial festival will be held Nov. 14 by the Radio and Television Executives Club of Toronto and the Radio Sales Bureau, at the Park Plaza hotel, Toronto, with workshops and awards presentation dinner. Entry deadline is Oct. 12. Cash awards of \$200 each have been donated by Rothmans of Pall Mall Ltd., Toronto.

Time spots ■ Coca-Cola Ltd., Toronto, has started time signals and 10-second commercials on some 50 Canadian radio stations. Time signals are being given on the hour and half-hour part of the day, every 15 minutes during the rest of the day. Agency is McCann-Erickson (Canada) Ltd., Toronto.

Broadcasters on RFE trip

Thirty-five businessmen, including broadcasting officials and civic leaders, will begin a nine-day tour of Radio Free Europe facilities Saturday (Sept. 28).

The tour will include stops at the RFE facilities in Munich, Germany; an inspection tour of the Iron Curtain separating West Germany from Czechoslovakia and a tour of Berlin.

Representing broadcasters will be Marlowe Froke, KDKA Pittsburgh; David Hart, Advertising Council, New York; Mrs. Lee Jeter, KFLJ Durango, Colo.; Homer Lane, KOOL-AM-TV Phoenix; Carl E. Lee, WKZO Kalamazoo, Mich.; Alan Newcombe, Jefferson Standard Broadcasting Co. [WBT-AM-FM-WBT (TV)] Charlotte, and Ben Strouse, WWDC-AM-FM Washington.

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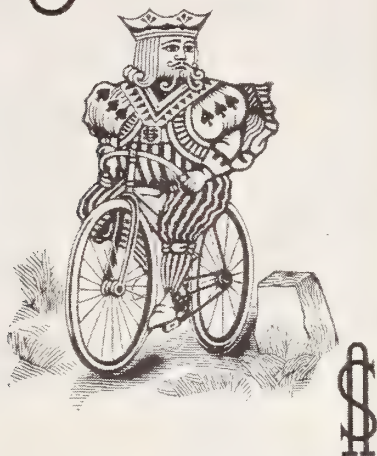
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Please write for a free copy of "Recommended Standards of Practice for Advertising and Selling Automobiles," prepared by NADA and the Association of Better Business Bureaus, Inc.



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FATES & FORTUNES

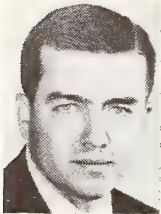
BROADCAST ADVERTISING



Mr. Stone



Mr. Gray



Mr. Palmer

William B. Palmer, William S. Stone and Brian R. Gray, creative supervisors at BBDO, New York, elected VP's. Mr. Palmer, who joined BBDO in 1956, is supervisor on Lever Brothers' Swan, United Fruit, and Schaefer Beer accounts. Mr. Stone joined agency in 1954 and is creative supervisor on B. F. Goodrich and Chevron accounts. Mr. Gray joined BBDO in 1956 and has worked almost exclusively on Armstrong account, as copywriter, group head, and now creative supervisor.

Stephen Rose, VP-marketing for Maradel Products Inc., joins The J. B. Williams Co. (Geritol, Sominex, Wil-

liams Shaving Creams, Aqua Velva, etc.), New York, as VP and director of marketing services.

John L. Dryer, account executive at Young & Rubicam, Los Angeles, elected vice president.

Dr. Valentine Appel, director of advertising research at Benton and Bowles, New York, and **Richard Gershon**, associate media director, elected VP's of agency. Dr. Appel, who joined B&B in 1961, was formerly associated with Ford Motor Co. Mr. Gershon joined agency in 1957.

Joseph Marone joins Sullivan, Stauffer, Colwell & Bayles, New York, as VP and TV group head. Mr. Marone was formerly general manager, producer and director at Sutherland Productions, New York.



Mr. Mixer

David Mixer elected VP of Ted Bates & Co., New York. Mr. Mixer, account supervisor, joined agency last year. He was formerly VP and account supervisor at Benton and Bowles.

Charles F. Fleischmann, VP of Young & Rubicam, New York, appointed advertising manager of The Nestle Co., national food processor and distributor, White Plains, N. Y. Mr. Fleischmann will assist in developing advertising plans and programs for all Nestle products, reporting to H. W. Barry, director of advertising and sales promotion. Before joining Y&R in 1953, Mr. Fleischmann was advertising and sales promotion manager of Penick & Ford Ltd. for 10 years.

Melvin S. Marsh, who retired earlier this year after 35 years with Standard Oil Co. (Ohio) in various executive capacities, joins Needham, Louis & Brorby, Chicago, in advisory capacity.



Mr. Weinrott

Lester A. Weinrott joins Geyer, Morey, Ballard, Chicago, Oct. 1 as VP and member of account management group. Mr. Weinrott has been VP at North Adv., Chicago, for past year.

James A. Roberts, product manager at Colgate-Palmolive Co., joins Doherty, Clifford, Steers & Shenfield, New York, as executive on Bristol-Myers account.

Paul Louis, previously VP in charge of TV programming for Leo Burnett, Chicago, joins D'Arcy Adv., New York, as executive consultant in agency's TV department. Mr. Louis will participate

in planning, developing and coordinating of TV programs as well as seeking out new talent for clients' shows.



Mr. Maschler

Thomas F. Maschler, general manager of Perrin & Associates, Chicago advertising agency, elected executive VP. Before joining Perrin last February, Mr. Maschler was VP of Kenyon & Eckhardt, Chicago.

Kay Ostrander, formerly with Donahue & Coe and Heintz & Co., both Los Angeles, named media director of Los Angeles office of Fletcher Richards, Calkins & Holden. **Shirley Sutherland**, who attended University of Nebraska, joins FRC&H as media assistant.

Patrick K. Stewart, member of N. W. Ayer & Son's Philadelphia plans and marketing department, transfers to agency's service department in New York office.



Mr. Colvin

James Colvin appointed director of sales promotion, advertising and public relations for Field Enterprises Educational Corp., Chicago, assuming also title of public relations director upon resignation of **John W. Dianhart Jr.**, who resigned to open his own public relations firm there. Other new FEEDC promotions: **John I. Prikopa**, to manager of sales promotion; **John J. Callen**, to manager of advertising, and **Robert E. Dressler**, to manager of public relations.

Isabelle Stannard, formerly with Maxon Agency and Daniel & Charles as media buyer, joins Venet Adv.,



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"THE SEVEN O'CLOCK HABIT"	
have gun will travel Monday 7 to 7:30 P.M. AVAILS	ice man in show Friday 7 to 7:30 P.M. AVAILS
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Wonderful Florida Tele Vision WFTV ORLANDO, FLORIDA	

Union, N. J., as media director.

Richard C. Lewis, former TV art director with various Chicago agencies including Foote, Cone & Belding and J. Walter Thompson Co., joins Buchen Adv., that city, as radio-television producer-writer.

Martin Devine, former VP of Warwick & Legler, joins Kudner Agency, New York, as supervisor on agency's Tussey account.

John R. Cookson, formerly with product management groups of Beecham Products and Bristol-Myers Co., joins Colgate - Palmolive Co., New York, as senior product manager in toilet articles division. Mr. Cookson will be responsible for firm's line of Halo shampoos and hair sprays, as well as various men's products, including Colgate shaving creams and soaps, and after shaving lotion.



Mr. Cookson

George Allen, TV business manager of Guild, Bascom & Bonfigli, Los Angeles, appointed supervisor of collection of outstanding commercials for archives of Hollywood Museum for ultimate study by undergraduate and graduate students of advertising.

Bruce B. Westfall, formerly copy chief at Milici Adv., Honolulu, joins N. W. Ayer & Son, that city, in office service department.

THE MEDIA

Donald J. Trageser, assistant general manager of KDKA-AM-FM Pittsburgh, elected VP of CBS Radio and named general manager of WEEI-AM-FM Boston. He succeeds **Thomas Y. Gorman**, who resigned. Mr. Trageser joined Westinghouse's KDKA as account executive in 1952, was named sales manager in 1956 and assistant general manager in November 1958. Mr. Gorman, who has not announced any future plans, joined WEEI as sales manager in 1955 from New York where he had been with CBS Radio Spot Sales. He was promoted to WEEI general manager in 1956 and elected CBS Radio VP in June 1959.



Mr. Trageser

Robert K. Brown, general manager of WFAW Ft. Atkinson, Wis., appointed general manager of KDWL Hastings, Minn., new 1 kw daytime that has proposed target date of mid-October.

Jon A. Holiday, president and general manager of WAIR-AM-FM Winston-Salem, N. C., appointed general man-

ager of Trigg-Vaughn Stations' KROD El Paso, Tex. Mr. Holiday replaces **Hal Davis**, who was named president and general manager of Trigg-Vaughn's newly acquired KHOW Denver. Trigg-Vaughn Stations are KROD-AM-TV; KHOW; KITE San Antonio; KRNO San Bernardino; KOSA-AM-TV Odessa and KVII(TV) Amarillo, both Texas.

John B. Soell resigns as VP and general manager of KTVE(TV) El Dorado, Ark. No future plans have been announced. **William F. de Tournillon**, KTVE sales manager, elected VP and station manager. **John Long**, chief engineer, appointed operations manager.

Harold W. Waddell, executive VP and general manager of WKBZ Muskegon, Mich., elected president of Greater Muskegon Chamber of Commerce.

J. Kelson Weber, account executive on client service staff of A. C. Nielsen Co.'s media research division in New York, elected VP. Mr. Weber joined Nielsen in 1950 as field representative.

James Robertson, VP for network affairs of National Educational Television and Radio Center, New York, resigns to join Community Television of Southern California, effective Nov. 1, as VP and general manager of forthcoming Los Angeles educational TV outlet. Mr. Robertson joined NETRC in January 1959 as director of station relations and was elected VP for network affairs in February 1961. Community Television of Southern California, a group which is promoting establishment of ETV to serve Los Angeles metropolitan area, is applying for UHF channel 28 and plans to acquire a VHF channel as well, with proposed target date of mid-1964.



Mr. Robertson

Orval Koch, operations manager of KFOR Lincoln, Neb., appointed administrative assistant in operation of Stuart Broadcasting Co., licensee of KFOR Lincoln, KRGI Grand Island, KODY North Platte, all Nebraska; KSAL Salina, Kan., and KMNS Sioux City and KOEL Oelwein, both Iowa.

Jack Nugent, former sales promotion manager for Minnesota Power and Light Co., joins KDAL Duluth as sales manager.

Robert Brown, press supervisor for news and public affairs in NBC press department, appointed coordinator of corporate information at NBC, New York. Mr. Brown joined NBC in 1954.

Robert F. Hurleigh, president of Mutual Broadcasting System, and **Saul J. Turell**, president of Walter Reade-Sterling Inc., join board of advisors of Bed-

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side Network of Veterans Hospital Radio and Television Guild. **Sam J. Slate**, CBS VP and general manager of WCBS-AM-FM-TV New York, appointed to Beside Network's board of governors.

Marvin Mirvis resigns as advertising director of WEBB Baltimore. **Ralph Baron** named WEBB local sales manager.

Walter Baker appointed general manager of KCHU(TV) San Bernardino, Calif., and **Lowell Smith** named sales manager for channel 18 UHF outlet. Mr. Baker, former program director of WTVH(TV) Peoria, Ill., and WLOF-TV Orlando, Fla., will also serve as acting program director.

Tom Edwards and **Erna Fink** join Mort Bassett & Co., New York-based radio-TV station representative, as account executive and sales service director, respectively.

Bob Forward, general manager of KLAC Los Angeles, named chairman of radio-TV committee of Adult Education Advisory Council of Los Angeles City Schools.

George W. Bowe, assistant program manager of WTIC-TV Hartford, Conn., appointed director of Special Programs for Radio and Television, newly created division of WTIC-AM-FM-TV. According to Paul W. Morency, president of Travelers Broadcasting Service Corp., licensee of WTIC-AM-FM-TV, creation of new division was made necessary by increasing importance in both radio and TV of documentary programs and productions of public service nature. **Robert duFour**, WTIC-TV continuity director, replaces Mr. Bowe as assistant program manager, and **Olga Lampard** appointed director of continuity department.

Ernest A. Johnson, retired VP of Southern New England Telephone Co., elected president of Connecticut Educational Television Corp., licensee of non-



Mr. Bowe

LAB elects Bonin

Donald Bonin, VP and general manager of KANE New Iberia, elected president of Louisiana Association of Broadcasters, succeeding **Winston B. Linam**, VP and general manager of KSLA-TV Shreveport. Other officers elected: **John Vath**, WSMB New Orleans, VP for radio; **Tom Gibbens**, WAFB-TV Baton Rouge, VP for TV; and **W. E. Jones**, KSLO Opelousas, treasurer. Directors are **Bob Earle**, WIER Baton Rouge; **Roger Davison**, WJBO Baton Rouge; **B. Hillman Bailey**, KNOC Jonesboro; **Bill Carter**, KRUS Ruston; **John Chauvin**, WFTR Hammond; **Paul Goldman**, KNOE-TV Monroe; **Tom Pears**, KLFY-TV Lafayette; and **Harold Whelehan Jr.**, WDSU New Orleans.

commercial educational channel 24, WEDH(TV) Hartford. **John D. Briscoe** of Lakeville and **Francis T. Ahearn**, manager of Insurance Information Office of Connecticut, re-elected VP and treasurer, respectively. **Mrs. Ralph C. Lasbury Jr.** of East Windsor Hill elected vice president and **Betty Knox** of Hartford, secretary.

Kenneth L. Miller, formerly of KGBS Los Angeles, joins Blair Radio, that city, as account executive.

Joe Hildebrand, formerly of sales staff of WCAR Detroit, joins sales staff of WJBK, that city.

David Breyer, member of sales staff of WREX-TV Rockford, Ill., appointed sales and promotion supervisor for WTMJ-FM Milwaukee.

Danny Dever, former VP and general manager of Foremost Broadcasting Co., joins sales staff of KOL Seattle.

Al Robertson, formerly of KTVU(TV) Oakland, Calif., joins engineering staff of KCBS-AM-FM San Francisco, replacing

Bob Kirmer. **Mimi Baasen**, of WCCO Minneapolis, named KCBS record librarian, replacing **Ken Kashiwahara**.

Donald F. Fischer, promotion manager of WCKT(TV) Miami, named to similar position with KTVI(TV) St. Louis.

George H. Gallup, account executive at CBS Radio, New York, named station manager of WGAN Portland, Me., succeeding **Francis Farnum**, who resigned to join C. J. Merrill Co. as engineering representative.

J. Peter Boysen, previously program director of ABC Radio, Los Angeles, appointed program director of KAGE Winona, Minn., and program consultant to GEM Radio Stations.

Jay Price appointed program director of KNOG Nogales, Ariz. **Ruben Jimenez** joins station as air personality.

Weldon K. Smith, formerly with WQAM Miami, joins WPET Greensboro, N. C., as production chief. **William Horton**, account executive at WCMN Norfolk, Va., joins WPET sales staff.



Mr. Place

Ransom Y. Place Jr., account executive, promoted to sales service director at Peters, Griffin, Woodward, New York-based radio-TV station representative. Appointment becomes effective Oct. 1.

Warren Doremus, news director of WHCC-AM-TV Rochester, elected president of New York State AP Broadcasters Association at group's meeting at Ogdensburg, Sept. 15-16. **John Lynch**, president and general manager of WWSC Glens Falls, elected VP, and **Norris Paxton**, AP Albany bureau chief, re-elected secretary-treasurer. **Richard Hildreth**, news director of WIRY Plattsburgh, elected to board of directors, and **Arnold Albright**, radio news director of WHEN Syracuse, and **Frank Dobisky**, news director of WSLB Ogdensburg, re-elected directors.

Billy M. Davis, with KTBC Austin, Tex., since July 1961, promoted to production director. **Joe Cummins** appointed KTBC-AM-TV sports editor.

Theodora Zavin, Broadcast Music Inc., elected chairman of Educational Foundation of American Women in Radio and Television at meeting last week in New York. Other officers elected: **Mimi Hoffmeir**, NBC, New York, vice chairman; **Angela McDermott**, Heath de Rochemont Corp., Boston, secretary. **Lucile Bush**, of Johnson's Wax, Racine, Wis., was re-elected treasurer.

Frank Gifford, halfback with the New York Giants football team, signed by WCBS-TV New York as sports director-sportscaster. Mr. Gifford's respon-

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sibilities and appearances on station's evening news program will in no way interfere with his playing schedule for Giants during current pro football season. **Jerry Coleman**, former second baseman for New York Yankees, also signed by WCBS-TV as sportscaster.

Luke Choate, formerly with WPSD-TV Paducah, Ky., joins announcing staff of WFIE-TV Evansville, Ind.

Bob Dahlgren joins WJAS-AM-FM Pittsburgh as air personality.

Johnny Evans, previously with WIS Columbia, S. C., joins WBT Charlotte, N. C., as air personality.

Ira J. Goldstein, assistant general counsel for Metromedia, moves to Los Angeles headquarters of company. Radio and television, outdoor advertising, and Ice Capades legal activities will be handled by Mr. Goldstein.

Lee Gray, air personality at WABY Albany, N. Y., assumes added duties of WABY program director and production consultant for WNDR Syracuse.

EQUIPMENT & ENGINEERING



Mr. Pfister

Lawrence T. Pfister appointed audio products manager of Gates Radio Co., Quincy, Ill. Mr. Pfister formerly was radio-TV manager for Christian Crusade and at one time was with KVOO-TV Tulsa.

Randolph Bronson, executive VP, founder and director of Silicon Transistor Corp., Carle Place, N. Y., elected president and chief executive officer of company. **Arnold Malkan** resigns as board chairman.

Caywood C. Cooley Jr., VP of Jerrold Electronics Corp., Philadelphia, and manager of firm's community TV systems division, appointed to newly created staff position of product planning director.



Mr. Cooley

Lee R. Zernick replaces M. Cooley as manager of Jerrold's community systems division. Mr. Zernick previously held same post from 1959 until December of last year when he resigned for personal reasons. Mr. Cooley joined Jerrold in 1950, was elected VP in 1955 and named community systems manager this past January.

Robert G. Shortal, news and publications manager for Cities Service Oil Co., joins public affairs staff of RCA, New York.

Leo G. Sands, industrial products manager for Philco Corp., elected VP

of Dunwoodie Associates, New York advertising-PR agency, and director of company's new electronics division.

Arthur J. Kjontvedt

elected VP in charge of marketing for Houston Fearless Corp., Los Angeles-based manufacturer of electronic / photographic equipment.

Donald E. Chelew, divisional controller, promoted to treasurer. Mr. Kjontvedt joined Houston Fearless at Los Angeles in 1952.



Mr. Kjontvedt

Roy J. O'Donnell appointed Denver regional manager and **O. B. Elliott** named Atlanta regional manager for Roberts Electronics Inc., Los Angeles.

PROGRAMING

Four new regional sales managers have been appointed by TV Marketeers Inc. The new staff members are **Ben Coleman**, formerly with Screen Gems, who will be eastern sales manager working out of firm's New York office; **E. L. (Spike) Colbourn**, who will operate out of Dallas as southwestern regional sales manager; **Al Godwin**, who will operate out of New Orleans, and **Bill Hooper**,

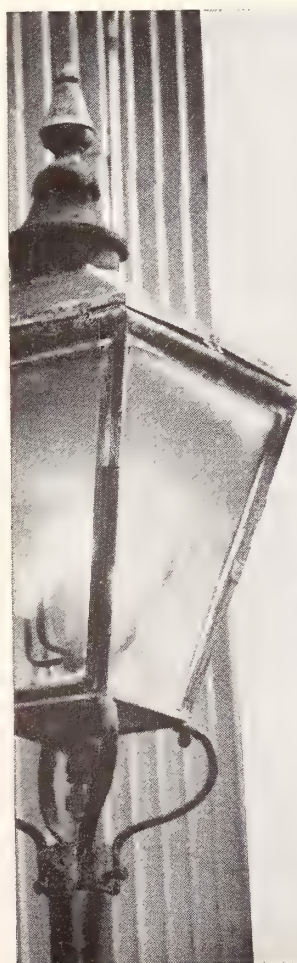
who will be sales manager for Ohio and New York State.

Will Thomas, sales manager of Bill Burrud Productions, Los Angeles, appointed western division sales manager of Allied Artists Television, New York.

Newton N. Minow, executive VP and general counsel for Encyclopaedia Britannica, Chicago, and former FCC chairman, appointed to national advisory board of George Foster Peabody Awards, which are administered annually by University of Georgia's Henry W. Grady School of Journalism. Awards recognize "distinguished achievement and outstanding public service rendered each year by radio and television." Mr. Minow was 1962 recipient of Peabody Award.

Neil B. Blaine, assistant production manager, and **Franklyn A. Decker**, data processing programmer, both with Mt. Vernon, N. Y., marketing division of The Reuben H. Donnelley Corp., appointed to management posts with Subscription Television Inc., new West Coast pay TV operation (BROADCASTING, Aug. 26 et seq.).

Rudy Bretz, former director of educational television at University of California at Los Angeles, named VP in charge of TV systems planning at National Education Sciences Corp., Ana-



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heim, Calif., newly formed consulting firm specializing in educational methods and media.

Steve Blauner signed by Screen Gems, Hollywood, as general production executive, effective Oct. 14.



Mr. Mack

with Grant Adv.'s New York and Detroit offices as national director of television and radio.

Martin Weiser appointed executive assistant to Sanford Abrahams, national director of advertising and publicity for Allied Artists Productions, Hollywood.

Peter Elgar, president of Peter Elgar Productions, joins MPO Videotronics as executive producer and director. Mr. Elgar will work for MPO, discontinuing his own business which began operating in 1951.

Edward W. Borgers, associate professor of telecommunications at University of Southern California, named winner

Robert C. Mack, former VP and executive producer at Era Productions, joins Don Feddersen Commercial Productions, Hollywood, as producer-director. Before joining Era, Mr. Mack served for eight years

AWRT's D.C. meeting

Simone Poulain, broadcasting officer for Department of State, elected president of Washington chapter of American Women in Radio and Television last week at meeting at Broadcasters Club. Other officers elected for 1963-64 season: **Mary Kay Fisher**, supervisor of traffic and continuity at WMAL-TV, VP; **Phyllis Lawler**, PR director for Society of American Florists, treasurer; **Dudley Harmon**, CBS News, recording secretary; **Lorie M. Molnar**, attorney, corresponding secretary. Elected directors: **Sophie Altman**, WRC-TV; **Mary Ann Guyol**, League of Women Voters, and **Ruth Walter**, Voice of America.

of \$2,500 first prize in 1963 national tele drama contest conducted by WFIL-TV Philadelphia. More than 100 plays were submitted in contest in which Dr. Borgers submitted a one-hour, three-act comedy-drama, *The Jewelry Party*. He originally wrote, produced and directed play on KUSC(TV), closed circuit TV on USC campus, in April 1961.

NEWS

Daniel Hackel, newscaster at WEWS (TV) Cleveland for past two years, assumes added duties as news director. **Charles R. Day**, newsman at WGAR Cleveland, joins WEWS as news editor, effective Sept. 29, and will also appear on air with newscaster Tom Field on 6 p.m. *Dateline: Cleveland* news show. **Dave Buckel** joins WEWS news staff as reporter.



Mr. Hackel

Harry Moskos, state editor of Albuquerque, N.M., bureau of Associated Press, appointed bureau chief at Honolulu, succeeding **Robert Myers**, who will be assigned to another AP position later this month. Mr. Moskos joined AP at San Francisco in 1954.

Roy A. Meredith and **Allan W. Kohlwes** join news and documentary programs department of KRON-TV San Francisco as writer-producers.

ALLIED FIELDS

H. S. (Hank) Basayne, program manager of KCBS-AM-FM San Francisco, appointed associate professor in radio-TV at San Francisco State College.

John J. Henderson, of John J. Henderson Associates, New York, elected president of Catholic Apostolate of Ra-

dio, Television and Advertising. **John Martino**, of Young & Rubicam, named first VP and **Jaene Anne McGettrick**, of CBS, second VP.

INTERNATIONAL

William B. Fergusson, VP in charge of advertising for Colgate-Palmolive International, joins Grant Adv. in newly created position of senior VP in charge of marketing services. He will also direct international division of Grant's New York office. His duties with Grant will involve extensive overseas travel to provide guidance and counsel for agency's clients in Europe, Latin America, Asia and Africa. Before joining Colgate-Palmolive International in 1949, Mr. Fergusson was managing director of Masius & Fergusson Ltd., London.



Mr. Fergusson

Jerry Johnson, general sales manager of CJAY-TV Winnipeg, Man., appointed manager of CHAB-TV Moose Jaw and CHRE-TV Regina, both Saskatchewan. **George Lawlor**, CHAB sales manager, promoted to station manager.

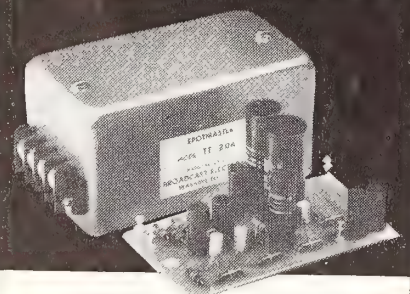
Archie Bresse, former TV sales representative of Canadian Broadcasting Corp., Toronto, named assistant radio-TV director of Spitzer, Mills & Bates Ltd., that city.

George W. Ralph, VP and manager of broadcast division of A. C. Nielsen Co. of Canada Ltd., elected executive VP of broadcast division.

Joseph W. Grittani Jr., Toronto insurance agent, appointed by Canadian government to five-year term as part-time member of Board of Broadcast Governors. He succeeds **Edward Dunlop**, who recently resigned to enter Ontario provincial elections on September 25 as Progressive Conservative candidate for Toronto-Forest Hill riding.

Terence W. L. MacDermot, Lennoxville, Que., retired Canadian diplomat

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and university professor, appointed by Canadian government to board of directors of Canadian Broadcasting Corp. for three-year term, succeeding **R. L. Dunsmore**, of Montreal, former vice-chairman, who resigned.

Edwin Hamowy, executive on Shulton of Canada account at The Wesley Associates Inc., New York-based advertising and public relations firm, joins Shulton Inc., New York, as advertising manager of company's international division. Before joining Wesley in 1960, Mr. Hamowy was associated with Emil Mogul Co. and Maxwell Sackheim.

John McGregor appointed anchor man of BBC-TV's *Scotland at Six* nightly news magazine. He has been current affairs interviewer for Anglia Television Ltd.

Terry Johnstone appointed editor at Southern Television Ltd., London, with control of *Day by Day* magazine program and company's news division. He

has been with Southern since August 1958 when it began operations. In June 1962 Mr. Johnstone was named producer.

Shiela Kennedy appointed first regular woman announcer of ABC Television Ltd., London. She was formerly announcer for Westward Television Ltd.



Mr. Hamowy

DEATHS

Edwin A. Kirschner, 53, VP of Ted Bates & Co., New York, and former president of Catholic Apostolate in Radio & Television Advertising, died Sept. 11 at Brooklyn (N.Y.) Jewish Hospital.

Stanley Holiday, 49, operations manager of WDSU-TV New Orleans, died Sept. 11. Mr. Holiday joined WDSU radio in 1933 as announcer and was appointed operations manager of WDSU-TV in 1952.

John Belding Cramer, 47, sales executive with United Artists Television, New York, died Sept. 15 en route to Norwalk (Conn.) Medical Center after being stung by bee while raking lawn of his New Canaan, Conn., home. It was second time he had been stung by bee in a year. Last summer Mr. Cramer was revived by local emergency squad

and given pills by his physician to counteract any future bite.

Charles E. McVarish, 56, veteran newsman and VP of Carl Byoir & Associates, New York, died Sept. 15 of heart attack.



Mr. Sloan

F. M. Sloan, VP and general manager of Westinghouse Electric Corp.'s lamp division, died Sept. 11 in an automobile accident in West Orange, N. J. Mr. Sloan, former manager of company's radio-TV division at Metuchen, N. J., and Sunbury, Pa., joined Westinghouse organization in 1932 as engineer at KDKA Pittsburgh, later moving to KYW Philadelphia (now in Cleveland) as technical supervisor. At end of World War II Mr. Sloan was named assistant general manager of all company's radio broadcasting stations.

Edward J. Peters, 26, announcer at WNPB Newburyport, Mass., died Sept. 11 as a result of injuries received in automobile accident in Lynnfield, Mass.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Sept. 11 through Sept. 18 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

ACTIONS BY FCC

Santa Maria, Calif.—Central Coast Television. Granted VHF channel 12 (204-210 mc); ERP 62.1 kw vis., 31.05 kw aur. Ant. height above average terrain 1,941 feet, above ground 137 feet. Estimated construction cost \$355,661; first year operating cost \$325,000; revenue \$425,000. P. O. address Box 166, Santa Maria. Studio location Santa Maria; trans. location on Tepusquet Peak near Santa Maria. Geographic coordinates 34° 54' 37" N. Lat., 120° 11' 08" W. Long. Type trans. RCA TT11AH; type ant. RCA TF6AH. Legal counsel Spearman and Roberson, Washington, D. C., consulting engineer A. E. Towne Associates Inc., San Francisco. Principals: Mili Acquista-pace, James A. Ranger, Burns Rick, E. J. Zuchelli (each 22.5%), and Marion A. Smith (10%). Messrs. Ranger and Zuchelli own 42% of KCOY Santa Maria. Mr. Rick owns 16% of same station, and Mr. Smith owns 33.33% of KEYM(FM) same city. Comr. Hyde dissented. Action Sept. 11.

Jacksonville, Fla.—Rust Craft Broadcasting Co. Granted CP for UHF channel 36 (602-608 mc); ERP 500 kw vis., 250 kw aur. Ant. height above average terrain 610 feet, above ground 994 feet. P. O. address Exchange Realty Building, Steubenville, Ohio. Estimated construction cost \$441,545; first year operating cost \$450,000; revenue \$400,000. Studio and trans. locations both Jacksonville. Geographic coordinates 30° 18' 47" N. Lat., 81° 39' 00" W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-27J. Legal counsel Arnold, Fortas & Porter, consulting engineer Willis C. Beecher, both Washington. Applicant is subsidiary of Rust Craft Greeting Cards Inc., in which largest interest is held by Berkman family. Rust Craft owns WBOY-AM-TV Clarksburg, W. Va., WSTV-AM-FM-TV Steubenville, Ohio, WRCB-TV Chattanooga, Tenn., WRDW-TV Augusta, Ga., WSOL Tampa, Fla., WPIT-AM-FM Pittsburgh, WVOL-AM-FM Buffalo, N. Y., and 40% of WVUE-TV New Orleans. Comr. Bartley dissented. Action Sept. 11.

***Chicago, Ill.**—Chicago Educational TV Assn. Granted CP for UHF ch. 20 (506-512 mc); ERP 431.5 kw vis., 216 kw aur.

Ant. height above average terrain 600 feet, above ground 680 feet. P. O. address c/o Duane M. Weise, director of engineering, 1761 E. Museum Drive, Chicago 37. Estimated construction cost \$364,600; first year operating cost \$85,000. Studio and trans. locations both Chicago. Geographic coordinates 41° 52' 45" N. Lat., 87° 37' 53" W. Long. Legal counsel Sidley, Austin, Burgess & Smith, Chicago. Principals are trustees, who also operate *WTTW(TV) [ch. 11] Chicago. First ETV grant as result of matching funds granted by Dept. of Health, Education and Welfare (\$270,000). Action Sept. 11.

APPLICATION

Fairfield, Ala.—Symphony Network Association Inc. UHF channel 54 (710-716 mc); ERP 18.6 kw vis., 3.724 kw aur. Ant. height above average terrain 291 feet, above ground 308 feet. P. O. address 1100 8th Avenue West, Birmingham 4. Estimated construction cost \$100,000; first year operating cost \$100,000; revenue \$146,000. Studio and trans. locations both Birmingham. Geographic coordinates 33° 30' 46" north latitude, 86° 51' 24" west longitude. Type trans. GE TT20A; type ant. GE TY 25-H. Legal counsel Smith and Pepper, Washington, D. C., engineering counsel James V.

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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



Melonas, Birmingham. Principals: James V. Melonas, Hugh Thomas, James E. Simpson, Dr. Hubert Harper, Claude M. Gray, Tommy Humphreys, Jerome Tanner, Rev. S. Gouvelis, Thomas W. Fletcher, Charles E. Carnez, Dr. Tobert L. Henderson and E. E. Craig Jr. Mr. Melonas is majority owner of WFSM(FM) Birmingham. Ann. Sept. 12.

TRANSLATOR GRANTS by FCC

Morrill Rotary Community TV, Lyman, Henry and Morrill, Neb.—Granted CP for new VHF TV translator station on channel 7 to rebroadcast programs of KDUH-TV (ch. 4), Hay Springs. Action Sept. 18.

Colby Chamber of Commerce Inc., Colby, Kans.—Granted CP for new VHF TV translator station on channel 12 to rebroadcast programs of KHPL-TV (ch. 6), Hayes Center, Neb. Proposed operation will result in partial duplication of program service of KLOE-TV (ch. 10), Goodland, Kans., to which that station has consented. Action Sept. 11.

New AM stations

ACTIONS BY FCC

Central Alaskan Missions Inc., Glennallen, Alaska.—Granted CP for new AM station to operate on 790 kc, 5 kw, U; conditions. Action Sept. 11.

Meredith Colon Johnston, Carthage, Miss.—Granted CP for new AM station to operate on 1480 kc, 500 w, D; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. By letter, denied opposing petition by William Howard Cole. Comr. Cox dissented. Action Sept. 11.

Shallotte Broadcasting Co., Shallotte, N. C.—Granted CP for new daytime AM station to operate on 1410 kc, 500 w; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. Action Sept. 11.

Collierville Broadcasting Co., Collierville, Tenn.—By order, granted application for new daytime AM station to operate on 1590 kc, 500 w; conditioned to pre-sunrise operation with daytime facilities precluded

pending final decision in Doc. 14419. Action Sept. 11.

Existing AM stations

ACTIONS BY FCC

WHFB Benton Harbor-St. Joseph, Mich.—Granted increased power on 1060 kc, D, to 5 kw from 1 kw, 1 kw (CH); condition. Action Sept. 11.

KDGO Durango, Colo.—Granted increased daytime power on 1240 kc, to 1 kw from 250 w, continued nighttime operation with 250 w; remote control permitted; conditions. Action Sept. 11.

KTBC Austin, Tex.—Granted CP to change ant.-trans. location and make changes in ant., ground systems and DA pattern; conditions. (Is licensed on 590 kc, 1 kw, 5 kw-LS, DA-N, U.) Action Sept. 11.

KWVR Enterprise, Ore.—By order, waived sec. 1.354 of rules and accepted for filing application to reduce hours of operation from unl. to SH (1340 kc, 250 w). Action Sept. 11.

WHOC Philadelphia, Miss.—Granted increased daytime power on 1490 kc, to 1 kw from 250 w, continued nighttime operation with 250 w; conditions. Action Sept. 11.

APPLICATION

KDAY Santa Monica, Calif.—Filed petition for waiver of Sec. 1.354 of rules and acceptance of amendment to CP to change hours of operation to unl. using 10 kw and 50 kw after local sunset and change from DA-D to DA-2; also to change ant. site and make changes in DA patterns. Ann. Sept. 12.

New FM stations

APPLICATIONS

Tucson, Ariz.—WGAL Television Inc. 94.9 mc, channel 235; ERP 13.14 kw. Ant. height above average terrain 3,685 feet. P. O. address 209 W. Elm St., Tucson. Estimated cost of construction \$43,918; first year operating cost \$19,000; revenue predicted to be from \$5,000 to \$10,000. Applicant is licensee of WGAL-TV Lancaster, Pa.; KVOA-TV Tucson and KOAT-TV Albuquerque, N. M.; has also applied for new

FM station in Albuquerque (see below). Ann. Sept. 17.

Rome, Ga.—Coosa Valley Radio Co. 97.7 mc, channel 249A; ERP 29 kw. Ant. height above average terrain 817 feet. P. O. address c/o Charles E. Doss, Box 1546, Rome. Estimated cost of construction \$17,180; first year operating cost \$15,400; revenue \$21,900. Principals: Dean Covington and Charles E. Doss (each 38.5%), Barbara A. Austin (19.2%) and Ben P. Lucas (3.8%). All principals own same percents of WROM Rome. Ann. Sept. 17.

Oskaloosa, Iowa—Oskaloosa Broadcasting Co. 106.3 mc, channel 292, ERP 2.9 kw. Ant. height above average terrain 283 feet. P. O. address c/o Glen Stanley, Box 518 Oskaloosa. Estimated cost of construction \$15,920; first year operating cost \$8,600; revenue \$5,000. Applicant is licensee of KBOE Oskaloosa. Ann. Sept. 13.

Valparaiso, Ind.—Valparaiso Broadcasting Co. 105.5 mc, channel 288, ERP 3 kw. Ant. height above average terrain 268 feet. P. O. address 425 South Seventh St., La Grange, Ill. Estimated cost of construction \$16,083; first year operating cost \$12,000; revenue \$15,000. Applicant has also filed application for new AM station on 1500 kc in Valparaiso. Principals: William H. Wardle, Robert A. Jones and F. Patrick Nugent (each 33.33%). Ann. Sept. 13.

Albuquerque, N. M.—WGAL Television Inc. 100.3 mc, channel 262, ERP 8.9 kw. Ant. height above average terrain 4,162 feet. P. O. address Clair R. McCollough, 8 W. King St., Lancaster, Pa. Estimated cost of construction \$44,218; first year operating cost \$19,000; revenue is predicted to range from \$5,000 to \$10,000. Applicant is licensee of WGAL-TV Lancaster, Pa., KOAT-TV Albuquerque, and KVOA-TV Tucson, Ariz. Ann. Sept. 13.

Kinston, N. C.—Farmers Broadcasting Service Inc. 95.1 mc, channel 236; ERP 26 kw. Ant. height above average terrain 142 feet. P. O. address c/o Jack P. Hankins, Box 81, Kinston. Estimated cost of construction \$20,795; first year operating cost \$6,000; revenue \$6,000. Applicant is licensee of WELS Kinston. Ann. Sept. 17.

Lumberton, N. C.—Southeastern Broadcasting Corp. 102.3 mc, channel 272A, ERP 3 kw. Ant. height above average terrain 270 feet. P. O. address c/o Albert Kann, Box 1056, Lumberton. Estimated cost of construction \$11,262; first year operating cost \$5,000; revenue \$6,000. Applicant is licensee of WAGR Lumberton and WDMS Lynchburg, Va.; also has application for new FM in Lynchburg. Ann. Sept. 13.

Midwest City, Okla.—Midwest Stereo Broadcasting Co. 104.1 mc, channel 281, ERP 25.22 kw. Ant. height above average terrain 96.8 feet. P. O. address c/o John Kenamer Jr., 6009 North Quapah, Oklahoma City. Estimated cost of construction \$18,600; first year operating cost \$15,000; revenue \$25,000. Principals: John Kenamer Jr. (50.7%), William D. Wilson (25.4%), C. W. See (20%) and others. Ann. Sept. 12.

Salem, Ore.—Chris Seely, 105.1 mc, channel 286, ERP 25 kw. Ant. height above average terrain 293 feet. P. O. address 1586 State Street, Salem. Estimated cost of construction \$27,780; first year operating cost \$13,500; revenue \$21,300. Mr. Seely is sole owner. He is president of collection and credit firm. Ann. Sept. 13.

Clarksville, Tenn.—Campbell and Sheftail. Amended application for new FM to 107.9 mc, channel 300, from 94.5 mc, channel 233; increased proposed ERP to 28.5 kw from 5.76 kw. Ant. height above average terrain 159 feet. Requested waiver of Sec. 3.207 of rules. Ann. Sept. 17.

Lynchburg, Va.—Southeastern Broadcasting Corp. 101.7 mc, channel 269, ERP 3 kw. Ant. height above average terrain 291.5 feet. P.O. address c/o Denzel M. Shaver, 801 Main Street, Lynchburg. Estimated cost of construction \$11,562; first year operating cost \$4,000; revenue \$12,000. Applicant is licensee of WDMS Lynchburg. Announced Sept. 12.

Existing FM station

APPLICATIONS

WONO(FM) Syracuse, N. Y.—CP to change frequency to 102.9 mc, channel 275, from 100.9 mc, channel 265, and increase ERP to 13.613 kw. Also increase ant. height above average terrain to 570.4 feet and install new trans. and ant., changing their location. Ann. Sept. 13.

WFSM(FM) Birmingham, Ala.—Seeks modification of CP, which authorized increase of ERP (vertical and horizontal), install new ant. and decrease height above average terrain, to change frequency to 99.5 mc, channel 258, from 93.7 mc, channel 229. Ann. Sept. 17.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 18

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,825	42	155	226
FM	1,098	26	86	211
TV	522 ¹	55	86	122

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 18

	VHF	UHF	TOTAL TV
Commercial	484	91	575
Noncommercial	51	29	80 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31

	AM	FM	TV
Licensed (all on air)	3,810	1,091	522
CP's on air (new stations)	57	33	54
CP's not on air (new stations)	148	86	83
Total authorized stations	4,015	1,210	659 ¹
Applications for new stations (not in hearing)	190	174	69
Applications for new stations (in hearing)	142	13	53
Total applications for new stations	332	187	122
Applications for major changes (not in hearing)	235	87	40
Applications for major changes (in hearing)	56	5	10
Total applications for major changes	291	92	50
Licenses deleted	0	0	0
CP's deleted	1	0	0

¹ Does not include seven licensed stations off air

² Includes three stations operating on unreserved channels

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STATION DELETED

KANT-FM Lancaster, Calif.—Desert Broadcasting Co. CP for new FM station operate on 107.9 mc, channel 300. June 18 commission denied extension of completion date. Ann. Sept. 16.

Ownership changes

ACTION BY FCC

KHHH Pampa, Tex.—Granted assignment of license from **H. H. Huntley** (100%), d/b as **KHHH Radio**, to **William R. (51%)** and **Roy E. (49%) McDaniel**, tr/as **Trend Broadcasting Corp.** Consideration \$95,000. W. R. McDaniel is 50% owner of **KTF's** Texarkana, Tex.; R. E. McDaniel, brother of W. R. is insurance agent. Action Sept. 18.

APPLICATIONS

KGHT Hollister, Calif.—Seeks assignment of license from **Richard M. Godfrey** and **Clifford A. Trotter** (both 50%), d/b as **Hollister Broadcasting Inc.**, to **Robert C. Erreca** and **Lloyd D. Cotta** (both 50%), tr/as **San Benito Broadcasters Inc.** Consideration \$28,500. Messrs. Erreca and Cotta are both ranchers and businessmen. Ann. Sept. 12.

KVOR-AM-FM Colorado Springs, Colo.—Seeks assignment of licenses from **Harrison M. Fuerst** (57.75%), **Sheldon Singer** (15%), **Richard S. Cole** (8.5%), **Richard B. Steur** and **Ellen G. Cole** (each 7%), **Robert H. Gries** (3.28%) and **Adele Fuerst** (2%), d/b as **KVOR Inc.**, to **Eugene B. Power** (73.3%), **Sadye Power** (20%), **James W. Vinnall** (4%) and **June Vinnall** (2.7%), tr/as **Wolverine Broadcasting Corp.** Consideration \$243,000 and 90% of net worth of **Falcon Sports Network Inc.** (\$185,000). Mr. Vinnall is public relations director of Democratic State Central Committee of Michigan; Mr. Power is president of University Microfilms, subsidiary of **Zerex Corp.**; Mrs. Power is clinical psychologist and former director of Microfilms; Mrs. Vinnall is housewife. Ann. Sept. 16.

WHCN Hartford, Conn.—Seeks transfer of control of licensee corporation, **WHCN Inc.**, from **Concert Network Inc.** (100%), to **S. Everett Wilkins** and **Donald P. Ryan** as

court appointed co-receivers. No financial consideration involved. Also see **WBCN** Boston and **WNCN** New York application listed below. Ann. Sept. 16.

WXIV Windermere, Fla.—Seeks assignment of license from **Louis E. Latham** (sole owner), d/b as **Orange County Broadcasting Co.**, to **Theodore G. Bollman**, **Hardy V. Hayes** and **Ross E. Van Dellen** (each 33.33%), tr/as **American Homes Stations Inc.** Consideration \$75,000. Mr. Bollman owns apartment building in Chicago; Mr. Hayes is present station manager of **WXIV**, and Mr. Van Dellen is employed by missile manufacturing company. Ann. Sept. 16.

WFDR Manchester, Ga.—Seeks acquisition of negative control of licensee corporation by **Jack Whitehorn** and **Elmer Loftin** (each 50%) through purchase of stock from **B. W. Key Jr.** (28.75%). Consideration \$8,600. Messrs. Whitehorn and Loftin presently own 41.2% and 30% respectively. Applicant has applied for new FM station in Manchester. Ann. Sept. 13.

WSIL-TV Harrisburg, Ill.—Seeks assignment of license from **Ethel M. Turner**, both individually and as executrix of estate of **Oscar L. Turner** (deceased), d/b as **Turner-Farrar Association**, to **Mrs. Turner** (45%), **O. L. Turner** and **Charles O. Farrar** (both 25%) and **Harry R. Horning** (5%), tr/as partnership under same name as former. No financial consideration involved. **Turner-Farrar Association** owns 10% of **KPEB-TV Poplar Bluff, Mo.** Ann. Sept. 12.

KPEL Lafayette, La.—Seeks acquisition of positive control of licensee corporation, **Radio Lafayette Inc.**, by **Edward L. Francis** (presently 42%, after transfer 74%), through sale of stock by **John H. Hicks Jr.** (42%). Consideration \$25,000. Approval is contingent upon grant of application for assignment of license of **KFDM Beaumont, Tex.** (see listing below). Ann. Sept. 12.

WBCN Boston—Seeks transfer of control of licensee corporation, **WBCN Inc.**, from **Concert Network Inc.** (100%), to **S. Everett Wilkins** and **Donald P. Ryan** as court appointed co-receivers. No financial consideration involved. Also see **WHCN** Hartford, Conn., and **WNCN** New York applications. Ann. Sept. 16.

WMAB Munising, Mich.—Seeks assignment of license from **Charles A. Symon** and **Stanley L. Sadak** (each 50%), d/b as **Munising-Alger Broadcasting Co.**, to **Vernon H. Uecker** (50.8%), **James Poeske** (36.5%), **Loren B. Koelsing** (7.9%) and **Barbara M. Johnson** (4.8%), tr/as **Pictured Rocks Radio Corporation**. Consideration \$18,000. Messrs. Uecker and Koelsing own 48.54% each of **WAGN Menominee**; others have no broadcast interests. Ann. Sept. 16.

WNCN New York—Seeks transfer of control of licensee corporation, **WNCN Inc.**, from **Concert Network Inc.** (51%), to **S. Everett Wilkins** and **Donald P. Ryan** as court appointed co-receivers. No financial consideration involved. Also see **WHCN** Hartford, Conn., and **WBCN** Boston applications listed above. Ann. Sept. 16.

KFDM Beaumont, Tex.—Seeks assignment of license from **C. B. Locke** (25.18%), **D. A. Cannan** (20.64%), **Howard H. Fry** and **D. A. Cannan Jr.** (each 5.53%) and 21 others, d/b as **Beaumont Broadcasting Corp.**, to **John H. (Jr.)** and **Madelyn Hicks** (each 50%), tr/as **Radio Beaumont Inc.** Consideration \$380,000. Mr. Hicks Jr. owns 50% of **KOLE** Port Arthur, and **WTAW** College Station, both Texas, and 42% of **KPEL Lafayette, La.** (see listing above). Ann. Sept. 12.

WTAW College Station, Tex.—Seeks acquisition of positive control of licensee corporation, **Radio Bryan Inc.**, by **John H. Hicks Jr.** (presently 50% and after transfer 100%) through sale of stock by **Edward L. Francis** (50%). Consideration \$24,000. See **KFDM** listing above. Ann. Sept. 12.

KOLE Port Arthur, Tex.—Seeks acquisition of positive control of licensee corporation, **Radio Southwest Inc.**, by **Edward L. Francis** (presently 50% and after transfer 100%), through sale of stock by **John H. Hicks Jr.** (50%). Consideration \$65,000. See **KFDM** listing above. Ann. Sept. 12.

WRON Ronceverte, W. Va.—Seeks assignment of license from **Betty Ann Sanders**, d/b as **Blake Broadcasting Co.**, to **Nash L. Tatum Jr.**, tr/as **Greenbrier Broadcasting Co.** Consideration \$99,000. Mr. Tatum is director of broadcast media for **Richmond, Va.**, advertising agency. Ann. Sept. 13.

WJPG Green Bay, Wis.—Seeks transfer of control of licensee corporation, **Green Bay Newspaper Co.**, from **John B. Torinus**, et al (5,766 shares of stock), to **Daniel C. Beisal**, et al (5,381 shares). Consideration \$576,600. Ann. Sept. 13.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiners **James D. Cunningham** and **Forest L. McClenning** issued initial decision looking toward revoking license and **SCA of Carol Music Inc.**, for **WCLM (FM)** Chicago, Ill. Action Sept. 17.

■ Hearing Examiner **Chester F. Naumowicz Jr.** issued initial decision looking toward denying application of **Golden Triangle Broadcasting** to change facilities of **WEPP Pittsburgh, Pa.**, from 1080 kc, 1 kw, D, to 1070 kc, 500 w, DA-N, U, and change station location to **Mt. Oliver**. Action Sept. 13.

FINAL DECISION

■ Commission announced its decision in **Jacksonville, Fla.**, channel 12 proceeding which, in substance, readopted its Aug. 31, 1956 grant of new TV station (**WFGA-TV**) to **Florida-Georgia Television Co.**, and denied competing applications by **City of Jacksonville** and **Jacksonville Broadcasting Corp.** It found that **Florida-Georgia Television Co.** had committed no improprieties in original proceedings, disqualified **Jacksonville Broadcasting Corp.** on ground of having made ex parte contacts, and denied the application of **City of Jacksonville** on comparative grounds. It disposed of various motions and removed application of **WFGA-TV** for license renewal from deferred status, without prejudice to any other causes for deferral imposed by commission processes. Comrs. **Cox** and **Loevinger** not participating. Action Sept. 11.

DESIGNATED FOR HEARING

Salem Television Co., Salem Channel 3 Telecasters Inc., Salem, Ore.—Designated for consolidated hearing applications for new TV stations to operate on channel 3. Comr. **Bartley** concurred and issued statement. Action Sept. 18.

The Station View Realty Co., Cleveland Broadcasting Inc., Community Telecasters of Cleveland, Inc., Cleveland, Ohio.—Designated for consolidated hearing applications for new TV stations to operate on channel 19. Action Sept. 11.

OTHER ACTIONS

■ By order, commission denied application by **Hayward F. Spinks** for review of **Review Board's** May 17 decision which granted application of **Greenville Broadcasting Co.** for new daytime AM station (1600 kc, 500 w) in **Greenville, Ky.**, and denied **Spinks** application for new station with same facilities in **Hartford, Ky.** Commissioner **Cox** not participating. Action Sept. 18.

■ By letter, commission denied petition by **North Shore Broadcasting Co. (WEAW)**, **Evanston, Ill.**, for reconsideration of Jan. 11 action directing it to terminate its pre-sunrise operation pursuant to Sec. 3.87(b) of rules, and dismissed as moot requests for stay. Jan 11 action was taken in response to complaint received from **WPOW** New York, N. Y., alleging objectionable skywave interference within its nighttime service area by reason of **WEAW's** pre-sunrise operation. Action Sept. 18.

■ By order, commission denied application by **May Broadcasting Co. (KMTV [TV] ch. 3)**, **Omaha, Neb.**, for review of Aug. 12 action which granted, with condition, application of **Frontier Broadcasting Co.** for mod. of CP to change trans. site of **KTVS (TV [channel 3])** **Sterling, Colo.**, to site about 9.7 miles east/southeast of that city, and which dismissed **May's** opposing petition. Action Sept. 11.

■ By order, commission withdrew its notice of proposed rulemaking of Dec. 22, 1959, which would establish transmission tolerance specifications for **Conelrad** attention signal, and closed **Doc. 13335**. With abolishment of **Project Conelrad** and with deletion of **Conelrad** plans, manuals and rules, reason for adopting proposed rules no longer exists. Action Sept. 11.

WSLC Clermont, Fla.—By order, waived sect. 1.354 of rules and accepted for filing application to reduce hours of operation from unlimited to specified hours (1340 kc, 250 w). Action Sept. 11.

■ By memorandum opinion & order in proceeding on applications for new AM stations of **Charles County Broadcasting Co.**, **La Plata, Md.**, and **Dorlen Broadcasters Inc.**, **Waldorf, Md.**, commission (1) ordered that application of **Dorlen Broadcasters** for renewal of license for its station **WSMD-FM** in **Waldorf** is automatically designated for hearing and consolidated in instant proceedings as of date renewal is filed with commission; (2) granted application for review of interlocutory ruling of **Review Board**

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filed by Dorlen Broadcasters to extent of enlarging issues to include determination as to whether there are adequate revenues to support AM station in Charles County, Md., as proposed by Charles County Broadcasting and Dorlen Broadcasters without loss or degradation of FM service to detriment of public interest in that county and surrounding areas and, if not, which of three proposals would best provide fair, efficient and equitable distribution of radio service; and (3) granted Charles County Broadcasters petition for extension of time to March 8 to file opposition to Dorlen's application for review. Comrs. Hyde and Bartley dissented, latter issuing statement; Comr. Cox not participating. Action Sept. 11.

■ By memorandum opinion & order, commission dismissed petition by Swannanoa Valley Broadcasting Co. for waiver of Sect. 1.354 of AM "freeze" rule and for temporary authority to operate an AM station on facilities which were assigned to station WBMT Black Mountain, N. C., license of which was revoked, effective Sept. 1, and returned its application for new AM station to operate on 1350 kc, 500 w, D, at Black Mountain, without prejudice to refile at such time as AM "freeze" rule is no longer in effect. Comr. Hyde not participating. Action Sept. 18.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinions & orders in proceeding on applications of Collier Electric Co. for renewal of licenses of its microwave facilities KAQ79, Fort Morgan, Colo., et al., in Docs. 14341-4, (1) granted petitions by City of Alliance, Neb., City of Sedgwick, City of Akron, Town of Holyoke, Town of Crook, Town of Fleming, and communities of Holyoke, Crook, Sedgwick, Akron and Fleming, all Colo., for leave to intervene; and (2) denied petition by Wheat Belt Public Power District to intervene due to its lack of detailed information as to its authority and jurisdiction. Action Sept. 13.

■ By memorandum opinion & order, denied petition by Belvedere Broadcasting Corp. (WWIN), Baltimore, Md., for reconsideration or enlargement of issues in proceeding on AM application of 1360 Broadcasting Co. (WEBB), Baltimore, Md., in Doc. 14906. Action Sept. 13.

■ By memorandum opinion & order in proceeding on applications for new AM stations of Eastern Broadcasting System Inc., Brookfield, Conn., Colonial Broadcasting Co. and George F. O'Brien, both New Milford, Conn., and Fairfield Broadcasting Co., Easton, Conn., (1) granted joint petition for approval of agreement whereby Colonial, O'Brien, and Fairfield applications would be dismissed, with payment by Eastern, Colonial, and O'Brien to Fairfield of \$12,000 as partial reimbursement of expenses incurred by latter in processing its application; dismissed with prejudice applications; (2) granted Eastern application for new daytime AM station to operate on 940 kc, 1 kw, in Brookfield; (3) granted applicants petition for acceptance of affidavit and (4) dismissed as moot joint petition by Eastern, Colonial and O'Brien for conditional grant. Board member Nelson not participating. Action Sept. 13.

■ Granted petition by Denver Area Broadcasters (KDAB), Arvada, Colo., for extension of time to Sept. 20 to file appeal from examiner's Sept. 4 adverse ruling in proceeding on its AM application. Board member Nelson not participating. Action Sept. 13.

■ By memorandum opinion & order, granted motion by Helix Broadcasting Co. to extent of dismissing but with prejudice its application for new AM station to operate on 1520 kc, 500 w-N, 1 kw-LS, DA-2, in La Mesa, Calif., and terminated proceeding; dismissed as moot request of Broadcast Bureau for extension of time to file exceptions. Board member Nelson not participating. Action Sept. 12.

■ By orders in proceeding on AM application of Pinellas Radio Co., Pinellas Park, Fla., granted motion by The Outlet Co. (WDBO), Orlando, Fla., to designate it as party respondent in lieu of Cherry Broadcasting Co.; and granted petition by Cherry Broadcasting to extent of extending time to Oct. 1 to file exceptions to initial decision. Action Sept. 12.

■ Granted petition by Raul Santiago Roman, Vega Baja, P. R., to extend time to Sept. 20 to file response to petition by Arecibo Broadcasting Corp. for dismissal of Mr. Roman's AM application and revocation of orders for prehearing conference and hearing. Action Sept. 12.

■ By members Berkemeyer (chairman),

Pincock and Stone, adopted decision (1) granting application of The Radiocasters for new daytime AM station to operate on 910 kc, 5 kw, DA, in Marietta, Ohio, conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, and (2) denying application of Tri-City Broadcasting Co. for new daytime station to operate on 910 kc, 1 kw, in Belpre, Ohio. Feb. 26 initial decision looked toward this action. Action Sept. 10.

ACTIONS ON MOTIONS

■ Commission, by its Office of Opinions and Review, granted request by Broadcast Bureau to extend time to Sept. 23 to file response to motion for declaratory ruling to remove uncertainty filed by Tedesco Inc., in proceeding on its application and that of Edina Corp. for new AM stations in Bloomington and Edina, respectively, both Minnesota. Action Sept. 16.

■ Commission on Sept. 11 granted petition by Staunton Video Corp. to extent of extending time to Oct. 1 from Sept. 16 to file comments and to Oct. 16 from Oct. 1 for replies in TV rulemaking proceeding involving Staunton-Waynesboro, Va. Action Sept. 11.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Charles J. Frederick to preside at hearing in proceeding on applications of The Station View Realty Co., Cleveland Broadcasting Inc., and Community Telecasters of Cleveland Inc., for new TV stations to operate on channel 19 in Cleveland, Ohio; scheduled prehearing conference for Oct. 18 and hearing for Nov. 12. Action Sept. 16.

■ By order, in proceeding on applications of Collier Electric Co. for renewal of licenses of its microwave facilities KAQ79 Fort Morgan, Colo., et al., in Docs. 14341-4, denied petition by city of Alliance, Neb., for field hearing. Action Sept. 10.

By Hearing Examiner Basil P. Cooper

■ On own motion, reopened record and scheduled further hearing conference for Sept. 27 in proceeding on application of Edward Walter Piszczek & Jerome K. Westfield for new FM station in Des Plaines, Ill. Action Sept. 13.

■ Granted joint petition by 1360 Broadcasting Co. (WEBB), Baltimore, Md., and Belvedere Broadcasting Corp., to accept their proposed findings filed on Sept. 11, and to extend time from Sept. 20 to Sept. 27 to file reply findings in proceeding on 1360's AM application. Action Sept. 13.

By Hearing Examiner James D. Cunningham

■ Denied petition by Carol Music Inc. to extend time from Sept. 16 to Sept. 30 to file reply findings in the matter of revocation of license and SCA for WCLM (FM) Chicago, Ill. Action Sept. 16.

By Hearing Examiner Thomas H. Donahue

■ By memorandum opinion & order in proceeding on AM application of James S. Rivers, Inc. (WJAZ), Albany, Ga., granted applicant's petition to the extent of reopening record and receiving into evidence its engineering Exhibit 5 and those documents which at formal hearing session were marked as its Exhibits 1 and 4, and closed record. Action Sept. 16.

■ Pursuant to agreements reached at Sept. 13 prehearing conference in proceeding on AM application of S & S Broadcasting Co. (WTAQ), La Grange, Ill., scheduled certain procedural dates and continued Oct. 8 hearing to Oct. 29. Action Sept. 13.

■ Pursuant to agreements reached at Sept. 11 prehearing conference in proceeding on AM application of Stanley Helfman, Fontana, Calif., continued Oct. 3 hearing to Nov. 14, and designated certain procedural dates. Action Sept. 11.

By Hearing Examiner Asher H. Ende

■ On own motion, reopened record and scheduled further conference for Oct. 4 in proceeding on application of The Y T Corp. for new FM station in Palo Alto, Calif. Action Sept. 13.

■ Granted petition by Collier Electric Co. to continue Sept. 12 hearing to Sept. 16 in proceeding on its applications. Action Sept. 11.

By Hearing Examiner Charles J. Frederick

■ Pursuant to agreements reached at Sept. 10 prehearing conference in proceeding on AM application of Albert John Williams (KTYM), Inglewood, Calif., continued Oct. 3 hearing to Oct. 21 and ordered exhibits

to be exchanged by Oct. 7 and notification of witnesses by Oct. 16. Action Sept. 10.

By Hearing Examiner Walther W. Guenther

■ On own motion, reopened record and scheduled further hearing conference for Oct. 4 in consolidated FM proceeding on applications of Rhode Island-Connecticut Radio Corp. (WERI-FM), Westerly, R. I., and The Willie Broadcasting Co., Willimantic, Conn. Action Sept. 13.

■ In proceeding on AM applications of Community Broadcasting Co. (WHPB), Belton, S. C., and Cleveland County Broadcasting Co. (WADA), Shelby, N. C. in Docs. 15106-7, granted motion by Community Broadcasting to extend time from Sept. 10 to Sept. 16 for exchange of applicants' direct written evidential presentations; and to Sept. 26 from Sept. 18 for notification of witnesses, if any, desired for cross-examination and notification by counsel for Broadcast Bureau for whatever additional engineering data are deemed necessary. Action Sept. 11.

By Hearing Examiner Isadore A. Honig

■ On own motion, reopened record and scheduled hearing conference for Oct. 4 in proceeding on applications of The News-Sun Broadcasting Co. and Radio America for new FM stations in Waukegan and Chicago, Ill., respectively. Action Sept. 13.

■ On own motion, corrected transcript of hearing in proceeding on AM application of Dixie Radio Inc., Brunswick, Ga.; corrections reflect identification of Dixie Exhibit 4, map, not subsequently offered in evidence but is being retained in subject docket. Action Sept. 12.

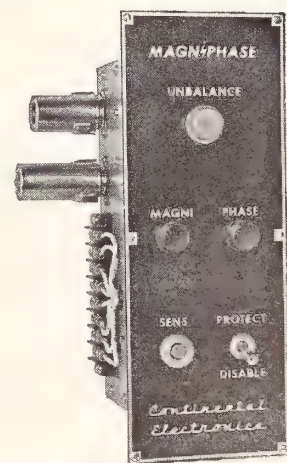
By Hearing Examiner

Annie Neal Hunting

■ By order in Rochester, N. Y., TV channel 13 proceeding in Docs. 14394 et al., (1) granted petition by Genesee Valley Television Co., for leave to amend its application to show death of Morton J. Baum and resulting change in stockholders and (2) on own motion, reopened record, incorporated

Continued on page 95

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APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programing departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, BROADCASTING.

Sales

Columbus Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five markets. Box H-128, BROADCASTING.

Upper midwest man 25-35 salesman-announcer combo with possibility of working up to sales manager. Good opportunity, 40,000 population town. Send references plus last 3 years salary. Reply to Box L-35, BROADCASTING.

Upper midwest, fulltime net affiliate in medium market needs experienced salesman with management potential. Good draw, good company benefits, plenty of room to grow in a progressive group operation. Box L-96, BROADCASTING.

16 year old 5 kw midwest station needs salesman or sales announcer. Excellent opportunity to earn 8 to 10 thousands dollars annually. Box L-212, BROADCASTING.

Opening for experienced radio time salesman in top-rated independent station. Market is small but opportunity "good" for right man to rise to sales manager fast. Send resume of qualifications and salary requirements. Box L-289, BROADCASTING.

Sales and audience promotion man for aggressive radio station located in large New England city. Fine opportunity for creative, alert person who knows how to plan and execute station promotions, is capable of working with sales team to develop client promotion. Must be "take-charge" type of person, experienced, and willing to work hard. Many liberal company benefits. Write in confidence to Box L-304, BROADCASTING.

Single market station, 17 employees, 2 full-time newsmen, 4 station owned news wagons, growing rapidly, needs young salesman. Will consider present part-time salesman wanting fulltime sales work. Dale Low, KNCM, Moberly, Mo. AM 3-1230.

Wanted: Good, experienced salesman, preferably married. Guarantee plus. Excellent earning potential. KSEN, Shelby, Montana.

Wanted . . . Combination salesman-engineer . . . must be good at both. Call Jim Kirk collect . . . WMOP, Ocala, Fla.

Needed—Experienced pro who can sell rate card radio, in tough, challenging competitive market for top rated indie. Interested? write: General Sales Mgr. WQXL, 3165 Mathieson Drive, Atlanta 5, Georgia.

Help Wanted—Sales (Cont'd)

WTIK, Durham. Increasing power to 5,000 approximately three weeks. Need experienced time salesman capable of becoming commercial manager. Must furnish complete resume by mail including sales history. P. O. B. 1571, Durham, N. C.

The untapped potential of this growth market is wide open for a dynamic, creative salesman ready to move up to selling sales manager. If you think you are good enough to qualify call or write Jack Sullivan at WKOW, Brockton, Mass.

Local Muzak franchiser needs experienced, dynamic salesman with the know-how to be a sales manager. Must be ambitious, aggressive and tenacious, as we are in a tough competitive market. Excellent salary, bonus and commission arrangement. Write in confidence to Al Sinder, Dayton Communications Corporation, 760 S. Main St., Dayton 2, Ohio.

Opportunities for producers in sales and management. Get details. Write: Broadcast Employment Service, 4825 10th Ave. S. Minneapolis, Minnesota. 55417.

Announcers

Classical music man for San Francisco station with solid combo operate-announce commercial experience. Smooth delivery and voice, must be sophisticated in classical music programming. References and resume only. Box K-274, BROADCASTING.

Swingin' top 40 dj, 1st phone for night shift in medium midwest market. No maintenance. Send tape, resume, photo Box L-164, BROADCASTING.

Experienced announcer for western Pennsylvania station. Join family of stations in Pittsburgh, Youngstown, and Erie. Forward tape, resume and photo. Box L-182, BROADCASTING.

Major Boston station wants experienced newsmen/announcer, with distinctive style. Submit audition tape, complete resume and salary requirements to Box L-198, BROADCASTING.

Top salary for experienced mature voice disc jockey announcer. Middle of the road eastern Pennsylvania daytime. Send tape and resume Box L-197, BROADCASTING.

Are you a young radio announcer with a mature voice, some commercial experience, and a desire to join a good medium market station? Then let's get together. We're loaded with employee benefits, the markets a good one, and the staff is broadcasting minded. Send tape, resume and salary range to Box L-234, BROADCASTING.

Announcer-copy writer wanted for Florida East Coast good music station. Would prefer male, but will consider female. Please send tape and complete details in first letter. Position available immediately. Box L-272, BROADCASTING.

Experienced play-by-play and morning man salesman wanted immediately by stable adult programed station. Box L-300, BROADCASTING.

Morning man with 1st phone—position calls for experienced man. Adult program structure—heavy local news—mobil units—Collins cartridge. Present morning man returning to college for masters degree. Solid stable position, medium single station market, room to go up. Contact Jim Jae, Manager—KHMO Hannibal, Missouri.

Announcers—(Cont'd)

Announcer wanted: Send tape and resume. WAMD Aberdeen, Md.

Announcer-chief engineer. A good technician with mature voice call, WBUZ. Fredonia, N. Y.

Announcers, engineer-announcers, announcer-salesman for Florida, Louisiana and Georgia stations. Send air check, resume recent photo to Les Roberson, WDLP, Panama City, Florida.

Wanted—Mature cooperative professional announcer-chief engineer combination for easy listening station. Heavy on remotes. Well equipped and financially sound. 68 miles west of Washington D. C. Opportunity for pleasant living and security. If you are a top man call: Ken Gordon, WFTR, Front Royal, Va. Melrose 5-4121 for details. Home phone Melrose 5-3342.

Immediate opening . . . announcer-engineer. Must have good voice, 1st phone, and be capable of maintenance. Call manager, WIOS, Tawas City, Mich.

Combo-man wanted. Some maintenance . . . some board work. Send tape, picture and resume to Don Blough, WKAM, Goshen, Indiana.

Announcer with 1st phone for immediate and permanent position. Send tape, resume. WKXY, Sarasota, Fla.

WLPM needs an engineer-announcer with 1st class license. No maintenance required. If interested in joining staff of stable, aggressive, well equipped station playing up tempo big band music, send tape, picture, and resume to: E. D. Beydush, WLPM, Suffolk, Virginia.

Michigan 1000 watt independent needs morning combo man with 1st phone. Immediate opening. Salary open. Send complete information and tape. WOAP, Owosso, Michigan.

Experienced announcer, first phone advancement, good salary, 5 station group, 773-3513, WPTW, Riqua, Ohio. Contact Oscar Baker.

Bright format operation seeking air personality. Send tape and resume to Duke Wright, WRIG, Wausau, Wis.

Middle road announcer with all around radio ability send tape, resume, references and salary requirements to WSTR, Box 70, Sturgis, Mich.

Announcer board experience strong on news. WVOS, Liberty, N. Y.

Announcer: Philadelphia suburban station has opening for good staffman. Quality music-news operation. Experience required. Fringe benefits. 215-696-3690.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 516-TN8-4912.

Pro's needed. We serve 600 stations. Free registration. Pick your job. Broadcast Employment Service, 4825 10th Ave. S., Minneapolis, Minn. 55417.

Technical

Chief engineer, 1 kw, 100 miles from New York. \$125. Box K-77, BROADCASTING.

Help Wanted

Technical—(Cont'd)

Immediate opening for chief engineer 1 kw fulltime AM Williamson, West Virginia. Some announcing. Present chief retiring from radio. Replies to Box 261, Williamson.

Experienced studio-transmitter Engineer for regional station. Box L-265, BROADCASTING.

Chief engineer-announcer. A good technician with mature voice call, WBUZ, Fredonia, N. Y.

Chief engineer for well equipped, financially sound, active station. Easy listening format, heavy on remote and special events. Prefer mature top engineer-announcer combination but will consider straight chief or top chief who can do some announcing. Opportunity for pleasant living and security. 68 miles west of Washington, D. C. For details call: Ken Gordon, WFTR, Front Royal, Va., Melrose 5-4121, home phone Melrose 5-3342.

Wanted . . . 1st class engineer . . . must have working knowledge of AM FM operation. . . . Contact Jim Kirk collect . . . WMOF, Ocala, Fla.

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs Radio Transmitter and Receiver Operating and Maintenance Technicians for relay stations in Greenville, North Carolina; Marathon, Florida; Dixon and Delano, California; and Bethany, Ohio. These positions for operation and maintenance of high power transmitters and receiver stations require a minimum of five years of responsible technical operating and maintenance experience. Experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer is also qualifying. Salary determined by applicant's experience and ability. Present rate range is \$6344 to \$10,504 per year; promotional opportunity. Positions are in Career Civil Service, and therefore, appointments are made thru competitive examination. Must be American citizen. To apply for this nonwritten examination, please request Announcement No. 283B and application forms from your nearest U. S. Civil Service Commission Representative's Office or write to The Executive Secretary, Board of U. S. Civil Service Examiners, U. S. Information Agency, Washington 25, D. C.

Engineers needed, all broadcast categories Jobs countrywide. Write: Broadcast Employment Service, 4825 10th Ave. S., Minneapolis, Minn. 55417.

Production—Programing, Others

News editor wanted for Ill. kilowatt metropolitan, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

Attention present director-cameramen, director announcer in medium or small TV market in Minnesota, Wisconsin, Illinois, Iowa, Missouri, Nebraska area. Operations manager opening for creative strong supervisor. Prefer on-camera announcing ability. Box L-250, BROADCASTING.

Night supervisor-director at medium sized NBC outlet. Strong news, weather, sports and commercial director and assistant to operations manager. Box L-251, BROADCASTING.

Top tune DJ with production skill and sparkle to create commercial rousers, maybe with pd experience too. Midwest. Full information and photo. Box L-254, BROADCASTING.

Wanted: Workhorse Negro newsmen, dig, write, and air local news, short dj shift. Mid-Atlantic area. Send tape, resume, min. starting salary, and when available. Box L-286, BROADCASTING.

Production—Programing, Others

Copywriter for exciting Great Lakes area station in substantial city in heart of summer/winter vacationland area. Station has large congenial staff, where copywriters position is important, respected and quite well paid. Requirements include proven ability to produce copy that sells—experience in creating production spots desirable but not essential. If you now have a top copy job in agency or large station let us hear from you, our offer may be a pleasant surprise, or if your short on experience but write the kind of words that sell, write us we may be just the step-up you need. Box L-279, BROADCASTING.

Christian station/finest working conditions at high-power FM stereo station for quality announcer/programing man w/1st phone. Outstanding opportunity for dedicated, professional individual. Airmail resume, tape, photo to Manager/KBBW, 963 State St., San Diego, California.

Experienced radio-television newsmen. Must be able to gather and write news for both radio and television. Must also be able to deliver radio newscasts. Send tape, photograph, complete resume in first reply to Meyer Broadcasting Company, Box 720, Bismarck, North Dakota.

Situations Wanted—Management

Exactly what is it you are looking for in a station manager? It is honesty, reliability, competence, stability, creativity, aggressiveness, conscientiousness, dependability, efficiency and hard work? I offer all this plus 7 years diversified experience in all phases of broadcasting. What have you to offer? Shall we get together for a personal interview at my expense? All replies will be answered and held in strict confidence. Box L-235, BROADCASTING.

Station owner: Available immediately; manager, chief engr., good production, announcer, salesman all in one. Secretary additional charge or package salary for both. Non directional station. Experienced. Box L-258, BROADCASTING.

Manager—experienced all phases small market operation—strong on sales, desire more potential—prefer midwest, will consider others. Box L-271, BROADCASTING.

Extensive background including present very successful medium market management position. Seek management with profit sharing and ownership opportunity. Box L-298, BROADCASTING.

Sales

Young, married, honest, salesman - announcer with management potential seeks position with a future. Presently employed, but have no chance for advancement. For resume, tape, and/or personal interview, please write to Box L-306, BROADCASTING.

Florida. Experienced sales manager, salesman, announcer-salesman available. Box 5092, Patrick Air Force Base, Florida.

Announcers

Top East Coast sportscaster. Experienced in all phases of sports production, play-by-play and sales. Management experience. Would like play-by-play position. Travel anywhere. Tapes, resume and picture sent upon request. Can invest. Box L-107, BROADCASTING.

Announcer pd degree in radio. Veteran. Family man. Four years experience. Desire medium or large midwest market. Traveling Nebraska to Ohio October 3-17. For personal interview write Box L-185, BROADCASTING.

Sales — Announce — Play-by-play sports — want to do all three. Currently in sales. Have four years all around experience. Prefer small to medium market. Salary requirements are reasonable but not cheap. Box L-188, BROADCASTING.

Major market chief announcer will trade sixteen years experience—staff, sports director, program director and acting manager—for smaller market, responsible position, fair salary, permanence. Box L-288, BROADCASTING.

Announcers—(Cont'd)

Announcer-newsman for St. Louis area. First phone with dj and news experience. Will be available soon. Box L-132, BROADCASTING.

Experienced personality dj wants Los Angeles or San Francisco. Box L-230, BROADCASTING.

Family man, mature voice, 5 years experience. East coast. Salary over \$100. Box L-211 BROADCASTING.

Sportscaster/dj. Excellent play by play, all sports. First phone. College graduate. Employed. Want permanency. Box L-215, BROADCASTING.

Want a real personality? Pro comic jock. Young. Grad. Four years. Talent galore. Unlimited creativity. Large metro, please. Box L-224, BROADCASTING.

Bright lively morning personality, different approach, tasteful humor. Rated number one with number two station. Box L-255, BROADCASTING.

Satisfaction guaranteed. Engaged announcer-newsreader. Prime concern advancement opportunities. Relocate. Box L-257, BROADCASTING.

Recent announcer training studio's graduate N.Y.C. seeks part time position in any area of reasonable distance from Stanford, Connecticut. Available 5 evenings a week and anytime on the weekend. Age 27, and married. Any format. Send call letters and phone number. I will call you at my expense for personal interview. Box L-259, BROADCASTING.

Experienced announcer-dj prefers New York, New Jersey, Connecticut, Pennsylvania middle - of - the - road markets. Young, married college grad. Strong news. Box L-260, BROADCASTING.

Dependable good music DJ wants permanent job with good station. Married, will relocate, \$120.00, Box L-263, BROADCASTING.

Ambitious beginner seeks start. Third phone. Well trained in speech. Some college. Box L-264, BROADCASTING.

Announcer, director, all phases classical music, entire repertory. Also drama, arts. Thorough exp. radio, TV, stage. MA music, fine arts, 6 languages, gov't qualified in 3, all types continuity, copy, staff work. Box L-277, BROADCASTING.

Bright, cheerful ambitious, sincere. Four years experience. Excellent references. Minimum \$140.00 weekly. Box L-287, BROADCASTING.

Announcer — 6 years experience — prefer northeast coast states. Married man. Box L-290, BROADCASTING.

Good music man with warm relaxed style and sharp production would like either personality or staff position with opportunity for advancement. Two years experience. Box L-291, BROADCASTING.

Top announcer wants college or univ. town. Experienced sports, news, music. Box L-302, BROADCASTING.

Texas, Arizona, New Mexico. Ten years, references. Finest background. Know formula and standard. Production. Veteran with college. Professional quality. Box L-297, BROADCASTING.

Excellent announcer, experienced, music, sports, news. Prefers Florida, available immediately. Box L-301, BROADCASTING.

Announcing school graduate. Eager and willing. Try me. Prefer small, country-music station. Roger Hay, Box 305, Grundy, Virginia.

Combo man available. First phone announcer/DJ. Limited experience. Alvin Davis, route #1, Delaware, Ohio. Phone 363-5889.

Jonathon Cue, that personality of new sound is cutting a record in town. For hire, Box 3103, Nashville, Tenn.

Situations Wanted

Announcers—(Cont'd)

Experienced, versatile announcer wishing to settle family in West Coast area, for dossier and personal interview, contact J. Dempsey, first class engineer, Statler Hilton hotel, 930 Wilshire Blvd., Los Angeles, California.

Bright experienced pd/announcer 10 years. Any format, will travel. Brad Harris, 277 Van Siclen Ave., Brooklyn 7, N. Y., HYacinth 8-5479.

Bob Costigan, disc jockey-newscaster, fully experienced, tight board. Seeks full time, East Coast. Excellent references. Tape, resume furnished. 53 Behan, Staten Island 6, N. Y.

Is your audience listening less and enjoying it less? Hire me! First phone, experience. Johnny Bowles, 4812 Imperial Terrace, Louisville, Ky., Phone 447-2779.

Announcer with limited experience prefers position with sports-minded station. Good air salesman, smooth delivery. Contact Tom Mirshak 1235 Clover Ave. Rockford, Ill.

Technical

Experienced radio-TV operating engineer. Any location considered, no announcing. Box L-143, BROADCASTING.

1st class commercial license. Technical school graduate-diploma. Electronics technician diploma, communications electronics. Desire broadcasting work, no announcing. Ambitious but lacking experience. Detroit area only. Box L-163, BROADCASTING.

Thoroughly experienced announcer-first class licensed chief engineer. Immediately. \$100, forty hours. Tapeless. Good references. Box L-282, BROADCASTING.

Experienced engineer looking for a change of climate. Twelve years AM, six FM, no TV experience but willing to try. Radar endorsement on license. Box L-293, BROADCASTING.

Chief engineer or technical management position desired. First phone. Seventeen years experience all phases broadcast engineering. Presently in management position overseas. Married and seek permanent location. Box L-295, BROADCASTING.

Young, 1st phone with four months experience as radio engineer desires permanent position as radio or TV engineer. Ralph Munday 1210 S. Cheyenne, Tulsa, Okla.

Engineer, first class nine years, presently employed, experienced, audio proofs maintenance, AM, FM and TV. Phone 717 AT 60464.

First phone, technical/transmitter duties, midwest, good honest worker. Career. Prefer Missouri. G. Hedworth, P.O.B. 7467, Kansas City 16, Mo.

Production—Programing, Others

I can produce and air a highly controversial talk show, and a short women's show for your station. Box L-268, BROADCASTING.

Honorably discharged WWII veteran, fifteen years commercial experience desires to relocate with progressive smooth music 1000 watt radio or radio-TV combo midwest central. Possess platoon of voice and dialect combinations adaptable to commercial production. Run tight board. Top references. Box L-281, BROADCASTING.

Authoritative, experienced newsman looking for larger market opportunity. Top delivery and copy, skilled handling of panel or interview programing. Chance at TV experience appreciated. Box L-307, BROADCASTING.

Production, Programing & Others

Continued

13 years radio, TV announcing, directing experience. Wish to utilize experience as program director or news director. Box L-266, BROADCASTING.

Newsman—conscientious, 2 years experience, degree. Now midwest. Go anywhere, medium to large, for solid opportunity. Box L-278, BROADCASTING.

Seasoned newscaster. 100% rewrite. Authoritative voice. Experienced major eastern stations. Box L-280, BROADCASTING.

Attention Texas! (Special attention: Houston or Dallas)—Want to relocate, permanently, in major Texas market. Over 7 years experience in all phases of AM-FM-TV from top 40, to good music. For the past several years, have specialized in radio news. Excellent voice and delivery, authoritative, but will blend to nearly any format. Top gathering, writing, plus editing abilities and background. Have extensive experience in three of the nation's "top 10" markets, including top station in Los Angeles. Presently employed, respected, 50,000 watt, major market news bureau. Some college, several awards. Must have \$165 weekly to move. Box L-296, BROADCASTING.

News director/editor/caster. Strong on writing. Proven gather ability. 37. Married. Available due to policy change. East. 15 years experience. Box L-313, BROADCASTING.

Experienced and capable. Have worked top format radio. Good production. Wish to relocate. Midwest or east preferred. Rod Blodgett, 304 E. Van Buren St., Rapid City, South Dakota.

Creative and original idea man wants to join progressive outfit to do programing or promotion work. Experience in promotion, programing, air-personality work in major market. Stephen Stone, 5367 Highgrove Rd., Pittsburgh 36, Penna.

Available: Program-promotion-production-director/personality. Excellent 17 years radio-TV-pr-writing background. 35, married. Ted Strader, 2 Troy Place, Schenectady, N. Y. Phone 518-372-7516.

TELEVISION

Help Wanted—Management

Television sales manager midwest network affiliate experience, able direct local sales staff. First class job for first class man. Boozers, floaters, loafers don't reply. Congenial staff, fine living conditions for aggressive man who will settle down, raise family, join church, work hard and make money. Starts \$10,000 plus. Box L-253, BROADCASTING.

Help Wanted—Sales

Leading Rocky Mountain station representative needs aggressive and proven account executive. Good salary and commission arrangement. Growing market and increasing number of stations provide excellent opportunity. Send resume and income requirements. Box L-283, BROADCASTING.

Wanted—TV sales: Sales service man between 22-28 with sales and/or traffic radio or TV experience. This large southern market offers opportunity for growth within TV sales dept. Write or wire: WAIT-TV, Atlanta, Ga.

Technical

Experienced TV studio engineer needed. Must be familiar with maintenance of RCA studio, microwave and vtr. Primarily maintenance work. Box L-152, BROADCASTING.

Seven years technical experience television broadcasting. Good background all phases. First phone. Desire suitable position with reputable company. Box L-177, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Television engineers—We have several positions for experienced and inexperienced engineers who can learn quickly, for expanding North Carolina educational television. Possibility of continuing education. Box L-210, BROADCASTING.

Experienced transmitter operator—Central Texas max. power educational VHF, new installation, RCA TT50 transmitter. Contact Bob L'Roy, KLRN-TV, Star Route 2, New Braunfels, Texas.

Chief engineer for VHF operations—programming lots of live shows. WLTV, Bowling Green, Kentucky.

Production—Programing, Others

Combination floorman-cameraman with directing ability for medium market, midwest station. College or ETV experience acceptable. Send photo and resume. Box L-273, BROADCASTING.

Experienced commercial director for production director position. Emphasis on creative production. Contact: Al Evans, KCRG-TV, Cedar Rapids, Iowa.

Situations Wanted—Management

Responsible, fully qualified, successful and employed broadcast executive seeks position as general manager or sales manager with opportunity for earned investment. New stations considered. Box L-171, BROADCASTING.

Can you use 15 continuous years of diversified experience in TV administration, sales, programing, production, NAB code affairs, film buying, contract negotiations and overall VHF operations? Due to merge, I am available soon for TV station manager, sales manager, or operations manager position with aggressive VHF outlet. Prefer west, southwest, midwest area. Married, degrees and exceptional references. Resume upon request. Box L-276, BROADCASTING.

Operations/production manager—medium to major market. My highly successful experience as announcer, director and production manager will guarantee your station a polished, tight, professional on-air appearance. Presently producer-director in major midwest metropolitan market. Shirt sleeve worker with degree, family and ambition. For immediate resume Box L-284, BROADCASTING.

Moving to San Francisco area. Former owner, 39, with 15 years commercial radio-TV experience (last 7 as manager). B.S. in speech. Also, graduate of NAB Harvard management seminar. Married, children. Seeks position offering great challenge and reward. Available immediately. Box L-299, BROADCASTING.

First phone experienced board seeking start as combo man on West Coast. Married, veteran, college. Box L-148, BROADCASTING.

Major network newsman seeking metropolitan station. Solid newscasting, coverage and scripting background. This radio personality has TV experience also in nation's top market. He's growing in industry. You need be only sincere and aiming for top, steady audience too. Present employer will reference details and resume ready for your prompt, sincere inquiry. Box L-309, BROADCASTING.

Mature married newscaster announcer dj. Authoritative newscaster, announcer, adaptable for dj. No prima donna or floater. Experienced selling sound, tight board. Box L-310, BROADCASTING.

Swinging dj, personality plus. Big selling sound with tight board. Experienced, adaptable, authoritative newscast. Family man, looking to settle, not a floater. East coast preferred. Box L-311, BROADCASTING.

Selling air personality, experienced dj, tight board, crisp authoritative news. Very personable. Will settle. Box L-312, BROADCASTING.

Situations Wanted—Technical

Engineering manager, 14 years TV, now available for valid reasons. Proven record technically, and with people. Resume available. Box L-226, BROADCASTING.

Chief Engineer 17 years planning, construction and operations experience. Best industry references. Technical excellence of present operation may be inspected. Valid reason for seeking change. Box L-262, BROADCASTING.

Alert, capable, assistant chief desires position with progressive station. Have 9 years technical TV experience. Will consider all areas of U. S. Box L-294, BROADCASTING.

Operations supervisor, 13 years network, local, television experience, planning, construction, maintenance, operations, direction, desires responsible position, preferably Florida. Presently employed. Excellent references. Box L-261, BROADCASTING.

Production—Programing, Others

Which ad gets the job? Mine offers 15 years experience in TV and radio, including news writing reporting, interviewing, TV film editing, in top major market. Consider all offers, Box L-187, BROADCASTING.

Cameramen-editor-director with strong production background desires position with organization producing documentary films. Resume, samples upon request. Box L-267, BROADCASTING.

Need a young ambitious producer-director? While studying for masters in television, I started off as a studio-man for a local station. Six months later, the boss rested on weekends while I kept the shop in order. Best references include former employer. Box L-285, BROADCASTING.

Network experience: Sports director, play-by-play a specialty. Can handle 16mm camera. Desire more challenging market. Excellent references. Box L-228, BROADCASTING.

Production management - direction - promotion-continuity. Six years TV experience as producer-director, time salesman, production manager, and continuity head. Valuable experience as manager of house agency billing \$180,000 annually. Am applying for challenge. Box L-292, BROADCASTING.

Stified in present situation, producer-director, production-operations manager seeks responsible position worth \$9,600. Resume and references on request. Family man, 33, with degree. Ten years diversified, employer-satisfied experience. Box L-305, BROADCASTING.

Thirteen years television experience in top southern market. One year as radio writer prior to TV. Film, video tape and live operation. Presently employed. Have worked on many accounts for national advertising agencies. Married, 2 children. I'm tops and have credits to prove it. If you want experience, creativity and results write Box L-308, BROADCASTING.

WANTED TO BUY

Equipment

Needed urgently—tower at least 150', audio console, microphones & allied equipment for new AM station in eastern U. S. Let us know what you have to sell. Box K-249, BROADCASTING.

For Sale

Equipment

For sale: RCA Kinerecorder TM5A, Maurer VD optical recorder, Boddie 5 kw rear screen projector. Frank Powell, purchasing agent, Auburn University, Auburn, Alabama.

For Sale

Equipment—(Cont'd)

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Telephone 2-3527.

Rear Screen projectors. Used #7000 3¼ x 4" R.S.P., 70 slide capacity, ¼ sec. fast slide changer, remote control. Taken in trade on new Dual Head R.S.P. Full one year warranty. Limited quantity. Telescript Csp, Inc.; 155 W. 72th St. New York 23, N. Y.

Prompting equipment. Used one, two and three prompter packages. Full one year warranty. Limited quantity. Telescript Csp, Inc.; 155 W. 72th St. New York 23, N. Y.

3 kw federal 192a FM transmitter. Good shape, spare tubes. Available thirty days, installing 5 kw. Make offer. WSON, Henderson, Kentucky.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

Western Electric 407A-4 high efficiency 50 kw transmitter rapid change 5 to 50 excellent condition, complete with dual water cooling, all AC regulators, meets all regulations, immediate delivery. Will accept first reasonable offer to Box L-247, BROADCASTING.

One 30 kw 230 volt 3-phase power plant in excellent condition, used very little. Contact radio station WKEU, Griffin, Ga.

Remote control—best offer, all or part: One Schaefer system, one RF amplifier—feeds, monitors, audio out, carrier alarm (adjustable set 690). One Gates MO-2890 monitor extender. KEVT, Tucson, Arizona.

Complete RCA TTU1B transmitter, 1 kw, presently operating on channel 17. Box L-269, BROADCASTING.

Almost new tape-a-thon. Model 702-10 with AG. P.O. Box 860 Pittsburgh 30, Penna.

For Sale: RCA BTA-IL (1 kilowatt) AM transmitter. Used only as auxiliary transmitter at 5 kilowatt station on 1320 kc. Has Schaefer remote control complete. You pick up. \$1800. Contact Norman N. Sartain, radio station KXYZ, Houston 2, Texas.

GPL 16mm Kinescope recording unit complete. Good condition. Contact Al Powley, WMAL-TV, Washington, D. C. Kellogg 7-1100.

Gates SA-39B limiter—excellent condition—used one year—\$250.00—WFLM-FM stereo, 301 East Las Olas Boulevard, Fort Lauderdale, Florida.

One only—Collins 808 A-1 remote turntable/console in new condition. Only \$750. Box L-314, BROADCASTING.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications. 2221, Steiner St., San Francisco.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue \$2.50. Show-Biz Comedy Service (Dept. BJ) 65 Parkway Court, Brooklyn 35, New York.

Religious/patriotic broadcasters . . . your message presented to over 300,000 coverage . . . 1,000 watts, low frequency . . . 15 minutes \$5.00. Box L-176, BROADCASTING.

Attention program directors and dj's—These, controversial comments in the actual voices of top Washington and New York public figures. Perfect for controversy—listener response programing. Little cost—big rewards—peak listener reaction. Box L-275, BROADCASTING.

Instructions

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

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1st ticket class . . . 6 week course, resident or correspondence, Denver, Colorado, a fun place to live and study. Write for bulletin from Signal Broadcasting, 431 W. Colfax, Denver. Also offering 6½ month announcing-station operations course. Free placement service. Signal Broadcasting, Denver.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure. 259 Geary St. Starting date for next class November 4, 1963.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting October 9 and January 8. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. For the man who must get his 1st phone in a hurry, the Los Angeles Division of Grantham schools now offers the proven Grantham course in an accelerated schedule. Next classes begin November 11 and January 13. For free brochure write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif.

Instructions—(Cont'd)

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Pittsburgh. FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

RADIO

Help Wanted—Sales

AREA MANAGERS

Highly respected firm in industry has openings for two (2) top men to travel and manage West Coast and Southwest territories. Top rated line, well accepted by Radio and Television Stations requires successful Radio or T.V. management or sales management experience. Primary consideration to residents of areas. NO ceilings on earnings—All expenses paid—Home weekends. Send resume and all particulars with photograph first letter to:

Box L-192, BROADCASTING

Production—Programing, Others

ATTENTION PROGRAM DIRECTORS

Broadcast group in major markets offers opportunity for Radio and TV Program Directors. Send complete background resume, including examples of work. Should be willing to relocate as needed. Must have proven record of success. Salary open. All replies will be held in confidence.

Box L-194, BROADCASTING

Opportunities For Newsmen

TV and Radio news directors, news writers, newscasters and reporters sought by broadcast group operating stations in major markets. Should be willing to relocate. Send full information, including evidences of proved success. Salary open. Replies held in confidence.

Box L-317, BROADCASTING

Situations Wanted

Announcers

Major Market Personality

Desires Program Director Position
Currently employed very large market. Married, college, cleanest record in the business. All I want is a job with a challenge and a future.

Box L-315, BROADCASTING

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"Attention: Los Angeles Area . . .

Broadcast-Advertising Executive. 19-year background all phases of station, agency and sponsor operations, network and local levels. With Radio-TV stations in every capacity from air personality to top echelon program executive . . . thorough knowledge every technical facet plus production techniques. Headed own program package firm. Also with private industry as Sales Promotion-Public Relations-Broadcast Director. Rich ad agency experience. Creative, imaginative, practical, budget conscious. Develop, supervise, follow thru all projects from inception. Desire permanent relocation with station, agency, packager as Producer-Writer-Director, Program Consultant, Account Exec . . . to head up or associate with top-flight growing management team. Outstanding references.

Box L-256, BROADCASTING

TELEVISION

Situations Wanted

Production—Programing, Others

NEWS & PUBLIC AFFAIRS

director 15 years broadcasting, 12 years CBS-TV affiliate top ten market. Awards galore—news & public service. Extensive foreign travel. On air talent, plus administrative ability & experience. Highest recommendations present employer.

BOX L-244, BROADCASTING

TV Travel Show Host

Hour-long TV travel shows are the coming thing. Good adult audiences where running. TV news veteran—lecturer & traveler with know-how & contacts to set-up show—act as host.

Box L-243, BROADCASTING

For Sale

Equipment

Moving To

HIGHER HOGBACK MOUNTAIN

Have for sale—350 foot Blaw Knox N. 28 Tower. Available in November. Contact: WSPA-TV, Spartanburg, S. C.

Miscellaneous

WORLD NEWS SCOPE—exciting new half-hour of international news commentary is produced each week in New York and is now ready for full program schedules. Write for free audition tape—Program Service Company, 510 Madison Ave., New York 22.

WANTED TO BUY

Stations

WANT MEDIUM SMALL A. M. STATION IN UPPER MIDWEST. EXPERIENCED, RELIABLE INDIVIDUALS DESIRE PUBLIC SERVICE INVESTMENT. DETAILS FIRST LETTER PLEASE. CONFIDENTIAL.

Box L-274, BROADCASTING

For Sale—Stations

FOR SALE

Texas Daytime Kilowatt operation in metropolitan area. Facilities second to none. Operation profitable under original ownership past 15 years. Offer of sale no distress or emergency matter. Price is realistic with cost, billing and projected growth. Only parties capable of paying full price or securing loan need apply. No brokers will be considered. Owners health and foreign interests dictate sale. Address Box L-168, BROADCASTING.

IN THE SOUTH

Fulltime station. Present Annual Billings approximately \$170,000.00. Price \$200,000.00 cash or \$225,000.00 on terms.

Box L-184, BROADCASTING

PART OWNERSHIP

Exclusive AM—Full Time

Will sell one-third of my two-thirds corporate interest to financially qualified, radio-experienced buyer. 15,000 county-seat, central states. Minimum requirement \$25,000. I will carry balance.

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For Sale—Stations

Continued

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RADIO and TV STATIONS

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ARIZONA FULLTOWER. \$25,000 down.
Price \$89,500.

PACIFIC NORTHWEST DAYTOWER. \$18,500 down. Price \$122,500.

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To buy or sell Radio and/or TV properties contact:

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AUSTIN 56, TEXAS

Fla.	single	daytime	\$ 50M	terms
S. E.	single	fulltime	85M	cash
N. E.	single	fulltime	140M	29%
Ill.	small	daytime	85M	29%
Ala.	medium	fulltime	110M	cash
S. E.	metro	daytime	125M	50%
Pa.	metro	daytime	155M	25M
M. W.	major	fulltime	675M	125M

And others.

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

STATIONS FOR SALE

CALIFORNIA. Daytime station. Growing market of close to 200,000. Priced at \$78,500. \$25,000 down.

MIDWEST. Fulltime. Exclusive. Volume exceeds \$70,000. Priced at \$90,000. Terms.

JACK L. STOLL & ASSOCS.

6381 Hollywood Blvd.
Los Angeles 28, California

To reach everyone in BROADCASTING and its allied fields.

You Can't Top A

CLASSIFIED AD

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 89

into record facts stated in amendment, and again closed record. Action Sept. 11.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Broadcast Bureau to extend time from Sept. 13 to Sept. 30 to file proposed findings and conclusions in proceeding on applications of WIDU Broadcasting Inc., and AL-OR Broadcasting Co. for new AM stations in Asheville and Mebane, respectively, both North Carolina. Action Sept. 16.

■ Reopened record and scheduled hearing conference for Sept. 26 in proceeding on FM application of Ruth M. Crawford, Executrix of Estate of Percy B. Crawford (WYCA), Hammond, Ind. Action Sept. 13.

■ In Miami TV channel 10 proceeding in Docs. 14775-8, granted petition by Miami Television Corp. for leave to amend its application to show substitution of company which is to lease equipment to applicant in event of grant. Action Sept. 10.

By Hearing Examiner David I. Kraushaar

■ Formalized by order certain procedural dates reached at Sept. 13 prehearing conference in proceeding on application of Raul Santiago Roman for new AM station in Vega Baja, P. R., and continued Oct. 3 hearing to Oct. 28. Action Sept. 13.

By Hearing Examiner Herbert Sharfman

■ Granted request by Broadcast Bureau to further extend time from Sept. 16 to Oct. 7 to file initial proposed findings and from Oct. 7 to Oct. 28 for replies in proceeding on AM application of North Atlanta Broadcasting Co., North Atlanta, Ga. Action Sept. 13.

By Hearing Examiner Elizabeth C. Smith

■ On own motion, reopened record and scheduled further hearing conference for Sept. 17 in proceeding on AM application of WAEB Broadcasters Inc. (WAEB), Allentown, Pa. Action Sept. 13.

■ On own motion, reopened record and scheduled further hearing conference for Oct. 9 in proceeding on application of Skyline Broadcasters Inc., for new AM station in Klamath Falls, Ore. Action Sept. 13.

BROADCAST ACTIONS

by Broadcast Bureau

Action of Sept. 17

WBK-FM DePew, N. Y.—Granted mod. of CP to change trans. and studio locations, type trans., ERP to 50 kw, and ant. height to 390 ft., and make changes in ant. system.

Actions of Sept. 16

WETU Wetumpka, Ala.—Granted CP to change ant.-trans. and studio location, make changes in ant. system (increase height), and make changes in ground system; condition.

WKZI Casey, Ill.—Granted mod. of CP to change studio and ant.-trans. locations, make changes in ant. system (increase height), and change type trans.; remote control permitted.

KAML Kenedy-Karnes City, Tex.—Granted request and cancelled license covering auxiliary trans.

KOAM Pittsburg, Kans.—Granted request and cancelled authorization for auxiliary trans.

KUNO Corpus Christi, Tex.—Granted request and cancelled CP for auxiliary trans.

KUNO Corpus Christi, Tex.—Granted extension of completion date to Oct. 17.

Tahoe Translator Co., Bijou, Calif.—Granted CP for new UHF TV translator station, on channel 71, to translate programs of KOLO-TV (ch. 8), Reno, Nev.

Actions of Sept. 13

■ Granted renewal of licenses for following stations:

WICO Salisbury, Md.; WBMD Baltimore, Md.; WBOC Salisbury, Md.; WCEF Parkersburg, W. Va.; WCST Berkeley Springs, W. Va.; WELD Fisher, W. Va.; WAGE Leesburg, Va.; WAYB Waynesboro, Va.; WBLU Salem, Va.; WBOB Galax, Va.; WBRG Lynchburg, Va.; WBTM Danville, Va.; WBUC Buckingham, W. Va.; WDNE Elkins, W. Va.

WCEM Cambridge, Md.; WCMS Norfolk, Va.; WCVA Culpeper, Va.; WCHV Charlottesville, Va.; WDBJ Roanoke, Va.; WDVA Danville, Va.; WFLS-AM-FM, Fredericksburg, Va.; WFVA Fredericksburg, Va.; WHLF-AM-FM South Boston, Va.; WINC Winchester, Va.; WTH-AM-FM Baltimore, Md.; WSIG Mount Jackson, Va.

WFLS Fredericksburg, Va.—Granted request to continue existing pre-sunrise operation with non-DA and reduced power of 500 w between hours of 4 a.m. and local

sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Actions of Sept. 12

WTTM Trenton, N. J.—Granted renewal of license for AM station.

WWPB(FM) Miami, Fla.—Granted CP to increase ERP to 31 kw, install new trans., and specify ant. height as 285 ft.; condition.

WGMS-FM Washington, D. C.—Granted CP to install new trans., change type ant., specify ERP as 20 kw, and make changes in ant. system; condition.

KTAL-FM Texarkana, Tex.—Shreveport, La.—Granted CP to install new auxiliary trans. at main trans. site.

WVIP-FM Mount Kisco, N. Y.—Granted mod. of CP to install new trans. and ant.; remote control permitted.

St. Croix Broadcasting Co., Calais and Princeton, Me.—Granted CPs for new UHF TV translator stations, on channels 72, 74, 78 and 80 to translate programs of WLBZ-TV (ch. 2), and WABI-TV (ch. 5), both Bangor, Me.

■ Following stations were granted extensions of completion dates as shown: WVIP-FM Mount Kisco, N. Y., to Oct. 31; WVIC (FM) East Lansing, Mich., to Nov. 15.

Actions of Sept. 11

KXQR(FM), Elbert H. Dean and Richard E. Newman, Fresno, Calif.—Granted assignment of license and SCA to Broadcast Industries Inc.

WKWK Wheeling, W. Va.—Granted license covering use of old main trans. as auxiliary-daytime and alternate main nighttime trans. at main trans. site.

WEMP-FM Milwaukee, Wis.—Granted CP to increase ERP to 34 kw.

*KOCV(FM) Odessa, Tex.—Granted mod. of CP to decrease ERP to 5 kw and install new ant.

Action of Sept. 10

Parker Television Translators, Parker, Ariz.—Granted CP for new UHF TV translator station, on channel 76, to translate programs of KTAR-TV (ch. 12), Mesa, Ariz.

Actions of Sept. 9

WHSL Wilmington, N. C.—Remote control permitted.

■ Granted change in remote control authority for following stations: KTSM El Paso, Texas; WLNH (main trans.), Laconia, N. H.; KVEN-FM Ventura, Calif.; condition.

Rulemaking

PETITION DISMISSED

■ Petition by Symphony Network Association Inc. requesting assignment of UHF channel 72 to Birmingham, Ala.

Fine and license renewal

■ Commission is notifying Melvyn E. Lucas and George W. Kristoff, d/b as Interstate Broadcasting Co., that they face forfeiture of \$2,500 for series of unauthorized assignments of license and transfers of control of KATT-FM Woodland, Calif. Licensee has 30 days to reply. By separate action, commission (1) renewed license of KATT and (2) granted Interstate's application to cover unauthorized transfer to KATT Broadcasting Corp. (Kay K., Shuny and Sherry L. Sagara). Action Sept. 18.

License denial

■ By decision, commission adopted Dec. 4, 1962 initial decision and denied application of W. D. Frink, tr/as Jefferson Radio Co., for license to cover CP for WIXI on 1480 kc, 5 kw, D, in Irondale, Ala., which had been designated for hearing on issues relating to misrepresentations, unauthorized transfers of control, and violations of commission's rules regarding the filing of contracts, reports, and agreements. Ordered applicant to cease operation on Dec. 11, 1963. Commissioner Cox not participating. Action Sept. 11.

License revocation

PROCEEDING TERMINATED

■ By memorandum opinion & order, commission (1) granted petition by Pape Television Co., for reconsideration of March 6 order to show cause why the licenses of WALA-AM-TV (ch. 10) Mobile, Ala., should not be revoked; (2) vacated show cause order and (3) terminated proceeding. Action Sept. 11.

(FOR THE RECORD) 95

BIOGRAPHY

CHECKMATE

**BEST OF
GROUCHO**

HENNESEY

**HIGHWAY
PATROL**

**HUCKLEBERRY
HOUND**

**ONE STEP
BEYOND**

RIPCORN

**ROCKY AND
HIS FRIENDS**

SEA HUNT

SUSIE

**TOMBSTONE
TERRITORY**

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*licensed music and
were telecast locally
during the past year*

**out of a total of 390
syndicated TV film series*

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• LOS ANGELES

• NASHVILLE

• TORONTO

• MONTREAL

OUR RESPECTS to Sherman John McQueen

Broadcasting—his vocation and avocation

"I'm a lucky man," Sherman J. McQueen, vice president and director of West Coast broadcast activities for Foote, Cone & Belding, said last week. Ever since I can remember I've wanted to be in broadcasting and I'm extremely fortunate that for most of my life I've been able to make a living in it."

Jack McQueen isn't kidding when he says "most of my life." He was 16 and a junior in high school when he got his first job in radio—as a junior staff announcer at KPAS (now KRLA) Pasadena, Calif. "Ernie Ford—the 'Tennessee' name later—was a regular announcer here. The difference between regular and junior was \$10 a week; he got \$30, I got \$20—not much, but better than the 25 cents an hour I'd earned working in a clothing store the year before."

Jack edited the school paper at Monrovia High School (Monrovia is the Los Angeles suburb where Sherman John McQueen uttered his first cry without benefit of microphone on May 29, 1926). He also played tennis and basketball. "I was 6 foot 2 inches and weighed 145, too tall and thin for football and, as someone remarked, just right for radio as I could hide behind a mike. Today I'm 6 foot 5 inches and 225 pounds, still too tall for football but my days for hiding behind microphones are gone forever."

Wartime Radio ■ He graduated from high school in February 1944, and got in one semester at Occidental University before the draft caught him. Six months later he was headed for the Orient when, at shipside in San Francisco, he was taken out of line and sent to Hollywood, where he spent the remainder of World War II as an announcer for the Armed Forces Radio Service. "I was really lucky to be in radio then. Of the original outfit that sailed without me, only 25 came back."

Mustered out as chief announcer and master sergeant in September 1946, Jack called the Hollywood office of the American Federation of Radio Artists and was told that he and 5,000 others were looking for announcing jobs in Hollywood and would he please go somewhere else. In his case, "somewhere else" was Spokane. "A friend, in Monrovia on vacation, told me KREM was looking for a sports announcer. I sent up a couple of paper tapes and they hired me. Then I found out I was chiefly to do play-by-play for the Spokane Indians. I had no baseball experience, but Hal Berger of KMPC Los Angeles took me to the ball park with him every day for a week and showed me what to do. Again, I was lucky."

At KREM, Jack broadcast baseball, basketball, boxing, wrestling (his first night on the job a 300-pound wrestler got tossed out of the ring into his lap, knocking him out of his seat but not off the air) and every other sport in the book. "It was a very competitive market and we were determined to make KREM stand out as *the* sports station."

The Business End ■ From Spokane, Jack jumped to WIND, then Gary, Ind., but he soon got homesick, and it was back to Southern California and Occidental, plus an announcer's job at KWKW Pasadena. By the time he graduated Jack had come to realize that he didn't have whatever it is that makes a great announcer great, so he decided to get into the administrative end of broadcasting. The first step was a job in the station relations department of Mutual-Don Lee. The second three years later (1954), took him to CBS Radio as Hollywood manager of business affairs. The third was into the advertising agency field as radio-TV director of the Los Angeles branch of D'Arcy Advertising Co. where "I learned about media and got my first TV experience." In 1960, Jack joined Foote, Cone & Belding as radio-TV director of the Los Angeles and San Francisco offices and was made a vice president in 1961.

Three Jobs In One ■ His responsibility is threefold: First is to oversee production of the radio-TV commercials for Purex, Sunkist, River Brand Rice, Seaboard Finance and Forest Fire Service (Smokey the Bear), all FC&B Los Angeles accounts, plus Calo, Dole, Sea and Ski and Nalley's, out of San Fran-

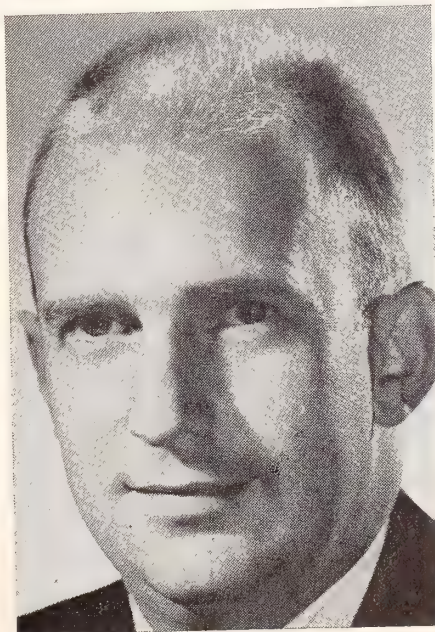
cisco. Next is program service, which means keeping tabs on the West Coast originations of 32 nighttime network TV shows a week, from minute buys to full sponsorship, plus specials and about 15 daytime shows like *Queen for a Day*—handling talent relations, seeing that the commercials get in properly and supervising program content.

Finally, there is broadcast account service, which involves Jack and his staff in the problems of virtually every other department of the agency. "Our function is to add show business judgment. With media people, we consider whether this show is right for this client and other things the numbers books won't tell you. On the program side, we have to know the show and the kind of viewer it is apt to attract and we must also know the stars, directors, writers and the other creative people and how to handle them."

Science And Show Biz ■ "Our operation is a mixture of science and show business. Cost-per-thousand is important to our clients; we need good research and smart buying. But we also need professional judgment on what is going to make people watch and, more than that, what kind of people these watchers are going to be and are they the kind that are going to buy the products we are offering them. There is no magic formula that will work for everyone. Each answer has to be tailored to fit the particular needs of the advertiser. It might be exclusive sponsorship of a TV special, or saturation radio, or a media mix of broadcast and print. It's our responsibility to get the best answer possible, considering the budget, the competition, the time of year and several dozen other variables."

In 1957 Jack married Irene Anderson, a Southern California girl. With their two-year-old daughter, Amy Lynn, the McQueens live in San Marino, swank Los Angeles suburb, in what the real estate ads would call "a hilltop retreat, shaded by majestic pines."

Hobbies? "I'm a moderately good gardener and a terrible golfer," Jack says, "but primarily my hobby is the broadcasting business. If you're in it it's got to be your hobby because it doesn't leave enough time for any other." He is president of the San Gabriel Valley Broadcasting Co., which is waiting for FCC approval of a license transfer of an FM station in West Covina, but he declines to class this as a hobby. "My reasons are purely mercenary," he declares. "I think the day is coming when FM will beat AM at the numbers."



Mr. McQueen

How to hypo a career

YOU have to hand it to Robert E. L. Richardson for figuring out a new way for civil servants to make private capital out of their government experiences.

Mr. Richardson, as reported in this publication last week, has been hired to advise the Gordon McLendon radio station group on how to use ratings without running into legal trouble. The twist here, of course, is that Mr. Richardson was in a good measure responsible for stirring up the legal troubles that users of ratings are apt to encounter. He was associate counsel of the House subcommittee that investigated the ratings services and pressured the FCC and Federal Trade Commission into holding broadcasters responsible for the ratings that they use.

It is commonplace for attorneys and other specialists to leave government service and go into private practices before the agencies where their experience was acquired. The practice is not likely to diminish as long as a big government continues to get mixed up in almost everything that private business does.

But Mr. Richardson's variation on the theme is of special interest. No legal problem existed in the ratings business until he and his colleagues created one. This kind of career planning could do considerable mischief if it were allowed to spread.

Let punishment fit the crime

WHATEVER the reason, we were gratified to see the FCC cancel its revocation case against WALA-AM-TV Mobile. It was the first time since the New Frontier took over nearly three years ago that it has shown leniency in such a proceeding.

It may have been that the FCC had compassion for the incapacitated owner, W. A. Pape, who could not supervise the stations' operations. Or it may have been that the FCC felt it was on tenuous legal grounds. Or it may have been that, at long last, the FCC majority realized that the snuffing out of station licenses does injury not only to the owners and the station employees, but also deprives the public of the services of the stations.

The FCC, under the Kennedy administration, has been rough with broadcast licensees. A half dozen stations have been ordered deleted and fines and short-term licenses have been invoked against 40-odd licensees.

The WALA case involved serious charges of misconduct against Mr. Pape's nephew, Wadsworth Pape. The allegations were that money had been demanded from an architectural firm if it wanted to avoid editorial attack and that attempts had been made to coerce local candidates into using WALA-TV exclusively for political broadcasts.

The FCC terminated the proceedings after the young Pape and another unidentified employe had been dismissed, and in consideration of the elder Pape's inability to have exercised effective control for several years because of a stroke.

There are a number of other revocation or renewal cases pending before the FCC involving "first offenders." The FCC three years ago sought and received from Congress the authority to fine or issue short-term licenses in lieu of revocation proceedings, where the circumstances warranted. In one such pending case, in which a fine might have been imposed, involving KWK St. Louis, the station missed falling under the forfeiture provision by less than one month.

In the KWK case, the WDKD Kingstree, S. C. "smut" case, and the KRLA Los Angeles, phony contest case, there is no doubt that the stations were guilty of infractions or improprieties. There is no question that station owners were

derelict. But in each instance they were first offenses.

There were no "willful or repeated" violations in the contest cases. The Kingstree case raises also basic questions of what constitutes obscenity and has been appealed to the courts.

As in the WALA case, we hope the FCC will have second thoughts on first offenders and conclude that the public will best be served through sanctions short of the death sentence.

Show biz?

THOSE who label broadcasting an entertainment medium just haven't been tuning in lately.

Certainly entertainment is, and always will be, the backbone of broadcasting. It is the backbone also of the majority of our newspapers and consumer publications. Comic strips, short stories, food sections, advice to the lovelorn, real estate sections, crossword puzzles, astrology, and other "time-copy," constitute variations of entertainment since they are not hard news.

The seriousness with which broadcasters are pursuing professionalism in journalism is evident. The networks alone are spending some \$70 million this year for production of news, documentary and public service programming. This is exclusive of the amount being spent by radio and television stations to maintain news staffs, news wires, mobile units and to produce their own news programs and documentaries—a figure hard to come by.

The extent to which professionalism has penetrated broadcast journalism was manifested at the 18th annual convention of the Radio-Television News Directors Association in Minneapolis Sept. 11-14. For four full working days some 250 news directors of stations met to accelerate the pace of broadcast journalism. Each delegate headed a news department responsible to management. A few years ago most news directors reported to program directors because news was regarded as part of the "entertainment" format.

Happily that day is gone. A few years ago the highest rank held by a news chief of a major network was vice president. Today two networks are headed by professional journalists—Robert Kintner, president of NBC, and Robert Hurleigh, president of Mutual. And two networks (CBS and ABC) have separate news divisions headed by a president, while NBC's news head is an executive vice president.

We were impressed with the caliber and dedication of the men heading the news departments of stations and networks. They realize RTNDA has some distance to go before it achieves the prestige and stature of the American Society of Newspaper Editors. But they're on their way.



Drawn for BROADCASTING by Bill Davey

IN RADIO'S WONDERFUL WORLD



Broadcast With The Fidelity Of Direct FM

What makes the listener turn the dial to your FM station? Quality. And quality alone. Programming at such levels virtually demands highest fidelity transmission. To achieve such standards the unquestioned choice of knowledgeable FM stations is RCA's unmatched Direct FM Transmitter. This system is easiest to tune and holds its adjustment best. Whatever the power class, you are assured minimum distortion and wide frequency response. Such performance is

the happy result of RCA's long background of pioneering and achievement in the wonderful world of radio.

RCA designs and builds its complete line of transmitters to accommodate stereophonic signals and an SCA multiplex subchannel. For complete technical details on any of RCA's Direct FM transmitters, see your RCA Broadcast Representative. Or, write: RCA Broadcast and Television Equipment, Dept. AD-22, Building 15-5, Camden, N.J.



The Most Trusted Name in Radio



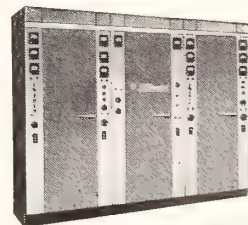
1 Kw



5 Kw



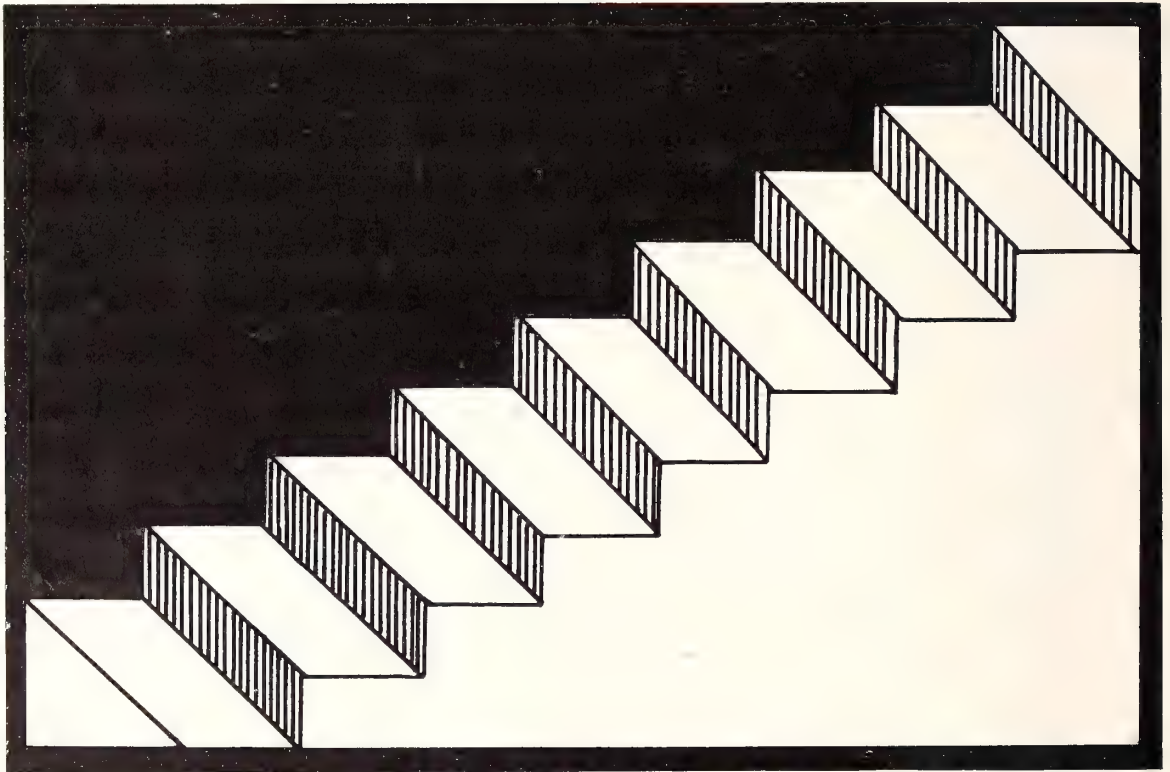
10 Kw



20 Kw

Steps going up —or down?

When a D. C. police officer takes off on a traffic helicopter survey for WMAL Radio, his steps lead up to one of the largest audiences assembled in Washington. He reports several times daily between 7 and 9 AM and 4 and 6 PM. When he steps down, he has completed the brightest bottleneck dialogue this side of the White House. If you've ever been caught in a Potomac River bridge traffic jam, you'll know why people listen. WMAL Radio tells how to detour, which makes an audience that doesn't detour around your brand in the super-market.



WMAL RADIO  **WASHINGTON, D.C.**

630 KC ■ 5,000 POWERFUL WATTS ■ WASHINGTON'S BEST FULLTIME RADIO SIGNAL

Represented Nationally by McGavren-Guild Co., Inc.

The Evening Star Broadcasting Company



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SEPTEMBER 30, 1963

Henry rekindles embers of commercial time standards into new inferno 31

TV networks fatten up on a steady diet of sports programming 56

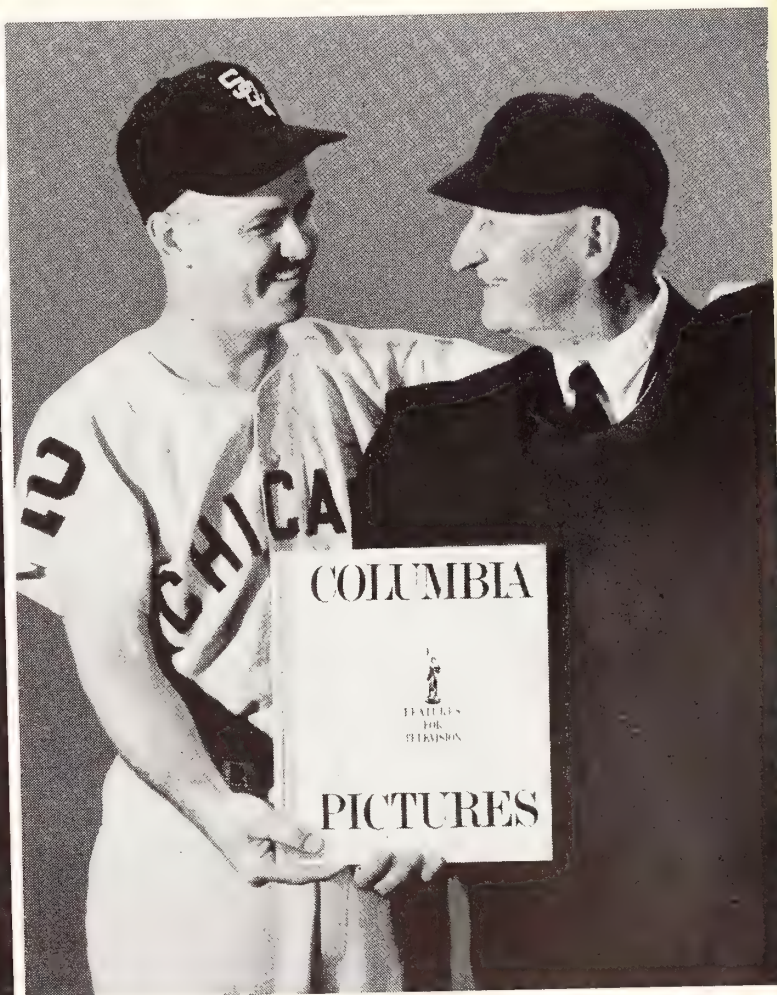
Flood of off-network programs may dwindle to a drip in 1964 52

JWT and manufacturers mix on quality of cartridge reproduction 46

COMPLETE INDEX PAGE 7



Nellie Fox and the ump
see eye to eye
on only one thing...



...the COLUMBIA features
on WBBM-TV
are the greatest!

Distributed exclusively by

SCREEN GEMS

COLUMBIA features can be currently seen in more than 140 markets



GOOD SOUND RADIO

wgar
RADIO 1220 

* Good Sound Listening

... that appeals to grown-ups of
all ages ... variety shows ... complete
news coverage ... good music ...
sports ... special events ... featuring
top local and NBC personalities.

* Good Sound Market

... a vast buying audience in Greater
Cleveland Growthland and northeastern
Ohio respond to *wgar's* kind of service
... good sound radio to help make
your sales prospects, *your customers*.

PEOPLES BROADCASTING CORPORATION

WGAR Cleveland, Ohio



REPRESENTED BY BLAIR RADIO

ONE GOOD DOME...



DESERVES ANOTHER

Houston made architectural history when KTRK TV utilized the domed circle to house its studios and engineering areas. Now, fabulous even for Houston, the world's first domed stadium rises in the mid city area. A 20 story building can fit below the dome, and it will accommodate 70,000 people to watch football and baseball in air conditioned comfort . . .



KTRK-TV, HOUSTON

informed!



KRLD-TV News plus the CBS Television Network lineup of News, Sports and Entertainment make Channel 4 the NUMBER ONE Station in the Dallas-Fort Worth area*.

To get your ad message to the best-informed, most-entertained viewing audience in Texas, see your ADVERTISING TIME SALES representative.

*Excerpt from the Nielsen Station Index Report for the period ending July 28, 1963, which contains definitions of the data and reminders of their use. Copyrighted 1963 by A. C. Nielsen Company and reprinted with permission.



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

U. S. Budget Bureau is in process of redefining 215 metropolitan areas in U. S. based on 1960 census. New urban boundaries are expected to be released within next two weeks. Over 50 urban centers will add more area and population and some new metropolitan areas will be formed. Others will lose and some hyphenated markets (Tampa-St. Petersburg is one) will be split into separate areas for statistical purposes.

Current planning also is to split Orange (Calif.) county from Los Angeles county and Salona (Calif.) county from San Francisco-Oakland. Solano would be combined with Napa county to form new metropolitan area north of San Francisco. Bureau's Office of Statistical Standards has worked with government committee composed of representatives of other agencies in soon-to-be-announced market areas. Civic leaders in affected cities have been solicited for comments by committee, headed by Walter Ryan of Budget Bureau office.

Now its labor

Look for FCC to carve out new area of jurisdiction—labor-management relations. In transfer cases, FCC majority has concluded, it should consider unwillingness of proposed purchaser to bargain in good faith with station employees in making over-all public interest finding. FCC is expected to express this view in still-unreleased order approving sale of WROK-AM-FM Rockford, Ill., from Rockford Broadcasters Inc. to WROK Inc. (see story page 72).

Sale has been held up for months because of protest of National Association of Broadcast Engineers and Technicians, which represented four employees (figure has since dwindled to two), that WROK Inc. had refused to commit itself, in advance, to bargain. Union said this indicated attitude contrary to national policy. Commission rejected this contention after receiving assurance from WROK Inc. that, once sale is consummated, it will deal with any agent selected by employees. Commissioner Lee Loevinger dissented, reportedly on ground WROK Inc. assurance didn't go far enough. Commissioner Robert T. Bartley also dissented, but because of multiple-ownership considerations.

Answer to Loevinger

What was thought to be startling proposal of FCC's new commissioner, Lee Loevinger, that TV stations be

required to provide as much time for news and related public information programing as they do for commercials, may not be so startling after all. One enterprising major market, network-affiliated station, analyzed typical week of programing. It revealed that time devoted to news, weather and sports totalled 23 hours, 42 minutes and 58 seconds. This compared with 16 hours, 49 minutes and 16 seconds devoted to commercials.

New WAVY deal

New approach to amicable settlement of controversy surrounding WAVY-TV Norfolk ch. 10 has been made to FCC involving sale of approximately 7% of Tidewater Tele-radio Inc. stock to Beachview Broadcasting Corp. principals, who have been competing for facility for decade. Sale of stock to Joel B. and Charles N. Cooper, sons of Dudley Cooper, who controls Beachview, would amount to approximately \$121,000 for 7% interest. In letter to FCC, J. Glen Taylor, president of Tidewater, states that effect of sale would be to "remove Beachview as an antagonist or as a prospective competing applicant with respect to the pending renewal applications of Tidewater."

Tidewater proposed sale of properties in 1961 to Gannett Co., Rochester newspaper and broadcasting company, for \$4.5 million was opposed by Beachview which sought to have FCC revoke licenses. Subsequently agreement was reached whereby Tidewater would pay Beachview "sum of \$98,750 as partial reimbursement of its expenses" to end dispute. FCC on Dec. 3, 1962 disapproved agreement and Gannett cancelled purchase.

Petry protagonists

Twelve television stations represented by Edward Petry & Co. have adopted new simplified form of rate card developed by Martin Nierman, executive vice president of representation firm, since project was introduced Sept. 1 (BROADCASTING, Aug. 26). In addition, one station (WISN-TV Milwaukee) is using new form for spot sales for nighttime schedule.

New card differs from traditional forms in that it abandons practices of pricing time in broad categories and establishes master rate schedule pricing each spot availability individually according to its own values. Petry outlets now using card are KPRC-TV

Houston; WJAR-TV Providence, KUTV (TV) Salt Lake City, KARD-TV Wichita, WROC-TV Rochester, WOAI-TV San Antonio, WSM-TV Nashville, WBAL-TV Baltimore, KWTU-TV Oklahoma City, WFAA-TV Dallas, KVOO-TV Tulsa, WVUE (TV) New Orleans.

Prime time ball?

Major league baseball on networks weekends may be going into prime evening hours in small doses in late summer of 1964. If accepted, more games will be forthcoming following year. Plan would get rid of some regular series reruns which don't attract big audiences. With move into prime time, one network is considering dropping weekend games. While not losing money, network says it's not really "making" money and is trying to decide "what game does for us."

Market news inquiry

Department of Agriculture's much-criticized market news service (BROADCASTING, Sept. 16, 2) is getting non-partisan look from censorship angle by House Subcommittee on Government Information. Representative John E. Moss (D-Calif.), chairman, has initiated inquiry to learn what machinery Agriculture has set up to guarantee due process if it should decide to cancel subscriber's service. Market service has been attacked especially on ground that cancellation power would be political weapon and constitute censorship.

Political primer

If FCC doesn't hurry up and publish its oft-promised primer on fairness and political broadcasting, it may not be first on market. Senate Watchdog Subcommittee, which kept close eye on 1960 and 1962 political broadcasting, is preparing two handbooks, one for broadcasters, other for politicians.

Broadcaster volume will be updated abstract of its public hearing in March 1961 when FCC then presented detailed accounts of way agency handled 40 significant campaign-period broadcast complaints. Other subcommittee report will be brief handbook for candidates that spells out their rights in political broadcasting. Senator Ralph Yarborough (D-Tex.), chairman of watchdog unit, says experience shows more and more complaints have developed in campaign broadcasting, and he expects complaints to "skyrocket" in 1964 races.



THIS PORTABLE TV TAPE RECORDER WON TWO DESIGN AWARDS THIS YEAR.* WHAT'S MORE IMPORTANT, IT WORKS EVEN BETTER THAN IT LOOKS: THERE'S PRIDE OF WORKMANSHIP IN EVERY PART, AND THE PERFORMANCE PROVES IT. IT RECORDS OR PLAYS BACK BROADCAST-QUALITY SIGHT-AND-SOUND ON ONE-INCH TAPE AND IS AVAILABLE NOW.

**MACHTRONICS
MAKES IT**

**STORER
PROGRAMS
SELLS IT**



500 Park Avenue, New York 22, N. Y.

*Master Design Award from **Product Engineering** and 1963 WESCON Pacesetter Award for Industrial Design.

WEEK IN BRIEF

Broadcasters get the word from Henry; FCC is going to spell out what it means by overcommercialization and that's that. Chairman of FCC suggests face-to-face meeting on problem. See . . .

HENRY'S FORMULA FOR RELIEF . . . 31

Code boards face showdown at meetings this week, with Henry's speech reverberating in their ears. Collins is preparing push for strong self-regulation; fears stringent government bans are on horizon. See . . .

CODE BOARDS PUT ON SPOT . . . 39

Comments roll into FCC on its proposal to adopt NAB commercial time standards and they're virtually all opposed. Move is termed encroachment on broadcasters' private business. See . . .

OPPOSE TIME CONTROLS . . . 33

Hottest programing on TV is sports, any kind, anywhere. Future seen bright. Possibility looms that athletic contests may soon become a prime time attraction. From football to duck-calling, a special analysis. See . . .

HOTTEST NETWORK ITEM . . . 56

Proposed fees for performers in film and tape commercials indicate hike in costs. Unions suggest on-camera pay go up from \$95 to \$120; off-camera, from \$70 to \$90. Formal bargaining begins Oct. 21. See . . .

MORE COSTLY COMMERCIALS . . . 48

FAA proposals on tall towers concern broadcasters who feel agency leans toward aeronautical convenience, not broadcasting service. Aviation interests endorse suggestions. Agency promises rulemaking. See . . .

CONCERN OVER TALL TOWERS . . . 66

Dubbing of commercials from ET's to tape cartridges banned by two agencies as controversy flares anew. Tape cartridge standards are on eve of adoption and are expected to allay fears of quality loss. See . . .

QUALITY LOSS ON CARTRIDGES . . . 46

Government agencies are looking into music licensing activities of BMI, SESAC. Justice Department has intensive review of BMI underway; Federal Trade Commission is investigating SESAC practices. Action possible. See . . .

BMI, SESAC GETTING ONCE-OVER . . . 64

Off-network program possibilities for syndication seen diminishing after '64. This may mean opportunity for program producers. Peak may be reached this year for practice which began four years ago. See . . .

OFF-NETWORK PROGRAM SCARCITY? . . . 52

Walbridge is chosen new chairman of TIO. He reports that demands on information service are 50% ahead of last year requiring continued expansion. Impact of four-year-old organization discussed. See . . .

DEMANDS ON TIO CONTINUE . . . 70

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

Staff Meeting

September 14, 1963. At one of KMTV's remote "studios." This one, a golf course where part of the 14-man crew planned coverage for **KMTV's Annual Greater Omaha Amateur Championship.**

KMTV's Championship is Omaha's only major tournament open to ALL amateurs in the metropolitan area. It gets bigger every year and is another example of the bigger, more important events originated by KMTV, the station that makes things happen.

See Petry for KMTV-3 Omaha!



Keck hits ad clutter; Allott scores FCC

AD MAN BACKS COMMISSION, SENATOR DISAGREES

"Overcommercialization and clutter is widespread in many facets of broadcasting" and is "established fact, not the fancy" of FCC Chairman E. William Henry, Needham, Louis & Brorby's vice president and director of radio-TV, John Scott Keck, stated Friday (Sept. 27). "We are concerned not only about what overcommercialization is doing to the effectiveness of TV advertising," he said, "but also the effect on the audience's total response to TV."

Mr. Keck said broadcasters "must find a solution to this problem or the government will." He said there is no doubt it will take "drastic measures" by various segments of radio-TV "to keep the government out." Mr. Keck felt that latest move, coming on heels of fairness doctrine, abolition of network option time etc., "would truly mark the beginning of regimentation in the communications industry."

Meanwhile, in Washington, attacks on commercial limits continued. In

broad swipe at FCC's "alarming . . . general attitude," Senator Gordon Allott (R-Colo.) filed his own comments on rulemaking proposal.

Highest ranking Republican on appropriations subcommittee that handles FCC funds, Senator Allott said he intends "to support, in every way possible, legislation that will more clearly outline the intent of Congress and once and for all curtail the apparent effort by the commission to further embody in itself powers which were never intended."

Senator's comments were along lines of criticism leveled by key members of House Commerce Committee (see page 34).

Senator Allott stressed danger of commercial limits to small stations and said "economic impact could force them out of business, leaving areas completely without radio facilities, where they are most needed."

40-market network of agencies planned

Smith & Dorian, New York, is ironing out details of new agency network that entails part or full ownership of local agencies in number of markets. It has agencies in 11 cities, has five other agreements signed, hopes to expand to 40 markets. S & D's plan is to initiate buying from New York but through local agencies to foster closer association with media and improve coordination and merchandising. S & D bills estimated \$6 million yearly, with about \$2.4 million in broadcast (primarily in television).

Among S & D's clients, for which presumably agency would be using concept initially, are Ronson (electric shavers and appliances), Cole of California and M. Hohner Inc. (musical instruments).

New season ratings battle picks up tempo

ABC-TV claimed seven of top 10 and 14 of top 20 Nielsen 30-market ratings report for opening week of 1963-64 TV season (week ended Sunday, Sept. 22). It was week in which most new-show introductions came from ABC-TV; most CBS-TV and NBC-TV premieres came later. Nielsen top 20, week of Sept. 16-22, follows. Programs with asterisk are re-

runs. All others are new series or new programming in continuing series.

Rank	Program	Rating
1	Bonanza (NBC)	30.1
2	Greatest Show (ABC)	29.2
3	Fugitive (ABC)	27.8
4	McHale's Navy (ABC)	25.8
5	Grindl (NBC)	25.4
6	Burke's Law (ABC)	25.3
7	Jerry Lewis (ABC)	24.1
8	My Three Sons (ABC)	23.2
9	Breaking Point (ABC)	22.9
10	*Walt Disney (NBC)	22.8
11	Farmer's Daughter (ABC)	22.6
12	Saturday Movie (NBC)	22.4
13	Ben Casey (ABC)	22.0
14	Jack Paar (NBC)	21.6
15	*Beverly Hillsbillies (CBS)	21.2
16	Outer Limits (ABC)	20.9
17	Sid-Edie (ABC)	20.7
18	Donna Reed (ABC)	20.6
19	Flintstones (ABC)	20.5
20	Wagon Train (ABC)	20.2
20	Welk (ABC)	20.2

Trendex also announced on Friday ratings for first Thursday (Sept. 26) of new season in which most of schedules had new shows or new programming in existing series (for Trendex ratings before Thursday, see page 61). Only series yet to start on Thursdays is new *Kraft Theater* (NBC-TV). Following Trendex estimates reflect surveys in 21 to 26 cities (symbols: "N" is new series; "NP" is new programming in existing series; "NT" is program in new time period):

THURSDAY, SEPT. 26			
7:30		Rating	Share
ABC	Flintstones (NT-NP)	12.4	31.1
CBS	Password (NT-NP)	15.9	39.9
NBC	Temple Houston (N)	8.9	22.4

8:00			
ABC	Donna Reed (NP)	17.6	40.9
CBS	Rawhide (NT-NP)	11.3	26.3
NBC	Temple Houston (N)	10.1	23.6
8:30			
ABC	My Three Sons (NT-NP)	14.2	29.9
CBS	Rawhide (NT-NP)	11.8	24.9
NBC	Dr. Kildare (NP)	17.8	37.6
9:00			
ABC	Jimmy Dean (N)	12.0	23.1
CBS	Perry Mason (NT-NP)	18.0	34.6
NBC	Dr. Kildare (NP)	20.3	39.0
9:30			
ABC	Jimmy Dean (N)	12.1	24.0
CBS	Perry Mason (NT-NP)	17.9	35.4
NBC	Hazel (NP)	16.6	32.9
10:00			
ABC	Edie Adams (NP)	12.7	27.0
CBS	Nurses (NP)	22.7	48.1
NBC	Chet Huntley (Special)	6.1	13.0
10:30			
ABC	Local	6.9	17.4
CBS	Nurses (NP)	20.4	51.7
NBC	Chet Huntley (Special)	9.8	24.8

Negroes may boycott Schlitz because of ads

Congress of Racial Equality reported Friday (Sept. 27) that more than 20 top advertisers have now agreed to CORE's request that Negroes be integrated into TV commercials.

CORE spokesman said only "hold-out" has been Schlitz Brewing, which has taken position CORE regards as "equivocal." He added "negative report" on Schlitz will be filed with CORE's national strategy office and possible "boycott action" may result.

QXR to start 24-station line hookup Oct. 21

QXR Network, forced this summer to abandon on-air relay system which had linked New York and New England affiliates (BROADCASTING, Aug. 5), has announced it will interconnect 24 of its 47 affiliates coast-to-coast by telephone cable. Network will inaugurate new hookup Oct. 21. Western affiliates expected to pick up live transmissions originating in New York for later broadcast to cover time differentials.

Stations to be linked: WFLY(FM) Albany; WGKA-AM-FM Atlanta; WFMM-FM Baltimore; WKOP-FM Binghamton, N. Y.; WCRB-AM-FM Waltham, Mass.; WBEN-FM Buffalo; WXF(M) Elmwood Park, Ill.; WKRC-FM Cincinnati; WCLV(FM) Cleveland; WKET-FM Kettering, Ohio; WDTM(FM) Detroit; WBMI(FM) Meridian, Conn.; WIBC-FM Indianapolis; KCMO-FM Kansas City, Mo.; WIFL(FM) Philadelphia; WLOA-FM Brad-dock, Pa.; WXC(N) Providence; WCMF(FM) Rochester; KDFC(FM) San Francisco; KCFM(FM) St. Louis; WSYR-FM Syracuse, N. Y.; WRUN-FM Utica, N. Y.; WASH(FM) Washington, and a Los Angeles station to be announced.

WEEK'S HEADLINERS



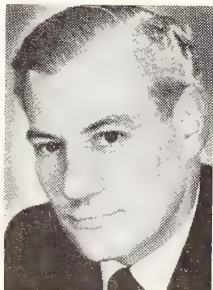
Mr. Harris

King Harris, executive VP in charge of West Coast operations for Fletcher Richards, Calkins & Holden, New York, elected to newly created position of executive VP of agency. Mr. Harris will continue in charge of agency's business on West Coast in addition to new duties as executive VP of company. He joined FRC&H in 1958. Prior to that he headed Harris, Harlan & Wood agency in San Francisco.

Willard E. Walbridge, executive VP and general manager of KTRK-TV Houston, elected chairman of Television Information Committee, governing body of Television Information Office. He succeeds **Clair R. McCollough** of Steinman Stations, who had headed committee since its formation by National Association of Broadcasters in 1959. Mr. Walbridge, who organized KTRK-TV in 1954, formerly was VP and general manager of WJIM Lansing and manager of WWJ-TV Detroit (see page 70).



Mr. Whitney



Mr. Orr

Ernest L. Whitney Jr. and **David A. Orr** elected VP's of Lever Brothers Co., New York. Mr. Whitney, who will be marketing VP of company's foods division, was formerly merchandising manager of Lever's household products division. He joined company as product manager in 1959 and became merchandising manager in 1960. Mr. Orr, who will be assistant to Lever's President Milton C. Mumford, is presently on overseas committee of company's parent organization, Unilever, based in London. He moves into new position tomorrow (Oct. 1).

Samuel H. Northcross, VP in charge of TV operations for William Esty Co., New York, joins Foote, Cone & Belding,

that city, tomorrow (Oct. 1) as VP and national director of broadcast. He replaces **John B. Simpson**, who has resigned and will announce his plans shortly. Mr. Northcross has been with Esty for 15 years and is credited with having established agency's TV department. Earlier he was with Young & Rubicam and with now defunct *Washington Times-Herald* as reporter.



Mr. Dozier

contract by Screen Gems to replace pact which still had one year to run. He will continue as director of company.

James K. Harelson, executive TV producer at Lennen & Newell, New York, since 1960, joins Street & Finney, that city, as VP and director of TV production and network programming. Before joining L&N, Mr. Harelson was TV producer at Grey Adv. since 1956 and earlier served as TV director at WBKB(TV) Chicago.



Mr. Harelson

Robert Northshield, NBC-TV producer, named general manager of NBC News and Public Affairs. He assumes post vacated by Elmer Lower, who left NBC to become president of ABC News, Special Events and Public Affairs (WEEK'S HEADLINERS, Aug. 26). **Carl Lindemann Jr.**, VP, special projects at NBC News, appointed VP of NBC Sports (see story, page 56). Mr. Lindemann succeeds **Tom S. Gallery**, who has announced retirement from NBC effective Dec. 1 and is expected to become VP of Subscription Television Inc., which plans to operate wired pay TV system on West Coast (BROADCASTING, Aug. 26, Sept. 16). Joining NBC in 1960 as producer of *Today* show, Mr. Northshield became news producer in 1961 and has since been producer of dozen NBC News specials. Before join-

ing NBC he was producer of public affairs shows for ABC. Mr. Lindemann has been VP, special projects, NBC



Mr. Northshield



Mr. Lindemann

News since 1961. He joined network in 1948 as student engineer and has held positions including VP, program sales, and VP, California National Productions (now NBC Films).

William H. Hylan, VP-director of radio-TV for J. Walter Thompson, New York, elected senior VP, and **John Monsarrat** elected to agency's board of directors in several new promotions announced Sept. 27. Mr. Hylan joined JWT on June 1 of this year from CBS-TV where he was senior VP-sales. Mr. Monsarrat, 27-year veteran of advertising business, is management supervisor of Liggett & Myers account and is VP. Also elected senior VP's: **Donald B. Armstrong**, account supervisor and coordinator of research and marketing departments; **Stever Aubrey**, account representative and VP; **Alexander H. Gunn**, VP (Chicago); **Clarence S. Lund**, VP-account supervisor (Chicago); **Rudyard C. McKee**, VP, who joined agency in 1959; **Donaldson Thornburn**, VP-account representative; **Franklyn R. Thomas**, VP (Detroit).

Thomas J. White Jr., national sales manager of Buckley-Jaeger Stations (WHIM Providence, R.I.; WDRC Hartford, Conn.; and KGIL San Fernando, Calif.), appointed general sales manager for radio division of Adam Young Inc., New York-based national radio-TV station representative. Mr. White, who currently is member of radio trade practices committee of Station Representatives Association, formerly served as executive VP in charge of sales for Avery-Knodel representative organization.



Mr. White

For other personnel changes of the week see FATES & FORTUNES

MAXIMUM RESPONSE

—that's advertising efficiency.



WBAL-TV ³⁰ BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

SEPTEMBER

Sept. 29-Oct. 2—Eighteenth annual **Transportation and Logistics Forum of the National Defense Transportation Association**, Chicago. Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, will be presented the association's National Transportation Award.

*Sept. 30—Annual CBS Radio Spot Sales station clinic for executives of CBS Radio Spot Sales and general and sales managers and program directors of stations it represents, at Plaza hotel, New York. Herb Maneloveg, BBDO vice president and media director, will address luncheon on "What Can Be Done To Measure Radio's Audience Values More Accurately?"

Sept. 30—**ASCAP symposium** for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. George W. Duning and Ned Washington will discuss music and lyrics for motion pictures and television.

Sept. 30.—New deadline for comments on FCC's proposal to adopt NAB's commercial time limits.

Sept. 30—**Hollywood Advertising Club** luncheon meeting, 12 noon, Hollywood Roosevelt hotel. William R. Baker Jr., president of The Advertising Council, is the featured speaker. Walter Bunker, vice president in charge of the Hollywood office of Young & Rubicam, will be program chairman.

*Sept. 30-Oct. 1—**Radio Advertising Bureau**

management conference at the O'Hare Inn, airport, Chicago.

Sept. 30-Oct. 1—Seventeenth annual convention of the **New Jersey Broadcasters Association**, Colony motel, Atlantic City, N. J. Speakers include Paul Comstock, vice president for government affairs at National Association of Broadcasters, and New Jersey Governor Richard J. Hughes.

Sept. 30-Oct. 4—**Georgia Association of Broadcasters'** regional meetings (Athens, Rome, Thomaston, Albany, Statesboro) featuring sales clinic with Fred A. Palmer.

OCTOBER

*Oct. 1—**Advertising Research Foundation's** conference, Hotel Commodore, New York. Charles P. Howze, Jr., staff director of Special Subcommittee on Investigations, to speak on broadcast audience research.

*Oct. 1—**Sales Executives Club of New York** luncheon meeting has Raymond Saxon, president, and Jack Williams, vice president, advertising, RCA Sales Corp. in a presentation called "Color TV—An Adventure in Marketing." Luncheon begins at 12:25 p.m., Hotel Roosevelt, New York.

Oct. 1—**Los Angeles Advertising Club**, 12 noon, luncheon meeting at the Statler Hilton. Red Skelton and Howard Packard, president of S. C. Johnson & Son, will be guests of honor at the beginning of their 10th season together on CBS-TV.

*Oct. 1-2—Tenth annual convention of the **CBS Radio Affiliates Association**, New York Hilton hotel, New York City. Luncheon address Oct. 1 by Dr. Frank Stanton, president of CBS Inc., and on Oct. 2 by Dr. Arno H. Johnson, vice president and senior economist, J. Walter Thompson Co. Convention reports by executives of CBS

Radio, CBS Inc. and CBS News.

*Oct. 3-4—Annual fall convention of the **Missouri Broadcasters Association**, Missouri hotel, Jefferson City. Speakers include Robert E. L. Richardson, former associate counsel to the House Subcommittee on Investigations and now ratings consultant to the Gordon McLendon radio stations; John L. McClay, vice president in charge of operations for Taft Broadcasting Co., Cincinnati; James Sheridan, chief of the FCC's Broadcast Bureau, and Robert E. Eastman, president of Robert E. Eastman Co., radio-TV station representative.

*Oct. 3-4—**Radio Advertising Bureau** management conference at Rieck's Hyatt House hotel, Palo Alto, Calif.

Oct. 4-5—Thirteenth annual **Broadcast Symposium of the IEEE Professional Technical Group on Broadcasting**, Willard hotel, Washington, D. C.

Oct. 4-6—**American Women in Radio and Television** east-central area conference, Coach House Inn, Milwaukee.

Oct. 4-6—**American Women in Radio and Television** New England conference, Chatham Bars Inn, Cape Cod, Mass.

Oct. 6-8—Annual convention of the **Nebraska Broadcasters Association**, Town Park hotel, Scottsbluff. Les Hilliard, president of KOLT Scottsbluff, is convention chairman.

Oct. 7—**ASCAP symposium** for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Henry Mancini and Johnny Mercer will discuss conducting and motion picture songs.

*Oct. 7-8—**Radio Advertising Bureau** management conference at the Town House motor hotel, Omaha, Neb.

Oct. 7-9—Annual fall meeting of the Ken-

RIO BRAVO

JOHN
WAYNE

DEAN
MARTIN

RICKY
NELSON

ONE

One of the big ones from
WARNER BROS.

The latest and greatest selection of feature motion pictures for first-run television

ANGIE
DICKINSON

ucky Broadcasters Association, Owensboro
Downtown motel, Owensboro, Ky. The program begins at 5 p.m. Oct. 7 with a meeting of the board of directors.

Oct. 7-Nov. 8—International Radio Conference on Space Allocations, Geneva. The conference is sponsored by the International Telecommunications Union. Chairman of the U. S. delegation is Joseph H. McConnell, president of Reynolds Metal Co., Richmond, Va. Other members of the U. S. delegation include Jacob D. Beam, former ambassador to Poland; T. A. M. Craven, former FCC commissioner; Lt. Colonel Edward N. Wright, U. S. Air Force; Senators Norris Cotton (R-N.H.) and John O. Pastore (D-R.I.); Representative Oren Harris (D-Ark.), and FCC Chairman E. William Henry.

***Oct. 8—Broadcast Advertising Club of Chicago luncheon, 12 noon.** Speaker is Donald H. McGannon, Westinghouse Broadcasting Co. president-chairman. Sheraton-Chicago.

Oct. 8—Ninth Wisconsin FM Station Clinic, Center Building, University of Wisconsin, Madison. Harold A. Engel, chairman.

Oct. 8-10—International Film Festival, Barbizon Plaza hotel, New York.

***Oct. 9—Hollywood Press Club,** dinner meeting at the Beverly Wilshire hotel, Beverly Hills, Calif. Paul Adrian, general director of Associated-Rediffusion Ltd., London, will make the main address.

Oct. 10-11—Television—Its Role in the Democratic Process, conference sponsored by Reed College, Portland, Ore. Speakers include Senator Warren G. Magnuson (D-Wash.); Frank Stanton, president of CBS Inc.; Robert Kintner, president of NBC; FCC Commissioner Kenneth A. Cox; Robert D. Swezey, director of NAB code authority; Lawrence Laurent, radio-TV critic, *The Washington Post*.

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:

Oct. 14-15, Statler-Hilton hotel, Hartford, Conn.

Oct. 17-18, Leamington hotel, Minneapolis.

Oct. 21-22, Pittsburgh Hilton hotel, Pittsburgh.

Oct. 24-25, Americana hotel, Miami Beach.

Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.

Nov. 18-19, Texas hotel, Fort Worth.

Nov. 21-22, Cosmopolitan hotel, Denver.

Nov. 25-26, Fairmont hotel, San Francisco.

Oct. 10-12—Annual fall conference of Alabama Broadcasters Association, Hotel Stafford, Tuscaloosa. Registration begins 3 p.m. Oct. 10, followed by social hour and meetings of board of directors and past presidents. Part of the program on Oct. 11-12 will be held in the Union Building on campus of University of Alabama, with members attending the Alabama-Florida football game on afternoon of Oct. 12.

Oct. 11-13—American Women in Radio and Television west-central area conference, Holiday Inn South, Des Moines, Iowa.

Oct. 12-13—Fall meeting of the Illinois News Broadcasters Association, de Ville Motor hotel, St. Louis.

Oct. 12-13—Meeting of Missouri Associated Press Radio-TV Association, Arrowhead Lodge, Lake Ozark, Mo.

Oct. 13-18—Second Advanced Advertising Management Course of the Association of

National Advertisers, Hotel Moraine-on-the-Lake, Highland Park, Ill. R. P. Campbell, advertising manager for Post division of General Foods Corp., heads the subcommittee which is planning this course.

Oct. 14—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Harry Ruby and Arthur Hamilton will discuss popular songs of yesterday and today.

Oct. 14—New deadline for reply comments on FCC's proposal to adopt NAB's commercial time limits.

***Oct. 14-15—Radio Advertising Bureau management conference at The Executive Inn,** Detroit.

Oct. 14-15—Twelfth annual convention of the North Dakota Broadcasters Association, Ray hotel, Dickinson.

Oct. 14-18—Ninety-fourth convention of the Society of Motion Picture and Television Engineers, Somerset hotel, Boston.

Oct. 14-18—Fifteenth annual fall convention of Audio Engineering Society, Barbizon Plaza hotel, New York.

Oct. 15-17—Ninth Tri-Service Conference on Electromagnetic Compatibility at Museum of Science and Industry, Chicago. Leading scientists will discuss the growing problem of radio frequency interference. Lieutenant General James D. O'Connell (USA-Ret.), director of the joint advisory committee of the Institute of Electrical and Electronic Engineers and the Electronic Industries Association, will give a luncheon address Oct. 15 on "Teamwork in Spectrum Conservation."

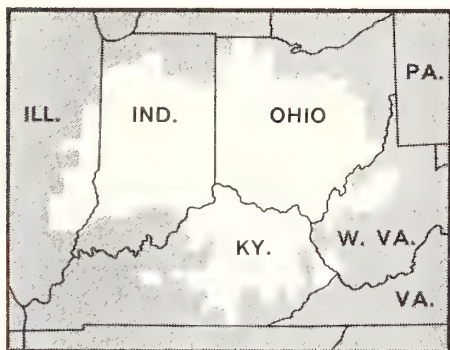
Oct. 16—Deadline for reply comments on FCC's rulemaking to control the development of AM and FM radio services.

Oct. 16-18—Fifteenth annual convention and election of officers of the Indiana



Nothing like it in broadcasting
ANYWHERE, ANYTIME, ANYHOW!

WLW COLOR TELEVISION



We're the national color TV leader. That's why 10% of the nation's color TV sets are in the WLW Television area, making it second in U.S. in total number of sets!

The WLW TV Stations are the only Stations in their areas originating live local color shows regularly. More than half of all broadcast program hours are in color.

WLW Television is ranked at the top in all phases of color TV—programs, production, talent, direction, sales, engineering. So let us tune your products to color programs and color commercials with all their golden rewards!

Call your WLW TV man!

CROSBY COLOR TV NETWORK
WLW-I WLW-C WLW-D WLW-T
 Television Television Television Television
 Indianapolis Columbus Dayton Cincinnati
WLW Radio—Nation's Highest Fidelity Radio Station
 CROSBY BROADCASTING CORPORATION
 a subsidiary of *Avco*

Broadcasters Association, French Lick Sheraton hotel. Speakers include Indiana Governor Matthew E. Welsh and Senator Vance Hartke. Others on the agenda are Edmund Bunker, Radio Advertising Bureau; Pete Cash, Television Bureau of Advertising; and Charles Tower, executive vice president of Corinthian Broadcasting Corp.

Oct. 16-18—Indiana Associated Press Radio-TV Association, French Lick.

Oct. 17-18—American Association of Advertising Agencies (AAAA) central region meeting, Sheraton hotel, Chicago.

Oct. 18—Effective date of FCC rule allowing employment of part-time engineers at certain AM and FM stations. Extended from former date of Aug. 19.

Oct. 18—Meeting of the Alabama AP Broadcasters Association, Birmingham.

Oct. 20—Hollywood Museum ground-breaking ceremonies, 2 p.m., at museum site across from the Hollywood Bowl. Lloyd Sigmon, KMPC Los Angeles; Walt Disney, Walt Disney Studios; Otto K. Olesen, former postmaster, and Jack L. Warner, Warner Brothers Pictures, are co-chairmen.

Oct. 20-21—Meeting of Texas Association of Broadcasters, Cabana hotel, Dallas.

Oct. 21—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Country, Western music, folk songs and teenage music discussed by Richard Costing.

*Oct. 22-23—Midwest Educational Broadcast Music Directors conference, Indiana University, Bloomington.

*Oct. 23—Second radio programing seminar under auspices of Mark Century Corp., New York. Panel members include John Thayer, WHK Cleveland; Joe Somerset, Capital Cities Broadcasting Co.; Frank Gay, D'Arcy Advertising; Robert Eastman, Robert Eastman Co., and Mitch Leigh, Music Makers Inc. Cottage Room, Hampshire House, New York City.

Oct. 24—Fourth Armed Forces Television Conference, sponsored by U. S. Air Force, Lowry Air Force Base, Denver, Colo. The conference will deal primarily with educational and technical uses of television by the military services. A trip to the Air Force Academy's closed-circuit television installation is also planned.

Oct. 24-26—Meeting of the Mutual Advertising Agency Network, Palmer House, Chicago.

Oct. 25-27—American Women in Radio and Television board of directors meeting, Mayo hotel, Tulsa, Okla.

Oct. 28-30—National Electronics Conference, McCormick Place, Chicago.

Oct. 28—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Irving Townsend will speak on recording of movie and TV music; Larry Shayne on the publisher's function.

Oct. 28-30—Third annual meeting, Institute of Broadcasting Financial Management, New York Hilton at Rockefeller Center. Speakers include Pete Cash, president of the Television Bureau of Advertising, "Television Today and Tomorrow;" Edmund Bunker, president of the Radio Advertising Bureau, "Radio Today and Tomorrow;" Robert Kingston, partner in Ernst and Ernst, New York, "Internal Control;" Warde Ogden, partner in Price Waterhouse & Co., New York, "Broadcasting Accounting — New Theory and Practices," and FCC Commissioner Robert E. Lee.

*Oct. 28-31—Public hearing on S-1666, freedom of information bill, Senate Subcommittee on Administrative Practice and Procedure, room 2228, New House Office building, Washington, 10 a.m. each day.

Oct. 30—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York.



- ... All Negro air personalities
- ... Stronger Hooper ratings
- ... Merchandising plan that creates sales

1.2 Million Negroes in Chicagoland

Represented by **Bob Dore Associates** or **Lloyd Webb**
 312-847-2600

TRUST



The Fourth Dimension of WBRZ Channel 2

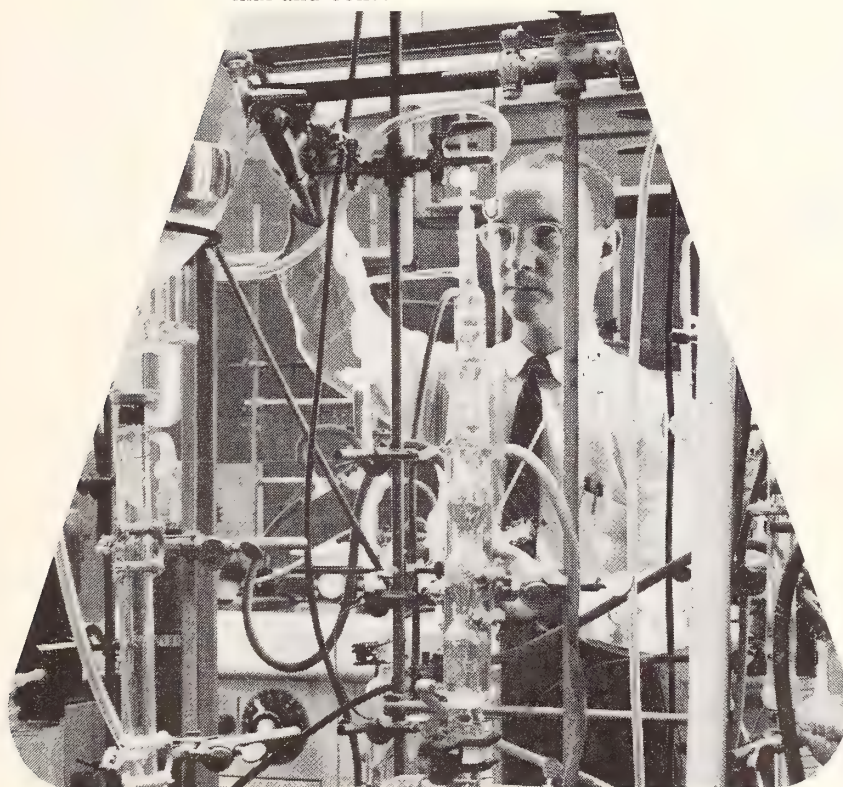
Beyond sight, sound and action there is a 4th dimension of television: trust. WBRZ-TV News Specials are one way the station builds trust through truth. During the past 12 months, WBRZ-TV News produced 16 Special News Reports in prime nighttime slots.

WBRZ Channel **2** BATON ROUGE

THE CHEMISTRIES OF BUYING POWER

The chemist, tongue firmly wedged in cheek, might write the formula thus: $EBI \cdot G^-$. Or: effective buying income, bonded with or mixed with growth. The little symbol beside the G indicates an electrical charge, and that pretty well sums up what's happening in South Carolina. The Du Pont Orlon plant in the photograph is a good example. Near Columbia, it's only one of many that have chosen to move into the State during a revitalization of industry, producing a growth rate which far outstrips the rest of the nation. For the EBI symbol in that formula, substitute \$5,932 per household, says Sales Management's Survey of Buying Power.

South Carolina looks to the most experienced station (33 years of operating broadcast facilities) for news, information, and entertainment, because WIS Television understands them best. This is why the elements mix and bond.



IN THE SURPRISING NEW SOUTH CAROLINA

WIS

TELEVISION
Columbia, South Carolina

CHARLES A. BATSON, MANAGING DIRECTOR

a station of THE BROADCASTING COMPANY OF THE SOUTH



G. RICHARD SHAFTO, EXECUTIVE VICE PRESIDENT

WIS television: Channel 10, Columbia, S.C. • WIS radio: 560, Columbia, S.C. • WSFA-TV: Channel 12, Montgomery, Ala.

All represented by Peters, Griffin, Woodward, Inc.

PERSONALITY POWER

Floyd Ottoway
WSYR GANG

Carol Johnson
WOMEN

Ed Murphy
MUSIC

Fred Hillegas
NEWS

Elliot Gove
TIMEKEEPER

Richard Hoffmann
BUSINESS NEWS

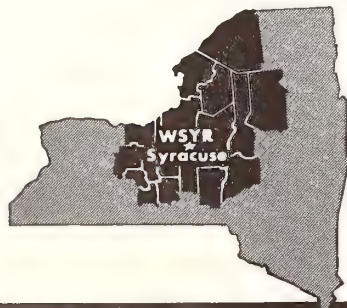
Joel
Mareiniss
NEWS

John Gray
MUSIC

Bill O'Donnell
SPORTS

Alan Milair
MUSIC

Deacon Doubleday
FARM



Represented Nationally by
THE HENRY I. CRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

It packs a friendly punch. Stroll down the street with Deacon Doubleday or Carol Johnson or Fred Hillegas. Watch the smiles light up peoples' faces; hear the known-you-all-my-life greetings from total strangers.

This friendly attitude is for **you**, too, when these personalities are selling for you. And, that's why WSYR Radio is the greatest sales medium in Central New York.

So you see what happens:
Personality Power = Sales
Power for you in the 18-county Central New York area.

Instant friends for what you have to sell.

WSYR

NBC

In Central New York

5 KW

SYRACUSE, N. Y.

570 KC

John Crichton, president of the American Association of Advertising Agencies, is speaker.

Oct. 31-Nov. 1—Fall convention of the **Ohio Association of Broadcasters**, The Christopher Inn, Columbus. Speakers include Governor James A. Rhodes and Maurie Webster, vice president and general manager of CBS Radio Spot Sales.

Oct. 31-Nov. 1—**Electron Devices Meeting** of the Institute of Electrical and Electronics Engineers, Sheraton Park hotel, Washington, D. C. Speakers include John Hornbeck, formerly of Bell Telephone Labs and now president of Bellcom Inc., "Electron Devices for Space Applications"; Victor H. Grinich, Fairchild Semiconductors, "Why Field Effect Transistors?" and Lester F. Eastman, Cornell University, "Super Power Microwave Tubes." Program chairman for the meeting is Mason A. Clark, Hewlett-Packard Associates, Palo Alto, Calif.

NOVEMBER

Nov. 1-2—**Oregon Association of Broadcasters** convention, Hilton hotel, Portland. Featured speaker will be FCC Commissioner Lee Loevinger.

Nov. 1-2—**WSM's Grand Ole Opry** 38th anniversary celebration, Nashville, Tenn.

Nov. 4-5—**Central Canadian Broadcasters** Association management and engineering convention, Royal York hotel, Toronto.

Nov. 6-7—**American Association of Advertising Agencies (AAAA)** eastern annual meeting, Waldorf-Astoria, New York.

Nov. 6-9—**National convention of Sigma Delta Chi**, professional journalistic society, Golden Triangle Motel, Norfolk, Va. Key-note speaker will be Barry Bingham, editor and publisher of the *Louisville Courier-Journal & Times*. Other speakers include Dr. Glenn Seaborg, chairman of the Atomic Energy Commission; Turner Catledge, managing editor of the *New York Times*; Blair Clark, vice president and general manager of CBS News; Palmer Hoyt, publisher of the *Denver Post*; Walter Cronkite, CBS news correspondent; Gardner Cowles, publisher of the *Des Moines Register & Tribune* and *Look Magazine*; and Charles Ferguson, senior editor of *Reader's Digest*.

*Nov. 7-8—**College Majors Conference**, series of seminars for college seniors majoring in broadcasting and advertising, sponsored by International Radio and Television Society, Hotel Roosevelt, New York.

Nov. 7-9—**Annual fall meeting of the Washington State Association of Broadcasters**, Ridpath hotel, Spokane.

*Nov. 8-10—**California Exposition of American Progress** (acknowledging the Negro consumer) 12 noon to 10 p.m., Long Beach Sports Arena, Long Beach, Calif.

Nov. 10-12—**ACRTF Convention**, Quebec City, Canada.

Nov. 10-13—**Annual meeting of the Association of National Advertisers**, The Homestead, Hot Springs, Va.

*Nov. 16—**Annual meeting of UPI Broadcasters of Pennsylvania**, Governor's Room, Penn-Harris hotel, Harrisburg.

Nov. 16—**Second annual Wyoming Associated Press Broadcast News Clinic**, Gladstone hotel, Casper, Wyo.

Nov. 17-20—**National Association of Educational Broadcasters** national convention, Hotel Schroeder, Milwaukee, Wis. Banquet speaker is FCC Chairman E. William Henry.

Nov. 17-20—**Broadcasters Promotion Association** annual convention, Jack Tar hotel, San Francisco. Joseph P. Constantino, KTVU(TV) Oakland-San Francisco, is convention general chairman.

Feb. 8-16—**International TV and Equipment Market**, Lyons, France.

Nov. 19-21—**Television Bureau of Advertising** holds its annual membership meeting, Sheraton-Blackstone hotel, Chicago.

BROADCASTING, September 30, 1963

Live and Lively!

For 8 years we've been Local, Live and Lively. When you buy this television station you buy a slice of the lives of people in Central Iowa. We hit 'em where they live! Take a look at our Monday through Friday Log of live telecasts—

6:40 to 6:45 **Pastor's Study**
Ministers discuss daily life and religion informally.

7:15 to 8:00 **Bill Riley's Breakfast Club**
Over 71,500 family members now!

9:30 to 10:00 **Keep Trim**
Probably the only Physical Fitness Program conducted by a Football Coach and his wife.

12:00 to 12:05 **Don Soliday News**
A major TV Newscast with plenty of pictures, videotape and local film. Includes weather and markets.

12:05 to 12:15 **On Camera with Russ VanDyke**
Our News Director gets the man-on-the street's opinion of current news events.

12:15 to 12:30 **Don Soliday Show**
Such features as handicraft instruction, helpful information from the Credit Bureau and Better Business Bureau . . . in-depth interviews with local people in the news.

1:00 to 1:30 **Mary Jane Chinn Show**
Almost half of the program daily devoted to a fashion show. Also, sewing, cooking and gardening hints by authorities. Book reviews and a weekly report from the State Women's Clubs.

3:45 to 3:50 **Walt Reno plays "O Gee"**
A new game that our viewers can play at home.

3:55 to 4:55 **Variety Theater**
A Cub Scout, Brownie, or Blue Bird group are Bill Riley's guests every weekday. Films such as "Cartoon Classics" and "Mickey Mouse Club."

4:55 to 5:00 **TV News with Dick Eaton**
Tells of upcoming and tonight's TV programs of special cultural, civic and educational interest. Of regular programs and guest stars, too.

6:00 to 6:10 **Paul Rhoades News**
Local and regional News by our veteran Managing News Editor.

6:10 to 6:20 **Don Soliday News**
Our own interpretation of what is important on the world and national scene . . . completely written and produced for the Central Iowa Viewer.

6:20 to 6:30 **Bud Sobel Sports**
Late scores, sports news, and features with emphasis on the local schools and athletes.

10:00 to 10:20 **Russ VanDyke News**
The highest-rated local newscast in a multiple-station market. Russ Van Dyke, our News and Public Affairs Director, has been with KRNT for over 20 years.

10:20 to 10:30 **Ron Shoop Sports**
Our Sports Director features interviews with both local and national athletes, coaches, and sports figures. Of course, the latest scores and sports news, too.

ALSO LIVE:

Sundays 10:30 a.m. Central Iowa Church of the Air
Ministers, Choir Directors, Organists and entire church choirs from all over our area present this service.

Sundays 5:30 p.m. Iowa State Fair Talent Search
Talented teenagers from all over the state in competition for \$2,000 put up by the State of Iowa. Over 52 shows in local communities are conducted in conjunction with this program.

Tuesdays 6:30 p.m. People's Press Conference
The most outstanding community service program in Central Iowa. Viewers phone in their questions to leaders and authorities on vital city, county and state issues.

Fridays 10:30 p.m. Mary Jane Chinn
Primarily an entertaining interview show with interesting guests, local, regional and national. They come from all fields—Politics, Medicine, Show Business, Government, the Fine Arts.

Saturdays 5:00 p.m. Talent Sprouts
Talented youngsters from 2 to 12 are given the opportunity to perform.

This schedule isn't the new Channel 8 Look for Fall. 80% of these programs have been on for over 5 years. Many since KRNT-TV went on the air in 1955.

Our program philosophy has been "Local, Live and Lively" from the beginning. Not only because we thought it serves our community best . . . it also SELLS for our clients best.

Live and Local KRNT Television with its survey-proved "most accurate news" and "most believable personalities" creates enthusiasm for products. It generates buying excitement. That's why KRNT-TV continues to do around 80% of the local business year after year after year.

Buy this Local, Live, and Lively station. You'll get action fast.

KRNT-TV

Channel 8 in Des Moines

An Operation of Cowles Magazines and Broadcasting, Inc.
Represented by The Katz Agency

Is it really 'birth control'?

EDITOR: Some of the AM "birth control" prescriptions seem to suggest the opposite results, for instance, the proposals to limit program duplication and to achieve separate AM and FM ownership in the same city.

These measures, rather than to reduce station population and/or competition to a degree more consonant with (a) economic support or (b) superior programming, would have a contrary effect—more head-on competition and the spreading of every available dollar thinner and thinner.

Unless we are careful, we may produce a quintuplet-sized family where a two-child family for a two-child income was indicated.

Instead of "birth control" we may find that we have a big pregnancy.—*John F. Clagett, attorney, Washington.*

EDITOR: The FM industry's importance is highlighted by the National Association of Broadcasters' current effort to save sister FM's for AM stations (BROADCASTING, Sept. 16) hence shackling the programming operation and sales activity of FM stations. Clearly NAB's concern is in protecting for the high revenue producing AM's the superior coverage that their sister FM's afford. FM does have greater distance reach, nondirectional transmission, as well as night and day coverage. Commonly owned AM-FM stations should recognize that many independent FM stations are financially independent and a choice to drop their AM license would add to the public interest because of the greater diversity of program responsibility.—*Marshall M. Carpenter Jr., president and general manager, WDTM(FM) Detroit.*

How much for how many?

EDITOR: I would like to concur with Jim Schulke's plans on FM radio measurement (BROADCASTING, Sept. 16). These plans are sound and of the highest professionalism.

Mr. Schulke, and indeed the FM broadcasters, are asking for quite a lot when they ask for full coverage measurements of FM. I hope the industry is capable of such needed efforts.

It is long overdue (about 15 years) that the FM broadcaster learned about the "How Much for How Many" aspect of media selling. As an on-the-street FM salesman I can vouch for the absolute need of accurate numbers measurement.

As to "competitive" cost-per-thousands, we should leave this to the advertiser and his agency to work out once provided with numbers. Then the ad-

BROADCASTING, September 30, 1963

WIBC

The Friendly Voice of Indiana

"Disk Jockey of the Year!"



Indiana's Lieutenant Governor Richard O. Ristine (right) presents plaque naming the "Disc Jockey of the Year" to WIBC's popular morning personality Bill Baker.

LEADS IN ACCEPTANCE

WIBC's Bouncin' Bill Baker was recently named "Disc Jockey of the Year" by Movie-Mirror Magazine. While we're mighty pleased with the award bestowed upon Bill, we're not surprised. We've known for several years that he is an entertaining young man, tremendously popular with the radio listeners of Indianapolis and Indiana and a terrific air salesman as well.

At WIBC, Bill is joined by Jack Morrow, Easy Gwynn, Jim Shelton and Bud Goodyear on a mature and experienced (67 years with WIBC) air staff that through the years has worked hard to truly make WIBC "the Friendly Voice of Indiana."

LEADS IN AUDIENCE

These men with their daily presentation of music with general appeal plus news on the hour and half-hour, sports, public affairs and agriculture have earned for WIBC a tremendous audience in Indianapolis and throughout Indiana. Let your Blair Man tell you about this big audience and how these men can work for you . . . the national advertiser.

2835 N. Illinois Street
Indianapolis 8, Indiana

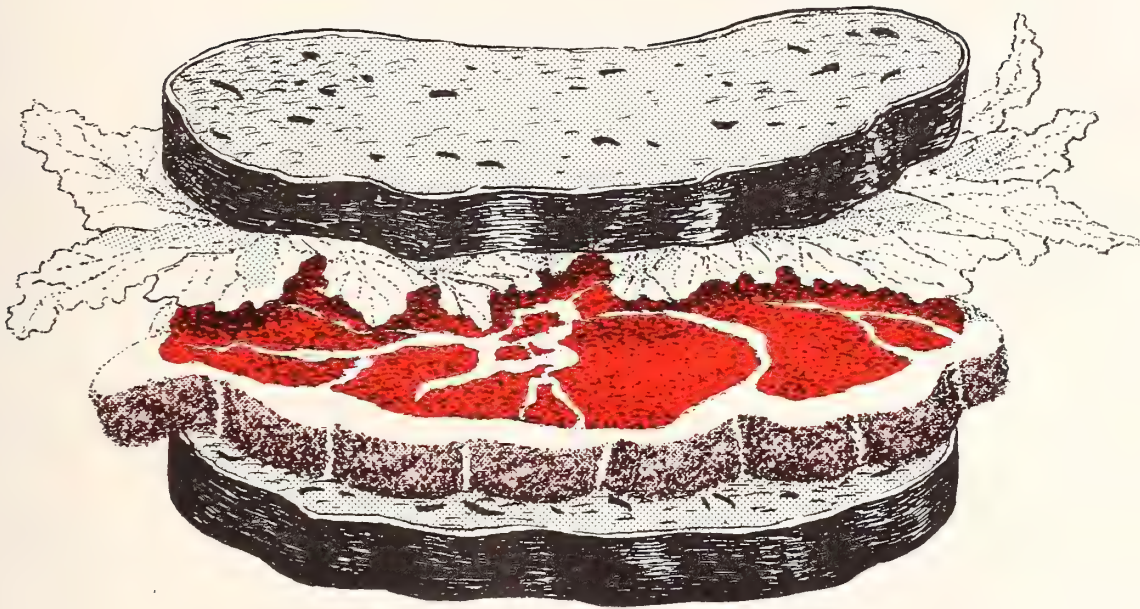


JOHN BLAIR & COMPANY
National Representative



WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN

WHAT'S IN THE MIDDLE
MAKES THE BIG DIFFERENCE



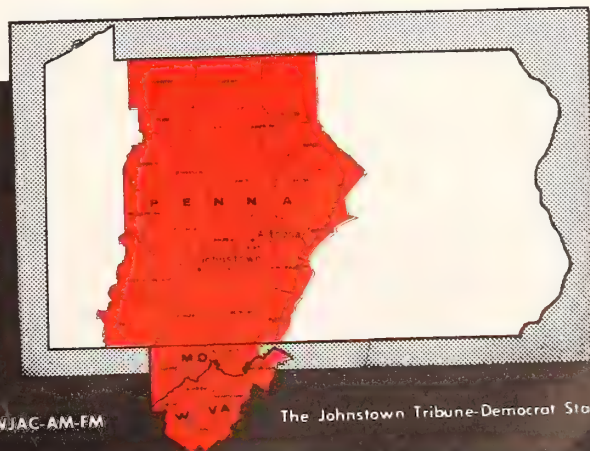
..and, IN PENNSYLVANIA, IT'S
WJAC-TV

It takes the market in the middle
to give you complete coverage in
Pennsylvania. And WJAC-TV is the
one station that serves these "mil-
lions in the middle." Here in one
buy -- you reach America's 27th
largest market!



Represented
Nationally
by
Harrington,
Richter &
Parsons, Inc.

Affiliated with WJAC-AM-FM



The Johnstown Tribune-Democrat Stations

odds
are
you'll
flip



we did,

over the fantastic sound of Las Vegas. Above the rattle and click of the gaming tables came a sound so brash, so big, so different, so gutsy...we wrote and recorded our version, tailored to your needs, and called it **THE FABULOUS LAS VEGAS SOUND**. This exciting package will bring the thrill, the appeal of VEGAS to your station. It has the flair you've come to expect from the producers of RADIO A LA CARTE. It's a station showcase—unlike any you've ever heard. Listen to the FABULOUS SOUND OF LAS VEGAS. It's a gas

MARK CENTURY CORPORATION

6 WEST 57TH STREET NEW YORK, 19 N. Y. CIRCLE 5-3741

20 (OPEN MIKE)

vertising world will justly judge our worth.—*Art Sakelson, president, FM Group Sales Inc., New York.*

The last mile

EDITOR: Mr. Craig Moodie's MONDAY MEMO (Sept. 16) was interesting.

It would help a great deal if his district sales people would tell dealers about Armstrong's co-op setup and the tie-in material the company is willing to supply.

I have never been able to find one dealer in Brewster, Presidio or Jeff Davis counties who even knows that any co-op programs or material are available.

Armstrong's policy of assistance is to be commended, but their salesmen in the field do not necessarily get this information to the retail outlets. And if they don't, we can't beat the dealers over the head and make them take on something they know nothing about.

I've never met anyone from Armstrong but I'll guarantee that if any of their people ever come around I'll be glad to go with them to any dealer in this area. In these rural areas, we know the dealers on a first-name basis, and if Armstrong representatives will work with us, we'll go the last mile.—*Gene Hendryx, KVLF-TV Alpine, Tex.*

A dream come true

EDITOR: Three years ago, Les Biederman, president of Midwestern Broadcasting Co. and the Paul Bunyan radio and television networks, Traverse City, Mich., saw a dream "start" to come true. He bought the hulk of an old fishing boat at Leland, 30 miles away on



Lake Michigan, moved it to his backyard and started to rebuilt it.

This week-end, he put it in the waters of Grand Traverse Bay (see picture).

It is, as the name "Ho-Maid" would indicate, strictly Les's boat in super-structure design, construction and fittings, though he did have a couple of boat-builder and cabinet-maker type carpenters on his personal payroll for three years to help with the work.

Les stripped it down to the original

BROADCASTING, September 30, 1963



DAYTIME'S BRIGHTEST GALAXY SHINES ON WTPA-TV

BRIGHTEN UP YOUR SALES PICTURE WITH THE ALL
NEW GREAT NEW WTPA DAYTIME TELEVISION

WTPA'S GREAT NEW "MARQUEE 27," MONDAY
THROUGH FRIDAY 1:30 TO 2:55 PM, FEATURES FILM-
DOMS FINEST FULL LENGTH MOVIES. THIS IS ONE
OF DAYTIME'S BRIGHTEST NEW SHOWS ON CHAN-
NEL 27 AND ONE WHICH ALREADY HAS BECOME A
GREAT FAVORITE.

CONTACT HARRINGTON, RIGHTER & PARSONS FOR AVAILABILITIES NOW!



WTPA-TV

HARRISBURG, YORK & LEBANON



Romper Room



Tom Weitzel—News



Price Is Right



Ernie Ford



General Hospital



Queen For A Day



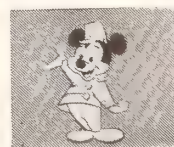
Who Do You Trust



Trailmaster



Cartoon Time



Mickey Mouse Club



Mr. Kenneth Burcham
Vice President and General Manager
Royal Crown Bottling Co., Baltimore

"We use WFBR to advertise and promote Royal Crown Cola and Diet-Rite Cola, because we feel it is the station that appeals to the young, growing families of the market who make up the public we are trying to reach."

Mr. Burcham is a longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the first nine months of 1963 than during any corresponding period in the station's 41 year history.

You, too, can sell an important segment of the Maryland market on WFBR. So join our host of friendly and happy local advertisers. Call your Blair man today.

RADIO WITH REASON



BALTIMORE

hull, reconstituted the hull and built up from there.

Thanks for helping Les let hundreds of interested friends know he finally got it in the water.—Soren Munkhof, general manager, *Midwestern Broadcasting Co., Traverse City, Mich.*

Edited reprint

EDITOR: Congratulations on a fine editorial page cartoon (BROADCASTING, Aug. 26). With your permission, I would like to reprint the cartoon on



Drawn for BROADCASTING by Sid Hix
"When I said, 'Why not put some of that TV money back into newspapers?' he just pointed to that damned sales chart and smiled!"

station promotional material and substitute the word radio for TV in line one.—Robert B. Harvit, general manager, *WBTH Williamson, W. Va.*

[Permission granted with credit to BROADCASTING for first publishing the cartoon.]

Read the small print

EDITOR: Just to set the record straight without belaboring a point or attempting to make a federal case. It is regretted Mr. Robert T. McVey (BROADCASTING, Sept. 16) made reference to my letter (BROADCASTING, Sept. 2), without taking the time to read the footnote explaining the circumstances.

I believe in radio and I believe "good radio" should be recognized for the contributions made all over the world. Broadcasters should stand "side by side" toward building the image of radio; rather than compete against each other.

The case in point. Issue was taken with an advertiser who saw reason to applaud the use of print media by releasing a front page article expounding the merits of newspapers; raising the budget \$2 million and at the same time requesting free broadcast promotion, apparently to further their claim to the effectiveness of print.

No attempt is made to sell "everything" we feel is good enough for broadcast but rather we work diligently to use our facilities to serve the public interest, convenience and necessity. Let's all work together on the same team.—Roy E. Alexander, vice president and general manager, *WLSI Pikeville, Ky.*

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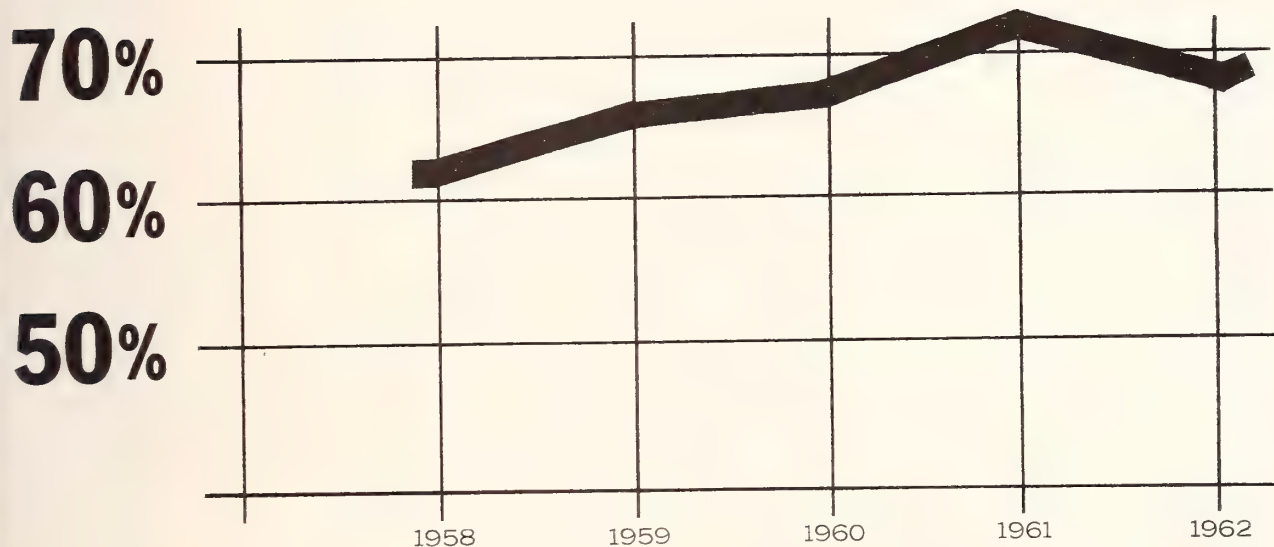
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**FOR 5 CONSECUTIVE YEARS
BMI LICENSED SONGS
LED THE "HONOR ROLL OF HITS"***



**5 YEAR
BMI
AVERAGE**

67.5%

*Compiled from Billboard's Weekly "Honor Roll of Hits 1958-1962"

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*

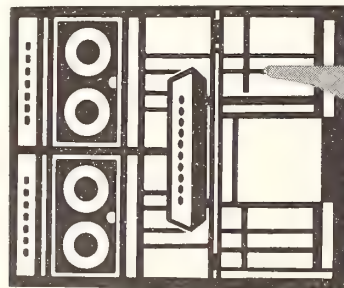


BROADCAST MUSIC, INC.

589 FIFTH AVENUE • NEW YORK 17, NEW YORK

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

BROADCASTING, September 30, 1963



The *Alt* of SELECTING MEDIA

...Seasoned Judgment,
SRDS Information
and Consumer/Audience
Profile Data

These are the kinds of Consumer/Audience data you have sought and asked for....these are the data which allow you to pinpoint advertising pressure by answering the question "cost per thousand WHAT"?

AUDIENCE PROFILES (Selected Products)

	TV Shows				Consumer Magazines	News- papers	Radio	Newsp. Supplie.		
	Daytime		Prime Time							
	"A"	"B"	"A"	"B"						
	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	Aud. "A"	INDV. (000)	Aud. "A"	INDV. (000)
PRODUCTS: OWN /USE*										
Appliances										
Dishwasher	1,252	321	1,167	807	1,356	1,806	2,758	2,070	1,428	
Room Air Conditioner	3,295	1,194	4,268	3,045	3,720	4,207	7,272	6,735	3,954	
Wringer Clothes Washer	7,402	5,240	12,950	5,848	5,261	6,973	9,502	10,339	7,028	
Refrigerator with Freezer	19,636	10,827	31,006	16,980	17,098	19,548	34,592	30,975	18,845	
Electric Clothes Dryer	2,767	1,169	3,509	3,227	4,049	4,778	6,716	6,694	4,569	
Food										
Instant Coffee	10,521	6,910	18,421	9,377	9,885	11,432	20,721	17,638	10,718	
Regular Coffee	15,660	7,655	24,769	14,963	14,324	17,102	26,883	25,577	16,890	
Frozen Orange Juice	8,676	4,624	14,992	8,974	10,234	12,026	17,839	15,792	9,774	
Margarine	16,209	9,659	25,936	14,378	15,290	16,850	29,294	24,341	16,166	
PRODUCTS: INTEND TO BUY										
Appliances										
Dishwasher	286	26	219	242	267	274	469	282	198	
Room Air Conditioner	527	372	730	665	514	937	1,487	434	351	
Automatic Clothes Washer	1,120	295	1,021	1,109	986	617	1,519	1,549	1,010	
Separate Freezer	439	372	365	343	226	663	650	723	242	
Color TV	549	103	438	403	493	320	435	605	417	
Food										
Instant Coffee	5,381	3,583	9,448	4,779	5,056	4,504	9,474	8,506	5,118	
Regular Coffee	9,730	4,739	14,883	10,002	8,816	11,249	16,663	15,524	10,279	
Powdered or Dry Milk	1,977	1,734	2,955	1,633	1,685	1,806	2,508	2,632	813	
Cake Mix	4,898	2,787	6,238	4,114	4,706	5,213	7,838	6,523	3,866	
DEMOGRAPHIC CHARACTERISTICS:**										
Age										
15-17	1,743	1,332	2,812	2,178	2,117	2,904	3,379	3,269	1,955	
18-34	6,932	4,718	8,215	8,469	7,974	7,302	11,000	13,788	7,424	
35-49	5,497	2,053	9,713	5,909	5,528	6,440	12,632	9,268	6,457	
50-64	4,812	2,867	9,130	2,158	3,411	4,662	8,665	6,276	3,625	
65 and over	2,980	1,874	6,608	1,452	1,521	1,555	4,399	4,134	2,503	
TOTAL AUDIENCE:										
	21,964	12,844	36,478	20,166	20,551	22,863	40,075	36,735	21,964	

* Fifty products profiled across ALL media in every Consumer Audience Profile Service Study
WITH BRAND INFORMATION OBTAINED FOR EACH PRODUCT LINE.

** Fifteen additional Demographic Characteristics available.

Alt Data
INCORPORATED

The media selection process has, for years, been long on seasoned judgment, well provided with accurate, up-to-date rate information, but woefully short on reliable, current and comparable consumer-audience data.

Now the Consumer/Audience Profile Service, announced in August, 1962, field tested in September, 1962 and launched in February, 1963, is offering the industry the most comprehensive consumer and media audience data available. Based on personal interviews conducted in 100 sampling points throughout the continental U.S., the C/AP data profiles the buying and media habits of all individuals fifteen years of age and older. The C/AP Service studies 50 product lines and 200 media vehicles from the same sample at the same time.

The tables opposite present "live data" from the National Spring Sweep. The many ways of combining these data prohibit any attempt at comprehensive presentation here. However, we do welcome your inquiry.

The household characteristics of total income, number of residents, education level, etc., which have been most often used to profile a medium's audience, were very helpful but required assumptions that an audience meeting these measurements actually used the product to be advertised. Now Consumer/Audience Profile data adds to demographic characteristics the heretofore unavailable specifics of product purchase and usage, directly related to the media exposure of the individuals who comprise your market.

Today, the combined services of SRDS and its subsidiary, Data, Inc., provide the required data and the data processing facilities that offer exciting new creative scope to the ART of selecting media.

Consumer/Audience Profiles
AN EXCLUSIVE SERVICE OF



INCORPORATED
A SUBSIDIARY OF SRDS

Created to further the art of selecting media through research and computer utilization.

235 EAST 42 STREET, NEW YORK 17, N. Y.
AREA CODE 212 MU 9-6250

The question of cost per thousand (CPM) is also carried to the brand level.

CONSUMER PROFILES (Cigarette Smokers)

		DAILY CIGARETTE CONSUMPTION					TYPE OF CIGARETTE USUALLY SMOKED				
		TOTAL CIGAR-ETTE SMKRS.	Less than a pack		About a pack	More than a pack	Non-Filter			Filter	Menthol
			INDV. (000)	INDV. (000)			INDV. (000)	Regular	King		
TOTAL AUD.	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)
TV SHOWS											
Daytime											
Show "A"	21,964	9,341	3,801	2,976	2,564	4,153	1,819	2,623	4,150	1,572	
Show "B"	12,844	4,556	2,696	1,269	591	1,980	1,071	1,062	1,746	996	
Prime Time											
Show "A"	36,478	16,902	6,788	5,389	4,725	6,761	3,900	3,173	7,895	2,987	
Show "B"	20,166	11,076	3,704	3,891	3,481	4,467	2,517	2,099	5,921	1,445	
CONS. MAGS.											
Magazine "A"	20,551	9,450	3,142	3,371	2,937	3,694	1,819	2,050	4,555	2,138	
Magazine "B"	22,863	9,268	4,073	3,392	1,803	2,560	1,022	1,562	4,757	2,714	
NEWSPAPERS											
Audience "A"	40,075	17,073	6,381	6,263	4,429	7,172	3,912	3,404	8,552	3,290	
RADIO											
Audience "A"	36,735	15,126	5,334	5,285	4,507	6,230	2,940	3,441	7,970	2,538	
NEWSPAPER SUPS.											
Supplement "A"	21,964	9,731	3,045	3,329	3,357	4,008	1,744	2,282	4,782	1,669	
DEMOGRAPHIC CHARACTERISTICS:♂											
Age											
15-17	13,230	1,920	1,416	333	171	1,014	673	342	557	420	
18-34	38,405	21,516	7,874	8,031	5,611	8,427	3,538	4,978	10,879	4,246	
35-49	34,937	18,637	5,004	7,075	6,558	7,824	4,311	3,587	9,413	2,528	
50-64	25,047	9,812	3,685	3,267	2,860	4,854	2,567	2,526	3,062	2,011	
65 and over	16,825	3,860	1,416	2,102	342	2,028	1,370	769	1,392	547	
TOTAL CONSUMERS	128,444	55,745	19,395	20,808	15,542	24,147	12,459	12,202	25,303	9,762	

*Fifteen additional Demographic Characteristics available.

Media combinations showing unduplicated Consumer/Audience Profiles across more than one vehicle are also available.



INCORPORATED

Measurement vs. judgment

In this space age of ours, the world of advertising has become increasingly complex, increasingly technical, increasingly machine-oriented. We are, in effect, living in the age of the computer and the measurable statistic.

I'm not complaining about this, mind you. I think this makes modern advertising tremendously challenging and exciting. This is the era of the technician, the professor. And I welcome these men into the advertising fold. We need them. We are using them. With their help, we have devised measurements, figuratively speaking, which will not only tell us such fundamental facts as to whether a product is being bought by men or women, but also whether these men or women are left-handed or right-handed.

Advertising men in general are quick to grab at anything new. Advertising men are some of the fastest bandwagon-hopper-ers in the world. This is as it should be.

Advertising, as a business, has got to keep its ear to the ground for rumbles of new developments, and its eye on the sky for new techniques that fly by. It is in the nature of the business that anything different, anything that shines with promises, should be quickly tried. And if it works, quickly bought.

Out Of Date ■ We hear a lot of talk about the "age of obsolescence," which gives us the feeling that practically all our tools and equipment are out of date, or will be by tomorrow. But the more we look at the small print, the more we find tools—important tools—that are as vital to us today as they ever were.

Take the Audit Bureau of Circulations as an example. The ABC came into being 50 years ago to fill a basic need. Today, it continues to fill that need. It has been augmented by new media measures—radio and television. This is a fact of life. But radio and television do not rule out print media. Far from it. Print and broadcast will co-exist. Each has won its place as a valuable and important advertising tool. Each will maintain its place—along with numerous new techniques to be developed in the future—as long as they continue to fill a basic need, and as long as advertising practitioners do not lose sight of some of the basic fundamentals of their business.

Have we, for example, begun to lose sight of the principal ingredient in advertising—*people*—and the role they play in advertising? I think we have.

Know The People ■ I think we are tending to forget that the most impor-

tant thing is to *know the people we are trying to sell*. To know people, not only statistically, but also emotionally. Are we, in our preoccupation with new ways of counting noses, forgetting to count heartbeats? Are we pushing into a back drawer such considerations as—what do people want? What do they expect? What makes them happy? What makes them hungry? What makes them think and react the way they do?

Certainly, we have all witnessed how very, very close we can get to the consumer through mass advertising today. But my point is that the reason we can does *not* lie in our growing gift for defining that consumer as a three-dimensional statistic. It depends, as it always has, on our ability (or lack of it) to know him emotionally.

Frame Of Mind ■ Computers will never explain the consumer. They can only define him. A vast help, of course. But as they tick out their enormously important answers, we must remember that our ability to get close to the consumer, to win his regard, to persuade him, depends ultimately on our own ability to judge what makes him tick; our ability, in other words, to anticipate his frame of mind.

What do I mean by "frame of mind"? Let's start with the consumer's attitude towards advertising itself. Advertising is not as intrusive as we'd like to think it is. You and I have seen pilot research that indicates consumers are really not even annoyed with advertising. I think, too, we may forget the ability of consumers to listen and not to hear, to look and not to see. But you and I know that we can *all* do it.

Take media. Here too, it seems to me that we often tend to forget "frame of mind." Media decisions so often seem to be a case of shall we concentrate in magazines or go into televi-

sion? This approach totally ignores the basic, ABC fact that magazines, as a group, produce a certain *kind* of frame of mind, as do newspapers as a group, or television or radio as a whole. Reading induces one frame of mind. Watching induces another. Listening still another.

But this is only part of the story. Each magazine, newspaper, TV or radio show induces a frame of mind in the reader or viewer that is different from any other. These fundamental differences will make fundamental differences in the way different products are perceived and accepted.

Judgment ■ We can't just "measure" the viewer or reader in selecting a medium. We must use our judgment in trying to understand him emotionally and to anticipate his frame of mind. Successfully done, it means we can pick that program or magazine which in itself produces a frame of mind that complements our copy.

It is the role of the people who create ads, it seems to me, to see that advertisers are not drawn off base by the very latest research techniques in media and copy. It is the creator's responsibility to see to it that the new and exciting—while they may tend to overshadow—do not completely black out the old, reliable and proven.

And let's remember, as creators of advertising, that it is our responsibility to remind an advertiser of this fundamental fact: Though hundreds of thousands of facets of today's advertising *are* measurable—to the millionth of a centimeter—we can never quite, in the final analysis, either measure or predict the effects of advertising. Because we can never entirely measure or predict human behavior. Let's remember, therefore, that judgment, opinion and decision always will be required of us.

William E. Steers is president of Doherty, Clifford, Steers & Shenfield Inc., New York. One of the original founders of DCSS, Mr. Steers served as media director, vice president and secretary before being elected to the presidency in 1956. Currently active in all phases of agency management and market planning, he is a member of the marketing plans board and the creative review board. Mr. Steers is a director-at-large of the American Association of Advertising Agencies.





FAVORITE THROUGHOUT MARYLAND JOHNS HOPKINS HOSPITAL, BALTIMORE

WBAL-RADIO 1090  **BALTIMORE** MARYLAND'S ONLY 50,000 WATT STATION
NATIONALLY REPRESENTED BY McGAVREN-GUILD COMPANY, INC.



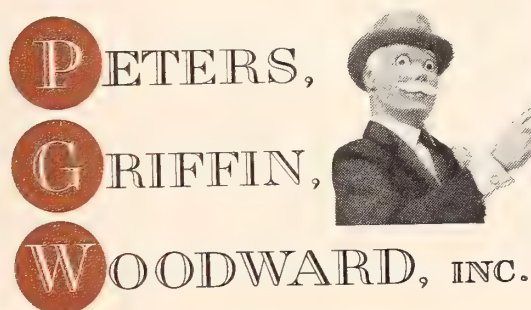
A PICTURE OF GOOD SELLING

Sales make steel. Sales of everything that we mine, grow, manufacture or retail are reflected in steel...steel for new products, steel for new construction, for packaging, for transportation ...and a red sky above the nation's steel mills is a sign of business health...a sign of good selling.

Good selling has never been so important to so many Americans as it is today...but America has never had a salesman quite like television ...spot television.

The television stations represented by Peters, Griffin, Woodward are welcomed regularly into MILLIONS of American homes where they spend more than 5 hours each day entertaining, informing and selling...selling by demonstrating and displaying the goods and services that keep our economy rolling.

In SPOT TELEVISION the advertiser can specify the number, the timing and the type of his television salescalls in EVERY market...and THAT is good selling!



Pioneer Station Representatives Since 1932

NEW YORK / CHICAGO / DETROIT / PHILADELPHIA
ATLANTA / MINNEAPOLIS / DALLAS-FORT WORTH
ST. LOUIS / LOS ANGELES / SAN FRANCISCO



REPRESENTS THESE TELEVISION STATIONS:

EAST-SOUTHEAST

WAST	Albany-Schenectady-Troy	ABC
WWJ-TV	Detroit	NBC
WZZM-TV	Grand Rapids-Kalamazoo-Muskegon	ABC
WPIX	New York	IND
WSTV-TV	Steubenville-Wheeling	CBS-ABC
WNYS-TV	Syracuse	ABC

WCSC-TV	Charleston, S.C.	CBS
WIS-TV	Columbia, S.C.	NBC
WLOS-TV	Greenville, Asheville, Spartanburg	ABC
WFGA-TV	Jacksonville	NBC
WTVJ	Miami	CBS
WSFA-TV	Montgomery	NBC-ABC
WSIX-TV	Nashville	ABC
WDBJ-TV	Roanoke	CBS
WSJS-TV	Winston-Salem - Greensboro	NBC

MIDWEST-SOUTHWEST

WCIA-TV	Champaign-Urbana	CBS
WOC-TV	Davenport-Rock Island	NBC
WHO-TV	Des Moines	NBC
WDSM-TV	Duluth-Superior	NBC
WDAY-TV	Fargo	NBC
WISC-TV	Madison, Wisc.	CBS
WCCO-TV	Minneapolis-St. Paul	CBS
WMBD-TV	Peoria	CBS
KPLR-TV	St. Louis	IND

KFDM-TV	Beaumont	CBS
KRIS-TV	Corpus Christi	NBC
WBAP-TV	Fort Worth-Dallas	NBC
KENS-TV	San Antonio	CBS

MOUNTAIN AND WEST

KVOS-TV	Bellingham (Vancouver-Victoria)	CBS
KBOI-TV	Boise	CBS
KBTv	Denver	ABC
KGMB-TV	Honolulu	CBS
KMAU-KHBC-TV	Hawaii	
KTLA	Los Angeles	IND
KSL-TV	Salt Lake City	CBS
KRON-TV	San Francisco	NBC
KIRO-TV	Seattle-Tacoma	CBS



Big Householder

Your sales message gets depth impact in WSJS Television's Golden Triangle Market where there's a greater concentration of households than anywhere else in progressive North Carolina.

North Carolina's
Golden
Triangle

NO. 1 MARKET IN THE NO. 12 STATE

WSJS
TELEVISION 

WINSTON-SALEM / GREENSBORO / HIGH POINT

CRISIS IN COMMERCIAL CONTROL

- It's provoked by Henry blast at overcommercialization
- It's agitated by advertiser-agency concern over clutter
- It may cause showdown between Collins and code boards

FCC Chairman E. William Henry picked "overcommercialization" as his vast wasteland last week, and an issue that broadcasters thought they had under control suddenly became their number-one problem.

In his first major speech since taking office, the 34-year-old chairman committed himself to a program of commercial reform. Afterward he picked up support from broadcasting's biggest customers, the national advertisers and their agencies.

The speech came a week before scheduled meetings of the television and radio code boards of the National Association of Broadcasters. One proposal before the FCC is that it adopt as its own rules the commercial time limitations of the NAB codes. After Mr. Henry made his speech last week—affirming his intention to move in on commercial practices—one official close to the NAB code apparatus said: "We are hoist with our own petard."

Both code boards are expected to get a strong appeal for action from LeRoy Collins, NAB president. Governor Collins reportedly will urge a conference of television broadcasters, advertisers and agencies to work out modifications of TV commercial practices.

Right Place ■ Mr. Henry matched his subject to the site of his address last week. He spoke in New York before 1,000 broadcasting and advertising executives who paid \$5.50 (for members of the International Radio & Television Society) or \$8 (for non-members) to eat a Waldorf-Astoria lunch and listen to the new chairman.

When Mr. Henry was introduced, he was given a standing ovation. When he finished his speech, he got a polite hand. As one network executive described it: "I'd say the applause was about a decibel above perfunctory."

In his speech the FCC chairman decried commercial interruptions in programs, "the massive doses of clutter at the station break," and overcommercialization in general. He said that complaints about commercials—"their number, length, frequency, loudness, timing and so forth"—were second in volume only to complaints about pro-

grams in the mail received by the FCC.

The Rulemaking ■ The chairman spoke six days before the deadline for comments on the FCC's proposed rulemaking in the commercial field. In its proposal, issued last May, the commission solicited suggestions on how it might regulate broadcast advertising and said it would consider adopting the commercial time limitations that are now parts of the NAB radio and television codes. The chairman last week proposed a hearing after the receipt of comments.

Mr. Henry also spoke in defiance of advice from influential members of Congress. In a speech early this month Representative Oren Harris (D-Ark.),



Nobody smiled when FCC Chairman E. William Henry swung into the main theme of his speech to the International Radio & Television Society in New York last week. He denounced advertising practices on radio and television and committed himself to a campaign to get the government to set commercial time standards.

chairman of the House Commerce Committee, urged the FCC to abandon its plan to regulate commercials. Representative Walter Rogers (D-Tex.), chairman of the Communications Subcommittee, has introduced a bill that would prohibit the FCC from moving into the commercial field. Both legislators took a dim view of Mr. Henry's speech after they read it (see story page 36).

Several state associations of broadcasters have sent delegations to Washington to solicit the support of their congressmen and senators in opposition to the FCC's proposal to invade the commercial field. The broadcasters' campaign of opposition was expected to intensify as a result of Mr. Henry's New York appearance.

Advertisers and agencies, however, tended to side with Mr. Henry—at least up to a point.

The Buyers' Side ■ For months the Association of National Advertisers has been campaigning against what it calls excessive clutter in the breaks on television stations. By its definition "clutter" includes commercials, promotional announcements, station identifications, prolonged credits and titling, billboards and, in short, any nonentertainment breaks in programs.

As chairman of the ANA's Broadcast Committee, John Burgard, vice president of Brown & Williamson Tobacco Co., has tried to persuade the networks and the NAB television code board to reduce clutter. At an ANA meeting last spring, Mr. Burgard quoted research showing that commercials lost effectiveness when clustered in groups (BROADCASTING, May 27).

Last week Peter W. Allport, ANA president, said his association "shares Commissioner Henry's expectation that television will continue to improve. Its value to advertisers and hence to our economy is dependent on such improvement."

Mr. Allport said that although the ANA "may differ with Commissioner Henry and the FCC on the best means to achieve improvement, we share with him the wish he expressed in his talk that the broadcast industry would jump



A speech that froze the brass

FCC Chairman E. William Henry drew an exceptionally high-level audience for his first major speech in New York. So heavy was the turnout of top brass that three head tables were needed to take care of protocol. As the destiny-shapers of radio and television sat there on display, the tough young boss of the agency that regulates their business lectured them on the need for reforms in broadcast advertising.

Here, left to right, is the lineup of Mr. Henry's head table companions:

First tier: Elmer M. Lower, president of ABC News, Special Events and Public Affairs; Richard S. Salant, president of CBS News; FCC Commissioner Lee Loevinger; John F. White, president of the National Educational Television and Radio Center; William K. McDaniel, executive vice president, NBC Radio; FCC Commissioner Kenneth A. Cox; Thomas W. Moore, president, ABC-TV; John Daly,

TV performer and former network executive; Walter Cronkite, CBS newsmen; Robert E. Kintner, president, NBC; FCC Commissioner Robert T. Bartley; Robert W. Sarnoff, chairman of the board, NBC; Dr. Frank Stanton, president, CBS Inc.; Sam Cooke Digges, IRTS president and administrative vice president, CBS Films; FCC Chairman E. William Henry; John Cushman, Mr. Henry's administrative assistant; Brigadier General David Sarnoff, board chairman, RCA; FCC Commissioner Rosel H. Hyde; Leonard H. Goldenson, president, American Broadcasting-Paramount Theaters and ABC; LeRoy Collins, president, National Association of Broadcasters; Chet Huntley, NBC newsmen; James T. Aubrey Jr., president, CBS-TV; FCC Commissioner Robert E. Lee; Walter D. Scott, executive vice president, NBC-TV; Hugh Downs, NBC's "Today" show; Robert F. Hurleigh, president of Mutual; FCC Commissioner Freder-

ick W. Ford; Robert R. Pauley, president, ABC Radio; William R. McAndrew, executive vice president, NBC News; Ron Cochran, ABC newsmen; James M. Seward, executive vice president, CBS Radio.

Second tier: George B. Storer Jr., president, Storer Broadcasting Co.; Warner S. Shelly, president, N. W. Ayer & Son; Herb Brodtkin, producer; Pauline Frederick, NBC newswoman; Clifford L. Fitzgerald, chairman of the board, Dancer - Fitzgerald - Sample; Craig R. Lawrence, vice president of CBS owned TV stations and CBS-TV stations national sales; David A. Werblin, president, MCA TV; David J. Mahoney, executive vice president, Colgate-Palmolive; Clair R. McCollough, Steinman stations; Gardner Cowles, president and editor, Cowles Magazines and Broadcasting Inc.; William B. Lewis, chairman of board, Kenyon & Eckhardt; C. Wrede Petersmeyer, president, Corinthian Broadcasting

on the anticlutter 'bandwagon.' "

The Agency View ■ Arthur E. Tatham, board chairman of Tatham-Laird Inc., Chicago, and chairman of the American Association of Advertising Agencies, has also criticized clutter (see BROADCASTING, Aug. 12), but he hopes that the problem can be solved by voluntary action.

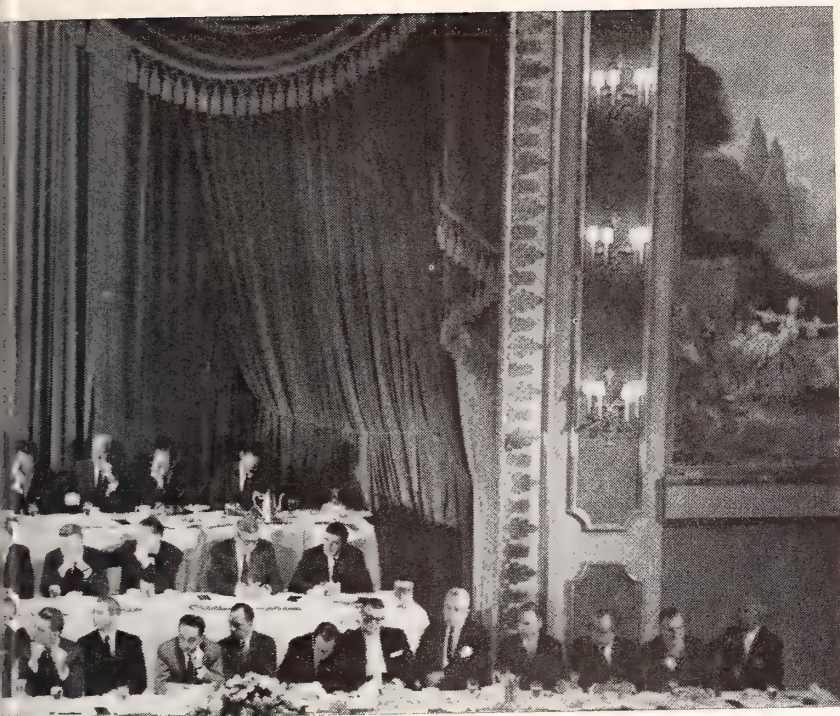
After Mr. Henry's speech last week, Mr. Tatham said, however, that if the clutter problem were to reach "the ultimate extreme, I would have to agree in the end to government regulation."

Another influential agency executive, Edward M. Stern, vice president and director of media of Foote, Cone & Belding, Chicago, said his agency agreed that standards must be set to assure a reasonable balance between programming and advertising and to prevent "such overcommercialization that radio and television lose their effectiveness as advertising media."

Mr. Stern added: "If stations and networks cannot set reasonable standards and police their own industry, the FCC should take action."

The TvB View ■ On the seller's side of television there was little support for Mr. Henry's views. Norman E. (Pete) Cash, president of the Television Bureau of Advertising, said a ceiling on commercials would mean a ceiling on television service.

"As long as television can be supported by advertising revenues," said Mr. Cash, "commercial freedom must be exercised or you automatically place a ceiling on the growth of modern man's most valuable communications device."



e broadcasting business

Co.; Mark Goodson, Goodson-Todman; Frank M. Smith, president, Capital Cities Broadcasting; Edward L. Bond Jr., president, Young & Rubicam; Hathaway Watson, president, RKO Broadcasting; David Susskind, Talent Associates-Paramount TV; performer Bud Collyer; Wallace S. Jordan, vice president, William Morris agency; Theodore F. Shaker, president, ABC owned and operated stations (TV).

Third tier: Woody Woodbury, ABC personality; D. L. (Tony) Provost, vice president and general manager, Hearst Corp.'s radio-TV division; Elliot M. Sanger, executive vice president, WQXR New York; Edward Codel, The Katz Agency and president, Station Representatives Association; Paul Ford, actor; Dr. Samuel B. Gould, president, Educational Corp. (WNBT [TV] New York); Ernest Lee Jahncke Jr., NBC and president, Broadcast Pioneers; Payson Hall, president, Meredith Broadcasting Co.; Roy Dan-

ish, director, Television Information Office; Gene Rayburn, TV and radio personality; John T. Murphy, president, Crosley Broadcasting Corp.; Mort Werner, NBC-TV vice president and president, National Academy of Television Arts and Sciences; Roger W. Clipp, vice president, Triangle Publications stations; Dr. Margaret Mary Kearney, WCAU Philadelphia, president, American Women in Radio and Television; Robert Keeshan, TV performer ("Captain Kangaroo"); Fred M. Thrower, executive vice president and general manager, WPIX(TV) New York; John G. McCarthy, president, Television Program Export Association; R. Peter Straus, president, the Straus Broadcasting Group; Lawrence H. Rogers II, executive vice president, Taft Broadcasting Co. Frank Gifford, sports director, WCBS-TV New York, had left his chair at extreme right when picture was taken. The two men in the back are technicians.

Maryland-District of Columbia Broadcasters, which, like the Michigan association, reminded the commission that Congress had expressly pointed out that broadcasting is not to be considered a common carrier. The intent of Congress was that the industry would develop through a system of free enterprise.

The Maryland-D.C. group said that if the commission is to regulate commercial time, along with other restrictions on programs, the broadcasting industry would be the same as one owned by the government. As it is, the group added, income tax rates make the government more than a 50% partner in the profits.

Loucks and Jansky, a Washington communications law firm, on behalf of 36 licensees, cited numerous court decisions denying the commission power to regulate commercial standards. The firm also said that a blanket rule could not be fairly applied on a case-by-case appraisal of a broadcast licensee's operation.

Quantity No Measure ■ The Michigan association said quality is not the only factor to be considered "and the true weight to be attached to any advertising percentage cannot be determined without reference to other factors, such as the particular social milieu of the coverage area in which the station operates—the cultural characteristics . . . the values, attitudes and behavior patterns of its people. . . ." These factors are obviously too variable to be considered by the proposed rule, it said.

The Advertising Club of Minneapolis said the commission would create "ludicrous situations"—such as a case when a musicians union might wish to sponsor the broadcast of a concert, or when a politician wishes to buy time.

The Michigan association also brought up the problem of the rising costs of operation, particularly as faced by small broadcasters. On top of the recently approved filing fees, the association said, the commission now decides to curtail income by limiting time sales during prime hours.

The association pointed out that according to the commission's own figures 1,372 radio stations lost money in 1961, and 636 more earned less than \$5,000. These stations are vitally concerned over the proposed limitation of commercial time, the association maintained.

Everyone agreed that the only practical alternative to adoption of the NAB codes is self-regulation. The commission had requested that alternatives be suggested. Indeed, the Massachusetts Broadcasters Association said, the NAB codes are not economically sound—faulty regulation doesn't instill self-regulation, the association added. The Nebraska association claimed that self-

OPPOSITION TO CONTROLS MOUNTS

Indignant reaction to FCC commercial standards pours in

The tone of comments to the FCC in opposition to the proposed adoption of the commercial time standards of the National Association of Broadcasters continued to show indignant reaction to what has been termed an illegal encroachment on the freedom of broadcasters.

The Michigan Association of Broadcasters told the commission that "The

proposal represents another attempt to encroach upon and restrict the freedom of broadcasters . . . statism in the field of communications," the association said. The association said the rulemaking violates the Communications Act, which prohibits the commission to censor—a violation of the freedom of speech.

This opinion was shared by the

Henry's ideas threaten broadcasters, legislators feel



Rep. Oren Harris

The FCC is going to "fool around and get a definition" of in the public interest from Congress.

Assumption of power by the FCC to fix license fees and limit broadcast commercials "places in jeopardy many businesses in the communications industry and in related pursuits," Representative Walter Rogers (D-Tex.) charged last week on the floor of the House two days after FCC Chairman E. William Henry's speech before the International Radio and Television Society in New York. Mr. Henry urged federal controls on the amount of advertising that stations can carry.

Representative Rogers, chairman of the House Communications Subcommittee and author of two bills to block proposed FCC actions, said in his speech that the subcommittee would hold hearings "as soon as practicable on the measures" (BROADCASTING, Sept. 23).

Asked about his reaction to the Henry speech Representative Oren

Harris (D-Ark.), chairman of the House Commerce Committee asked: "Why" does Chairman Henry feel the FCC needs to define "overcommercialization" to broadcasters? "What is the basis for this great need? That old phrase in the public interest? That old record has been played so many times that the FCC is going to fool around and get a definition of the phrase from Congress."

Just three weeks ago, Representative Harris called on the FCC to drop its rulemaking (BROADCASTING, Sept. 9). He said the commission should not inject itself into the day-to-day programming of stations.

Representative Rogers has contended that FCC moves to fix license fees and limit commercials are "attempts to encroach upon the powers of Congress that will not be tolerated."

Today (Monday) is the FCC deadline for comments on its proposed rulemaking to incorporate the commercial time standards of the National Association of Broadcasters. The FCC adopted a rule that established a schedule of filing fees effective Jan. 1, 1964 (BROADCASTING, May 13).

Representative Rogers said he understood that the FCC's license fee plan rests upon "some comments on an appropriation bill in 1951. . . ."

The FCC seems to base its plan to restrict commercials on "the proposition that Congress had not specifically denied the commission such powers," Representative Rogers said. "This," he added, "despite the fact that on a number of previous occasions, it is my understanding, the FCC has expressly stated that it did not have control over commercial time."

The congressman said he under-



Rep. Walter Rogers

The FCC is "placing in jeopardy many businesses in the communications industry."

stands "from the rumor mill" that the FCC staff "is toying with the idea" of suggesting to the commission that Representative Rogers's introduction of legislation to block the move "is an admission by the Congress that the FCC now has the power to regulate commercials on television and radio."

Addressing his fellow House members, Representative Rogers said that "although these two measures would appear to deal with isolated, specific, and limited problems, I would warn the members that the issue involved in both goes to the basic governmental theory of the separation of powers. The action taken by the Congress with relation to these two measures could very well serve to clarify and spell out in detail the office intended by the Congress for the independent regulatory agencies to occupy."

regulation would cease entirely, the opposite of what is desired.

Congressional Opposition ■ The proposed adoption of the codes has not been without opposition from Capitol Hill. The Missouri congressional delegation last week joined the battle by telling the commission that "The Congress has never delegated to the FCC strict supervisory control over the programs and business management of broadcast facilities." The delegation called the rules "arbitrary" and likely to cause hardship to all broadcasters and those in some of the smaller com-

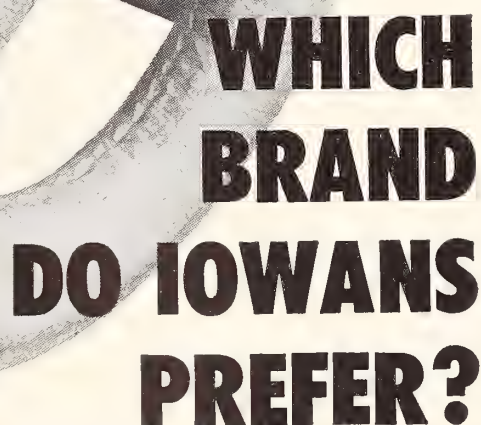
munities in particular.

"We are of the unanimous opinion that the proposed rulemaking would be contrary to the intent of the Congress (an opinion on which we have some expertise), that it would be an illegal extension of the commission's powers, and that the proposed rule should be withdrawn from consideration," the delegation advised.

There has been other opposition from members of Congress. Representative Oren Harris (D-Ark.) has told the commission to pull the reins on the rulemaking. The Oklahoma congressional

delegation has also warned the commission that the agency lacks the legal power to impose commercial regulation. There have also been introduced in the House two bills designed to prevent the commission from limiting commercial time. The bills were introduced by Representatives Walter Rogers (D-Tex.) and Graham Purcell (D-Tex.).

The deadline for comments is today (Sept. 30) and filings from the three networks and the NAB are expected. Their contents are not known, but they expected to favor government regulation of commercial time.



In some time periods, WHO-TV offers you the best TV values in Central Iowa. In others, not. The important thing, however, isn't which stations you use in Central Iowa. The important thing is to *get your share of the tremendous sales*. Ask PGW.

WHO-TV

WHO-TV

CHANNEL 13 • DES MOINES



Henry's formula for fast, fast relief

HOW FCC CHAIRMAN PROPOSES TO CURE OVERCOMMERCIALIZATION

FCC Chairman E. William Henry made it clear last week he doesn't intend to abandon the commission's proposal to set time standards on the amount of commercials broadcasters can carry.

The proposed rulemaking—issued last May—has been denounced by broadcasters and some legislators as an improper invasion of their business activities.

But Chairman Henry said: "For 36 years, the commission has relied upon vague policy pronouncements condemning undefined 'overcommercialization.' It is time, and past time, to get specific—to bring this policy down out of the clouds and into the homes of viewers and listeners."

This message was contained in his first major speech since he succeeded Newton N. Minow as chairman in June. It was delivered before the International Radio & Television Society, at the Waldorf-Astoria Hotel, in New York on Tuesday (Sept. 24).

Chairman Sets Goal ■ And in it, the new chairman set this goal for the commission—that it become known for meaning what it says, in all areas.

"When we urge practical fairness," he said, "we mean it; when we speak of a broadcaster's good faith determination of his community's needs and interests as the price of a license, we mean

it; when we say we will examine his performance at renewal time . . . we mean it [and] when we say that we are concerned about the degree of overcommercialization in broadcasting, we mean that too!"

He said he has been "startled" by the furor that arises "when people find out we mean what we say." He said it's the job of administrative agencies "to take high-flown principles to which everyone is willing to pay-lip-service, and given them flesh, bone and sinew. . . Surely an agency's practice must at some point live up to its preaching."

In discussing overcommercialization, he combined a vigorous defense of the agency's right to deal with the problem with some sharp criticism of commercial practices. But he also indicated he might be satisfied with something less than a rule.

"Whether by rule or policy statement," he said, the commission has to establish criteria which will tell the public and the industry what the commission means by "overcommercialization."

Information Wanted ■ In pursuing this goal, he said, the commission is interested in "hard, concrete information" broadcasters can supply on the specific problems a time-limit rule might create. He indicated he wasn't impressed by the criticism to which the

commission has been subjected since its notice of proposed rulemaking.

"The burden of the correspondence we've been getting . . . is that the task is impossible," he said. "But we're not told why it is impossible. The choice of tactics is of course yours, but surely a little less smoke and a little more fire would help."

He stressed that, in proposing adoption of the National Association of Broadcasters commercial codes, the commission was merely using that as a point of departure. The agency, he said, is aware that one rule cannot be applied to all stations. Consequently, he said, the commission wants the "widest range of information."

In this connection, he said he would favor a face-to-face meeting between the commission and representatives of broadcasting stations, networks, program producers and advertisers. He said such a meeting, after comments have been filed, "would be extremely useful." (He said later he intends to discuss this proposal at the commission meeting this week.)

Programs Count ■ Chairman Henry based his argument for time standards on the ground that "programs—from the point of view of the government as well as the public—are the pay-off" in broadcasting. He acknowledged that advertising is essential in a free-enterprise system. "But when advertising begins to interfere unduly with programs . . . we have a real problem," he said.

And in resolving the question of values and their priorities, he added, "the Communications Act leaves no room for doubt. However important advertising may be to the industry, it is not sacrosanct."

He said that the public, judging by complaints received by the commission, is annoyed by commercials—their number, length, frequency, loudness and timing. He said complaints about commercials are second only to those received about programing generally. He said the FCC got 2,500 complaints about advertising in fiscal 1962.

He also said that "every detailed study of public attitudes toward broadcasting" has revealed the same widespread dislike of various aspects of commercials.

He noted, in addition, that some companies that pay the advertising bills are becoming disturbed. He recalled that John W. Burgard, vice president of Brown & Williamson Tobacco Corp., and Max Banzhaf, staff vice president

A list of other problems on the FCC's mind

The field of radio and television provides a never ending supply of intriguing problems for the FCC, as far as Chairman E. William Henry is concerned.

The chairman, in his speech last week before the International Radio & Television Society, was concerned mainly with the question of overcommercialization in broadcasting.

But that isn't the problem "with which the commission is now wrestling," he said.

Here are the others he ticked off:

- The special role of networks—"the valuable contributions to broadcasting that only networks are able to make, and their resulting unique responsibilities."

- The question of whether advertisers, seeking to sponsor programs that appeal to less than maximum audiences, "are in fact knocking on network doors and finding no one at

home."

- The refusal of many affiliates to clear sustaining public affairs programs, or those only partially sponsored. The commission is concerned, he said, when "the public is thereby deprived of much of the best the networks have to offer."

- The question of expense of political campaigning. He threw out this "thought" on the subject—"that for each segment of time sold by a broadcaster in a particular race, a proportionate or equal segment of time would have to be donated for the use of all candidates in the race."

- "The pregnant subject of summer reruns. . . Does the voracious, insatiable maw of television require so many reruns between June and September, or are there independent producers and writers with a wealth of new program ideas which the networks disdain?"



***This
is
Atlanta!***

LOTS OF BONANZAS! Lorne Greene, star of NBC's "Bonanza", takes a hiatus from the Ponderosa to visit the White Columns of WSB-TV. Atlanta's retail sales in 1962 were 68% of effective buying income... the U. S. average was 62%. ATLANTA IS NUMBER ONE IN RETAIL SALES GROWTH AMONG MAJOR MARKETS*. Are you using the BONANZA station?

*1963 Sales Management "Survey of Buying Power"

WSB-TV
Channel 2 Atlanta

Represented by

Edward Peiry & Co., Inc.

NBC affiliate. Associated with WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami.

BROADCASTING, September 30, 1963

of Armstrong Cork Co., told the Association of National Advertisers that the "clutter" appearing on television every half hour—and over commercialization generally—are blunting the effectiveness of TV advertising. Messrs. Burgard and Banzhaf expressed their view at the ANA meeting in May (BROADCASTING, May 27).

Market-Place Argument ■ Chairman Henry rejected the view that the commission needn't concern itself with commercial time limits since a broadcaster who overcommercializes runs the risk of losing his audience to a competitor who doesn't.

"This suggests that our fundamental goal will be achieved in the automatic workings of the market place," he said. "But the question here is whether the system will supply an automatic answer. On that question, there is certainly room for doubt."

A broadcaster who wants to maintain high standards, he said, "may find it difficult to do so when faced with the loss of business to a lower-priced rival. So the argument that a man who overcommercializes is bound to lose audience may not be persuasive. If the viewer or listener has to depend on dial-switching, he may have to wait a long time before he gets relief."

Similarly, Chairman Henry disputed the contention of those who maintain that the commission should leave the problem to industry self-regulation through the NAB and its code boards.

"The NAB code boards have made commendable efforts and considerable strides," he said. "But the strength of one's conscience in this area is too often directly related to one's profit picture—and the [NAB] Seal of Good Practice will, I'm afraid, always have to compete with the Seal of the United States Treasurer."

Code Not Adequate ■ Furthermore, he said, the NAB codes don't cover aspects of the problem he said were particularly objectionable to the public. He cited the "teaser" opening, such as: "Good evening, ladies and gentlemen. The president has just asked Congress to declare war. We'll be back with the story after a word from our sponsor."

He also described "the subtle 'bait, hook, switch and stuff' of the late show," by which, he said, "the viewer is baited with solid programing for the first 20 minutes, switched to double and triple spotting once he's hooked, and stuffed with commercials every five minutes thereafter."

He said these problems are not necessarily the kind that "can and must or

even should be covered by a rule," nor is the NAB code a failure because it does not solve them. But, he said, anyone who has taken an oath to "represent the interests of the viewing and listening public" must eventually question whether industry codes are a sufficient answer to the question of overcommercialization.

Chairman Henry disagreed with the view that FCC action in the area of commercial time limits would weaken the broadcasting industry's resolve to regulate itself. He said there would still be a great deal of room for self-regulation.

He said the content of commercials "is in many ways the biggest problem." But except in cases involving fraud and deceptions, he added, broadcasters themselves should handle the problem of content.

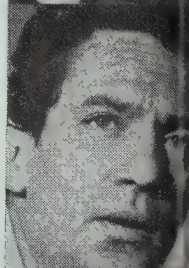
He also noted that advertising time standards are only part of the codes. "There are a variety of subjects . . . which need attention but which do not lend themselves to treatment by government," he said. "So the codes will always have a real function to perform, and will always exert a salutary influence. The electronic huckster might have cause for concern but the bell will not toll for the codes."

THE NUN'S STORY

AUDREY
HEPBURN



PETER
FINCH



DEAN
JAGGER



MILDRED
DUNNOCK



WARNER BROS.

The latest and greatest selection of feature motion pictures for first-run television

Code boards put on spot by Henry

TWO NAB GROUPS MEET, WONDERING WHAT COLLINS HAS IN MIND

"We are hoist with our own petard," an official very close to the NAB codes and their administration said last week.

While agreeing, another executive added that "we'd damn well better find our own way out."

Finding their way clear of the reverberations caused by FCC Chairman E. William Henry's proposal that the FCC impose limitations on the amount of advertising broadcasting stations can carry posed a dilemma for NAB radio and TV code boards. Both are scheduled for meetings this week.

NAB President LeRoy Collins plans to present the boards with a lengthy, detailed presentation designed to set the policy directions of both codes for years to come (CLOSED CIRCUIT, Sept. 23). The president feels that he and the code boards must sail down the same stream aboard the same boat in the future and that all must concur in policies to be undertaken.

Code activities in the past, many feel, have been half-hearted industry defenses against the government. Governor Collins strongly advocates the

position that the codes should be a positive force for both the broadcasters and the public. He wants to make the name of the code authority director a household word throughout the country. A person recognized as a defender of the public—not of the broadcasters.

Governor Collins has kept his own counsel on the proposals he plans to make to the TV board today (Sept. 30) and the radio board Friday, with not even the chairmen having been given an inkling of what is to come. The TV board will be told that an informal meeting is planned for sometime in December to discuss the "mounting difficulties" of TV advertising.

This is a follow-up to the governor's approach to the three TV networks in August asking for a high-level discussion (BROADCASTING, Aug. 26). The networks said no, and since then the NAB president has discussed his plans with individual broadcasters, advertisers and agencies. He has reportedly been encouraged by their reception.

Difficulties Defined ■ Governor Collins believes that TV programs are interrupted too often for too many com-

mercial messages and that the quality of the spots should and can be improved. This opinion will play an important role in the meeting if and when it is held with representatives of the NAB, individual broadcasters, advertisers and agencies.

The TV Code Board, headed by William Pabst of KTVU(TV) Oakland-San Francisco, is expected to be asked to approve the plans for the meeting.

Far-reaching decisions must be made, Governor Collins feels, because the alternative to close-knit self-regulation in the form of stringent government control is "a lot closer than broadcasters have been willing to recognize." Although many feel that Chairman Henry's New York speech knocked the props from under the NAB's hopes that the time standards rulemaking could be stopped within the FCC, Governor Collins said that he still is "hopeful and cautiously optimistic."

His optimism is due, he said, to a firm belief that the majority of the commissioners will not vote to pre-empt this area of self-regulation because they feel that the industry is proceeding "in good



CODE BOARDS PUT ON SPOT BY HENRY *continued*

faith" toward more effective policing.

The FCC chairman's speech, Governor Collins said, underscores the need for a study of current practices in broadcast advertising. "The challenge is one which should be met," he said. On Mr. Henry's recommendation that the FCC hold an en banc hearing on the question of overcommercialization, the NAB president said that he would favor informal FCC-broadcaster talks to discuss the problems inherent in the rulemaking. However, he said, if the chairman has in mind a formal proceeding to "call broadcasters on the carpet in public view in a legalistic inquisition" then it would be improper and dangerous to the best interests of the industry.

Mistake to Rectify ■ Many NAB officials now admit privately that it was a mistake to adopt commercial time standards based on a count of minutes but are hesitant to admit the mistake because of the FCC's attitude. Robert D. Swezey, outgoing code authority director, has publicly called the present time standards a mistake, however, and said the commission should not perpetrate the industry's error in self-regulation.

At the June board meetings, Governor Collins strongly opposed code

board-approved amendments to both the radio and TV codes on the grounds it would be a grave error to relax the time standards in the face of government attack (BROADCASTING, July 1). However, the governor also has opposed standards based on time alone and repeated this position in a speech last week before the Nevada Association of Broadcasters (see page 72).

(Last June the TV board rejected a proposed amendment to change non-prime time maximum for each 30-minute segment from 6 minutes commercial time, plus station break, to no more than 30% for any given hour and an average of 20% over the entire broadcast day. Prime time standards were changed from 4 minutes plus break per 30-minute segment to a 17.2% maximum during the period. Radio subscribers now are limited to 18 commercial minutes for any given hour and an average of 14 minutes per hour. The rejected amendment would have established three classes of subscribers: A, 18 minutes maximum per hour; B, 20 minutes, and C, 22 minutes.)

It is under the umbrella of government threat and industry indecision that the TV code board meets today in Washington, the same day that comments are due in the FCC rulemaking

(see page 33), and the radio code board Friday.

A major portion of the meetings are expected to be consumed by Governor Collins presentation and the code board members are as much in the dark about what he plans to say as the most remote radio code subscriber. Both Mr. Pabst and radio code chairman Cliff Gill, KEZY Anaheim, Calif., said that they had not heard from the governor. Mr. Pabst said that there is "considerable merit" in the NAB president's plans for an NAB-sponsored meeting to discuss TV advertising.

The TV board, he said, must prepare a "white paper" of guidelines to steer future policy actions without consideration being given to the spectre of government control. Mr. Pabst predicted that his board will strive to reach a "full agreement with Governor Collins."

He saw a need for amendments to the time standards—but proposed changes not motivated by government threat. Commercial limitations should not be held out as a "cushion" against possible FCC rules in this area of self-regulation.

Another Problem ■ Members of both code boards see a possible dispute this week over the question of violations of the time standards by subscribers. Code authority officials will not publicly rec-

THE SUNDOWNERS

DEBORAH
KERR

ROBERT
MITCHUM

PETER
USTINOV

One of the big ones from
WARNER BROS.

ONE

the latest and greatest selection of feature motion pictures for first-run television

GLYNIS
JOHNS

ognize that many small subscribers (both radio and TV) violate the maximum minutes weekly (BROADCASTING, June 10). Many code board members privately acknowledged this fact, however, and some are calling for the NAB either to (1) force habitual violators to resign or (2) relax the standards.

One code board member stated that the boards have no alternative but to call for resignations of every subscriber that is violating the code. He said the NAB boards missed the point when they rejected code amendments last June designed to solve the dilemma. The FCC rulemaking has come about, he said, because the codes themselves are unrealistic and, therefore, code compliance has been imperfect.

The code board amendments were the only realistic first step toward putting broadcasting's house in order, several of the members feel. Such changes would not be a "partial retreat from responsibility" as Governor Collins charged during the parent board meetings in his opposition to the amendments.

Mr. Pabst said the TV board faces some "difficult situations" with individual stations who repeatedly violate the code. Mr. Gill said his board has never had any policy but to "get tough" with violators. Violations are not and can-

not be overlooked, he said. "A code that is not enforced is worse than no code," he said.

He predicted amendments to the time standards undoubtedly will be discussed at Friday's meeting and said he thought the changes proposed last June were good ones. They answered the problems, he said.

Plans Ready ■ Lee Fondren KLZ Denver, chairman of a radio code subcommittee to study changes in the time standards, said his group will have "positive suggestions to present." He said the time standards should be liberalized with "common sense" but added that it "may be getting late for us to propose corrective measures in view of the position the chairman [FCC's Henry] has taken."

The time standards, he said, are being used as a device by the FCC to get on the legal record its alleged authority to control broadcasting.

Mr. Swezey, too, said that he is ready with a proposal for both radio and TV if asked. The present standards should be dropped, he said, with more clear, understandable and less rigid guidelines written as a substitute. He pointed out there have been 20 amendments to the TV time standards in 11 years, "a clear indication of continued dissatisfaction."

The worst features of the present time standards are that they are rigid,

inflexible and based on minutes, Mr. Swezey said. Under his proposed substitute, which has not been drafted into definite language, a subscriber would be able to swear under oath that he would have to deviate from the maximums to survive and thus would be granted a waiver.

Such a clause is desirable because there are so many peculiar situations which will arise and which cannot be covered by language applicable to all stations, he said. After all, he said, a licensee's first obligation is to his public and not the FCC or an industry code.

Mr. Swezey has resigned as code authority director but has been asked by Governor Collins to stay in the office beyond the Oct. 15 expiration of his contract. The NAB president said he is not now looking for an individual to replace Mr. Swezey or even thinking in terms of the type of man needed.

The first step, he said, is to hammer out future policy with the two code boards and then find a man to carry out that policy. The parent NAB board must approve the person selected by the president as code authority director.

Some board members reportedly want to abolish the position, created in 1961 when Mr. Swezey was hired, but Governor Collins to date is strongly in favor of naming a new director.



ANOTHER VALUABLE ADVERTISING OPPORTUNITY ON **WNBC-TV** NEW YORK

**10-second
"ORBIT"
PLANS**

**Deliver greater reach
of unduplicated
homes in economi-
cal ten-second an-
nouncements never
before available on
this basis.**

HERE'S HOW THEY WORK

YOU BUY a fixed schedule of four 10-second prime-time announcements in four weeks—each one in a different time.

YOU GET good average weekly ratings with economical 10-second announcements . . .

PLUS a four-week cumulative rating with more unduplicated homes and greater cost efficiency.

IT GIVES YOU MORE FOR YOUR TELEVISION DOLLAR

Ask your WNBC-TV or NBC Spot Sales Representative for complete details.

WNBC-TV 4 NEW YORK

FLEXIBILITY SHOULD AID SELECTION

Smith urges NICB panel to be aware of media values

Increased flexibility in reach of media should be leading advertisers to a more comprehensive understanding of media selection.

This view was expressed last week by Walter T. Smith, vice president of Anheuser-Busch, and reiterated by other members of a panel on "selection and Evaluation of Advertising Media" at the 11th annual marketing conference (Sept. 25-27) of the National Industrial Conference Board in New York.

Mr. Smith pointed to color TV and FM radio which "reach into high income homes" as examples of media that can be used to reach specialized audiences.

He named three areas of growing importance which, he said, are too often neglected in media selection: audience delineation, compatibility of media and message, and local peculiarities which should affect media choice.

Market To Fit Signal ■ But the work of the media strategist does not end there, he suggested. There are times when a policy change is required by a medium's inflexibility. Often a new marketing pattern can be dictated by the reach of the medium used. In 1955, he said, when his company introduced its Busch Bavarian beer, a major portion of the ad budget was put into TV. But the company discovered that 30% of the population reached by the TV signals it used in a metropolitan area were potential customers who were not reached by Busch marketing outlets. As a result the selling territory was redefined to conform with the signal coverage area.

C. K. Emery, manager, media planning and measurements, General Electric Co., told the panel the use of computers in media selection is still in the incipient stage and will not reach full bloom until qualitative market and consumer information can be accurately reduced to quantitative terms.

Outlining problems inherent in the application of computers to media selection, Mr. Emery advised the marketing executives that "it is not true that a guess becomes a fact because it is put into quantitative form and fed into a computer . . . a machine cannot think."

New Distinction ■ John B. Catlin, general manager, marketing services, consumer division Kimberly-Clark Corp., told of a new outlook on media selection which has been made possible by the separation of responsibility between media and copy.

Syndicated research services, he said, will now measure copy and media independently thus enabling a company's media planning to proceed independently from its copy creation.

Mr. Catlin reiterated the "awkward" problems presented by insufficient demographic data but said that research services in growing numbers are recognizing this problem and offering media planners better information.

Optimum Returns ■ Advertising's prime function is to do a commercial communications task more economically than by some alternate means; "it cannot be charged with getting the order." Such was the comment of Richard F. Killelea, manager advertising division, Inland Steel Co., speaking on the second day of the NICB conference before a session on "Getting Maximum Return from the Advertising Dollar."

Mr. Killelea said that "few companies really know what value they are getting from their advertising." He suggested the reason for this is that ad managers and agencies resist control or measurement, but noted indications of reform of these attitudes.

Seymour Lusterman, vice president in charge of market research, Pepsi Cola Co., speaking on the same panel, said "the usefulness of advertising research does not depend upon its ability now or later to achieve dollar return measurement." Research findings on advertising execution "are not automatic decision makers," he said. Such research, he suggested, cannot lead to unqualified conclusions, but should be recognized as a valuable guide in media decisions.

Eastern Air Lines looking for advertising agency

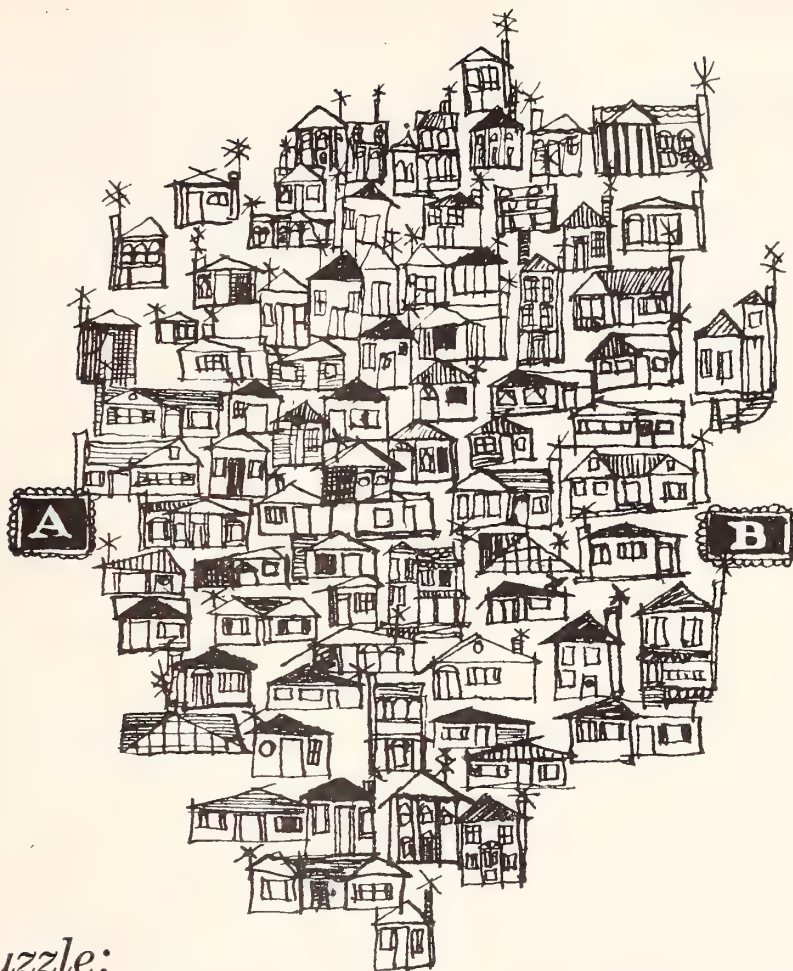
Eastern Air Lines confirmed last week that it is looking for a new advertising agency. Current agency on the estimated \$10 million account is Fletcher Richards, Calkins & Holden.

An airline spokesman said that presentations would be heard from eight different agencies before the end of next month. Submitting campaign proposals to the airline are Tucker-Wayne & Co., Atlanta, and New York-based agencies McCann-Erickson, Compton, Gaynor & Ducas, Benton & Bowles, Lennen & Newell, Kenyon & Eckhardt and BBDO.

Eastern's current allocation of ad billings includes an annual broadcast investment of \$4 million.

Eastern said last week that "some of the agency presentations being made for the account are for the airline's total ad budget."

It had been reported earlier that the new agency would handle a special budget outside of the billings now placed by Fletcher Richards, Calkins & Holden.



puzzle:

They Also Survey Who Only Stand & Rate

A group of Business Administration undergraduates majoring in Statistics, decided to tackle the problems of accurate television rating surveys.

Aiming at a total saturation sample, they selected as their universe a small community—100 homes, all TV-equipped, each with 2.38 children, 0.47 dogs and a proper ratio of churches, jails and chain stores. Using a pre-programmed question-and-answer face-to-face technique based on immediate recall, they rated Program A versus Program B. (Neither appears on WMAL-TV so our interest in the

results is purely scientific, not to mention desultory.) The following data emerged:

Ten families had never watched either program, while 75 had watched Program A and 83 had watched Program B.

On the final exam they were asked how many families in the sample community must have seen both shows. Since no one answered correctly, they all flunked the course and switched their major from Statistics to Psychology. Can you do better? Correct answers get an "A" and some trifling material reward.

Media selectors, aiming at straight "A's" not graded on a curve, would do well to survey WMAL-TV's fall programming. Brand-new shows with the total family audience in view, plus reliable holdovers, guarantee a healthy share of Washington's audience. For further data, check Harrington, Righter & Parsons, Inc. Puzzle adaptation courtesy Dover Publications, New York, New York. 10014.

Address answers to: Puzzle #87, WMAL-TV, Washington, D. C. 20008.

wmal-tv

Evening Star Broadcasting Company
WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.
Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVB-TV and WSVB, Harrisonburg, Va.

RAB says NAB will join in \$200,000 survey

BUNKER HOPES FOR FORMAL WORD 'IN A FEW WEEKS'

Edmund C. Bunker, president of the Radio Advertising Bureau, predicted last week that the National Association of Broadcasters would soon join with the bureau in financing a \$200,000 study of radio measurement methods.

In an address Sept. 26 before an American Marketing Association meeting in New York, Mr. Bunker said that NAB-RAB hopefully would be able to make this announcement "within a few weeks." RAB has asked NAB to underwrite \$75,000 of the cost of the project.

(An NAB official said last week that prospects are very "bright" for NAB to join RAB in the study. He questioned, however, whether it would be to the extent of a \$75,000 cash outlay.)

Mr. Bunker also lifted a danger flag on "media-mix" research studies by various measurement firms which presumably in a single interview would elicit media audience information on radio, TV, magazines, newspapers and Sunday supplements. According to Mr. Bunker, the greatest danger lies within the interviewers themselves in that there is no assurance at present that an interviewer can be equally familiar with all media.

He said that, in many instances, it can be assumed that the interviewer will be a light radio listener and have little familiarity with the medium as opposed to the person he or she is interviewing. Radio also, he said, is not a "high-prestige experience . . . any more than eating dinner at a home is a high-prestige experience." To the contrary, Mr. Bunker emphasized, radio is more likely to be a very individual experience.

Radio, Mr. Bunker said, is difficult enough to research when it is the only medium covered by the interviewer and is bound to be more so when combined with other media. He urged media-

mix surveying companies "to conduct adequate methodology studies of their own to insure that all media are validly reflected," and predicted that in the years ahead all media might well decide on a joint study of media-mix techniques through the Advertising Research Foundation.

RAB announced its study on radio measurement methodology on April 2 and has engaged Audits and Surveys research firm and Dr. Alfred Watson, who is prominent in the field of research, to work with RAB on the project.

POSITIVE THINKING Standardization, optimism can aid radio time sales

Greater standardization of forms and procedures used by broadcasters and their sales representatives was advocated by a leading advertising agency executive last week as a means of making it easier to buy—and sell—radio time.

Leslie D. Farnath, media vice president of N. W. Ayer & Son, advanced the plea at a Radio Advertising Bureau management conference at Saratoga Springs, N. Y., last Tuesday (Sept. 24).

He also advised station management to stop "down-selling" against rival stations and to put an end to "switch-pitching," the practice of offering new inducements in an effort to keep business away from a competitor.

Mr. Farnath said the broadcaster who engages in negative selling is "selling his own medium down the river, building nothing but confusion, distrust, disrespect and doubt about everything from station affidavits to adjacencies and ratings, and even rates."

Among the areas where he thought more uniform practices would prove

helpful to buyers and sellers were rate card forms, commercial lengths, time classifications, availability forms and rating data.

He said his plea for standardization was not based on a desire to supply material for computers.

Each In Its Place ■ "There's a place for computers, of course, but it's our considered opinion that this is primarily in the estimating, ordering and billing area, and not so much in media selection," he said.

"There are places, even in media evaluation, where electronic machines can save a lot of paper work and time, but these basically are in the area of the 'tangibles' of media selection—those factors that are susceptible of definition, measurement and correlation. . . .

"But we know that in media work there just cannot be a shortcut substitute for good, sound and sensible judgment, based on the knowledge and experience of the individual.

"In addition to the media 'tangibles' there also are media 'intangibles' that must be dealt with. They represent the qualitative differences among media that are difficult, if not impossible, to measure or to relate to a fixed formula."

Mr. Farnath stressed the importance of station research that will help agencies understand "the real character" of a station or market. In audience composition, for example, he said it is desirable to know "some pretty specific things" about listeners, including their sex, ages, interests, listening habits and living and buying habits.

Mr. Farnath said both agency buyers and station salesmen should have greater decision-making authority so that they won't miss good business opportunities while consulting higher authorities. "Good sales, and good time periods, can be lost if those persons involved are not empowered to make the necessary decisions quickly," he said.

Government leaders told about advertising

The American Association of Advertising Agencies took a step into the area of government-industry relations last week.

It has mailed a kit titled "What Government Should Know About Advertising" to 1,700 government officials. It contains a six-point brief describing the economic benefits of advertising and other materials defining advertising's role in our economic system.

The brief is based on a speech by AAAA President John Crichton delivered last November in Detroit.

In a letter to the government officials which accompanies the kit, AAAA Chairman Arthur E. Tatham notes that almost 200 bills affecting advertising have been introduced in the 88th Congress.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager.

Alexander Film Co., Colorado Springs.

Southwestern Bell (phone service), three 20's, one 8 for TV. Agency: Gardner. May Kohler, agency producer.

Swift and Co. (turkey), one 60 for TV. Agency: McCann-Erickson. Tony Wells, agency producer.

Ford Motor Co. (Falcon), one 50 for TV. Agency: J. Walter Thompson. Finley Hunt, agency producer.

Seven Up, four 60's for TV. Agency: J. Walter Thompson. Art Lund, agency producer.

American Bank & Trust Co., Lansing, Mich. (banking service), ten 60's for TV. Agency: Capital Advertising (Lansing). Bruce Anderson, agency producer.

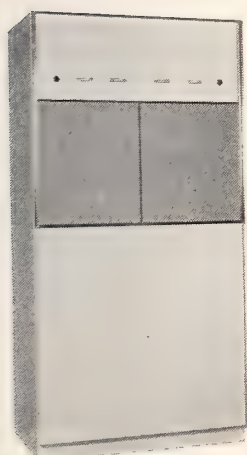
Helene Curtis (hair spray), one 30 for TV. Agency: McCann-Erickson. Ed Maroney, agency producer.

Wilson and Co. (sporting goods), three 60's, three 20's, one 40 for TV. Agency: Campbell-Mithun. George Zimelman, agency producer.

Raymond Scott Enterprises Inc., 140 West 57th Street, New York 19.

Hoffmann LaRoche (Zestabs), one 60 for TV (electronic scoring). Charles Barclay, production manager. Agency: BBDO. Hurley Parrish, agency producer.

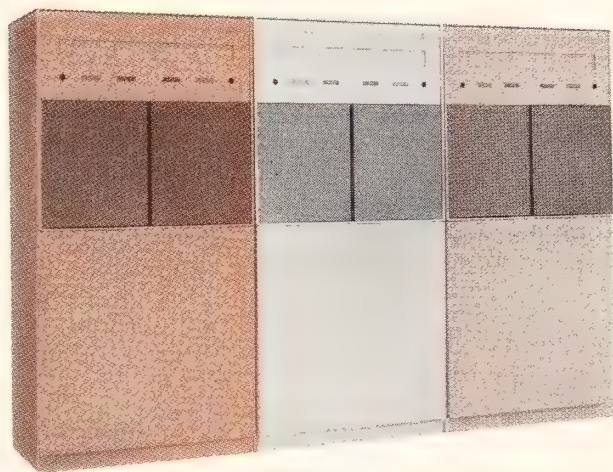
One good thing leads to another



1,000 Watts to



10,000 Watts to



20,000 Watts

It also leads to an easy, economical method of matching your equipment to your FM growth. You start with Collins 830D-1A 1,000 watt transmitter. You'll get immediate benefit from its stability. You'll like the operating and adjusting convenience as well as its clean, accessible design. Adding stereo takes just a few minutes.

As your operation grows, all you need

do is add on a final power amplifier cabinet, making the 830D the driver unit. You now have an 830F-2A 10,000 watt transmitter. The addition of stereo still takes just minutes.

To increase to 20,000 watts you simply add another final power amplifier and a diplexer to your existing Collins equipment. Neat, easy, economical expansion.

Find out how one good thing can lead to another in your station. Ask your Collins Broadcast Sales Engineer for full details on the complete FM line: Nine models from 10 watts to 20 kilowatts.

COLLINS RADIO COMPANY
Cedar Rapids • Dallas • Los Angeles
• New York • International, Dallas



JWT blames quality loss on cartridges

MANUFACTURERS DISAGREE; INDUSTRY COMMITTEE STANDARDS NEAR

The belated awakening by advertisers and agencies to the fact that a great many radio stations for several years now have been dubbing their spot transcriptions onto tape cartridges appears to be still arousing concern that the quality of the commercials is lost in the process.

Cartridge tape manufacturers and stations using the equipment, of course, stoutly maintain that quality is not lost and they offer to prove it if agencies and advertisers will give them a chance. They are quite dismayed about the misunderstanding of the subject which has developed during recent weeks (BROADCASTING, June 17, 3).

A major agency, J. Walter Thompson Co., and a regional advertiser, Ozark Air Lines, however, are not convinced. Both have newly raised the issue and have asked stations not to transfer their commercial ET's onto cartridge tapes. JWT made its point scarcely a week ago in a memorandum accompanying orders sent out to stations in connection with a buy for Ford and possibly other accounts.

JWT asked that in cases where stations are fully automated and must use tape they should exercise due care in dubbing.

Ozark, through Katzif-George-Wemhoener Advertising, St. Louis, has placed a notice upon its radio spot transcriptions that stations are to play them from the disc and not to dub them onto tape cartridges.

Standards Near ■ Meanwhile it was learned last week that nearly two years of labor on uniform cartridge tape standards by an industry committee of the National Association of Broadcasters is quickly nearing fruition. Final standards could be established by the first of the year.

Ross Beville, engineering vice president of WWDC Washington, president of Broadcast Electronics (Spotmaster) and chairman of the magnetic cartridge subcommittee of the NAB Recording and Reproducing Standards Committee, said his group plans to meet in late October or early November to adopt final standards proposals. NAB's engineering manager, George L. Bartlett, indicated that the final standards should be adopted and published by the NAB soon after that.

Mr. Beville pointed out that most of the tape cartridge equipment manufactured during the last two years is capable of reproducing better quality than the transcriptions, assuming reasonable operating care is taken by stations.

Continual Improvements ■ He noted that his large NAB subcommittee in-

cludes representatives from nearly all of the cartridge equipment makers. He recalled that after each meeting they have incorporated into their gear any quality standard points raised if they did not already have them.

Other equipment spokesmen, including Automatic Tape Control, Collins Radio Co., Gates Radio Co. and RCA among others, said cartridge tape today generally exceeds by a good margin existing disc quality performance.

NAB's Mr. Bartlett admitted there have been some station problems in transferring the disc commercials to tape "but the problem has been in the technician and his knob twisting and not in the equipment." All of the present cartridge tape gear "seems good," he said.

The JWT memorandum was sent out to radio stations over the signature of Harold V. Taylor, director of radio recording in the agency's New York office. It went to station managers with copies to traffic managers and chief engineers.

Cartridges At Fault ■ "Recent auditing and air checks of radio broadcasts on local stations and networks indicate an alarming deterioration in the quality of transmission of recorded commercials," Mr. Taylor wrote. "Further investigation has shown that this loss of quality is occurring on stations and networks using tape cartridges for the broadcasting of recorded commercials," he said.

"Since the forms of distortion prevalent in most cartridge transmissions negate the costly quality built into our clients' transcriptions and the frequency response limitations of present cartridge dubbing systems severely cut down on the effective coverage and impact of

recorded commercials," Mr. Taylor said, "this agency for itself and its clients is seriously concerned about the problem.

"In fact, one of our large accounts has expressed unwillingness to approve any further radio campaigns until they can be assured that their commercials will be aired with the same quality transmission afforded phonograph records."

Consequently, the agency memo added, "We are requesting that you do not use tape cartridges to broadcast any commercials produced by the J. Walter Thompson Co. until improvement and standardization of equipment and procedures make it feasible for us to send you prerecorded tapes. We request that you broadcast only from the pressings you receive from us using high quality pickup equipment."

The memo explained that if the station's operation is so completely automated that broadcasting directly from the pressings is not possible, "we request that you exercise extreme care in dubbing our commercials to cartridges so that they will be broadcast with as little loss of quality as possible."

Information, Please ■ Mr. Taylor asked the radio stations in the meantime to send to the agency as soon as possible detailed information on the technical performance of their cartridge tape gear. JWT wants to know about make and model of equipment, tape speed, noise level, below peak record level, flutter and wow, speed accuracy in percentages, frequency response plus or minus 2db, type of cartridge used, what head alignment tape is used and frequency alignment check.

"It is our belief that an all-out effort to guarantee good broadcast quality on broadcast commercials is an urgent necessity," Mr. Taylor concluded, "and will be of equal benefit to advertisers, agencies and radio stations."

Mr. Taylor reported Thursday (Sept. 26), that station response to his letter has already been considerable. He said the replies ran the full range of opinion on the subject.

Hue And Cry Unfair ■ Collins Radio Co. considered the alarm that has been raised "is a gross injustice to the broadcasting industry as a whole. It's an indictment of the industry because of the actions of a few members of the industry, a few stations that improperly maintain the equipment."

Collins suggested it was unfair for JWT "to say that this process is not good in the industry as a whole because it is." The company said that like its

OK toy spots listed

In preparation for the Christmas season, the code authority of National Association of Broadcasters has approved 100 toy commercials for TV, the NAB *TV Code News* reported last week. The code monthly told member stations that absence of a commercial from the list does not mean necessarily that it failed to measure up to code standards, however.

The list includes only those slots which have been screened. Commercials still in production will be published when approved, the *Code News* said.



Not for viewers with acrophobia

The tiny flat area atop a 2,256-foot monolith—one of those stone pinnacles that jut straight up in the desert—was the “stage” for a commercial for the 1964 Chevrolet Impala. And it was the result of imagi-

nation by Campbell-Ewald Co., Chevrolet agency, and Alexander Film Co. of Colorado Springs.

The car was lifted in sections to a team of auto technicians who re-assembled it atop the lofty perch in

100-degree desert heat (left photo). Next, a pretty model was airlifted to the tiny rocky platform. Finally, the action was filmed from a helicopter by cinematographer Roger Monteran (right photo).

competitors it is doing research work to iron out any remaining factors that might be considered possible problem producers in the cartridge or its maintenance.

Elmo Franklin Jr., automatic tape control sales manager, reported that his firm has written to Mr. Taylor to deny as “inaccurate and misleading” his view that cartridge distortion is negating the “costly quality built into our [JWT] clients’ transcriptions.”

Comparison Challenge ■ ATC has challenged Mr. Taylor “to listen to a radio station of your choice and indicate whether commercial content is reproduced from cartridge or transcription with an impartial third party determining the method of reproduction to be actually used.”

Mr. Franklin further challenged the agency memo’s allusions to poor frequency response in cartridges. He said the response of many cartridge systems on the market today is “consistently capable of 70 to 12,000 cycles per second, plus or minus 2 db,” and any cartridge system when properly maintained “can equal the response of the system into which it works.”

Cartridge equipment is capable of frequency response range far exceeding the capability of network lines and also many studio and transmission lines, Mr. Franklin pointed out. Further, he noted, “most AM radio receivers are capable of only a very narrow response range.”

Modern automatic gain control and limiting amplifiers have a tendency to narrow the dynamic range while improving signal strength coverage area for the station and its commercial accounts, Mr. Franklin continued, “so they also should be included in any indictment of equipment that lowers quality. However, the units do help give the commercial account better ‘coverage’ and ‘impact.’”

The ATC executive assured JWT’s radio recording director that the majority of broadcasters who are familiar with tape cartridge equipment “would be glad to inform your client that they can better maintain the quality of the recorded message on a tape cartridge through numerous replays than they can on the ET, subject as it is to many kinds of mechanical damage, deterioration through use and poor use.”

Unfair Indictment ■ JWT’s blanket indictment of all stations using cartridge gear to reproduce commercial content is not fair to those many broadcasters “who are constantly attempting to improve the quality of their product,” Mr. Franklin said. ATC will frankly admit that not every broadcaster uses all care in every instance, he added, but this “should be the indictment of an individual broadcaster which your media department should not purchase.”

For this reason too, Mr. Franklin said, “standardization and improvement in tape cartridge systems will never

solve the problems of having less than the best broadcasting reproduction. This is dependent upon the individual broadcaster and how he uses the mechanical and electronic facilities available for modern radio.”

John Palmquist, manager of RCA’s Audio Products Division, said his company is willing to set up demonstrations or to stage an advertiser-agency symposium there at any time to demonstrate the quality and capability of cartridge tape systems.

Too Much Fuss ■ Larry Pfister, manager of audio sales for Gates Radio Co., felt that the problems being experienced in the cartridge field at this time “are not as acute as some might indicate.”

He said Gates in working “with the objective of solving any problems that exist from a realistic basis rather than to totally condemn what probably is a superior method of handling recorded commercials.”

Mr. Pfister said it must be recognized “that many cartridge systems in operation are the outgrowth of equipment originally sold for ‘storecasting’ and never intended for professional broadcast use.” He said his firm’s Cartritape 11 is designed for exacting on-air-use and has frequency response of 40 to 12,000 cycles.

Gates believes that the “prompt adoption of cartridge recording standards” is of prime importance, Mr. Pfister said. Gates is cooperating with the NAB committee to resolve the standards issue, he said.

COSTLIER COMMERCIALS?

AFTRA-SAG bargaining team submits proposals for performers' payments after Nov. 15

A substantial boost in fees for performers in filmed and tape commercials is contained in new contract proposals made last week by the Screen Actors Guild and the American Federation of Television & Radio Artists to the Advertising Agencies' Joint Negotiating Committee and the Film Producers Association of New York.

The joint demands by the union are a prelude to the opening of formal negotiations in New York Oct. 21. The present three-year contract expires on Nov. 15.

The proposals by SAG and AFTRA call for an increase from \$95 to \$120 for the "on camera" session fee, and from \$70 to \$90 for the "off camera" session fee for all performers other than group singers.

The unions also are seeking increases in some (but not all) of the schedules covering use payments. They are requesting a revision of the "weighting" classification for program commercials so that New York, for example, would count as 15 cities as against the present 11, and Los Angeles and Chicago would be increased in "weight" from seven to 11.

The unions noted that commercial use payments are based on the extent of the geographical coverage of a commer-

cial and the number of times or length of time a commercial is telecast, thus compensating a performer for the period an advertiser "desires to use his image and his services to promote a particular product." They pointed out the session fee is applied against the use payments.

The unions also are proposing increases for use and re-use of so-called "wild spots," which are commercials telecast by noninterconnected stations and used independently of a TV program. The rate for 13 weeks' unlimited use of a wild spot commercial in the three large cities of New York, Chicago and Los Angeles, for example, would be raised from \$345 to \$400 "on camera" and from \$227 to \$300 "off camera" for all players except group singers, for whom a special schedule with lower rates is provided.

Management officials declined to comment on the unions' demands until they had an opportunity to study them.

This will mark the first time that agencies will be represented actively in the negotiation of contracts in the commercials area. In former years, network officials negotiated the codes in both the program and commercial fields, with agencies represented by observers. Sharp criticism over the conditions formulated in the TV commercial field

in 1960 led to the agencies assuming a direct role in the talks this year.

The union team is headed by Donald F. Conaway, national executive director of AFTRA, and John L. Dales, national executive secretary of SAG. The management team is headed by Harold J. Saz, vice president of media services, Ted Bates & Co., and William Unger, partner in Elliot, Unger & Elliot.

U.S. Rubber moves tires to Doyle Dane Bernbach

United States Rubber Co. last week announced withdrawal of its estimated \$6 million tire account from the N. W. Ayer & Son agency and assignment of the billings to Doyle Dane Bernbach.

The switch was reported to have resulted from a disagreement over the advertising program presented to U. S. Rubber by Ayer for the coming year.

Ayer recently lost the Whitman candy account, worth a reported \$1 million in billings, and six Johnson & Johnson products, which billed about \$750,000 (BROADCASTING, July 22).

Sunkist ad budget to be over \$4 million for year

Sunkist Growers will spend about \$4,045,000 to advertise oranges and lemons during 1963-64—\$2,720,000 for oranges, \$1,325,250 for lemons. R. Z. Eller, advertising manager, said last week. The budgets include \$233,000 for Canadian and \$158,500 for export advertising, chiefly in Europe. Foote, Cone & Belding, Los Angeles, handles all orange advertising in the U. S. Leo Burnett, Chicago, handles all fresh lemon advertising and the orange advertising in Canada.

All of the lemon advertising budget will go for nationwide TV network shows, both daytime and prime evening time. The orange advertising will use some children's TV shows, still to be selected, plus magazines, newspapers and Sunday supplements. The advertising schedule runs from late November this year through late August of next year.

Business briefly . . .

General Mills Inc. will sponsor *The Story of Christmas*, a one-hour special holiday color show to be presented Dec 22 on NBC-TV. The program's commercial periods will be used solely for institutional announcements. General Mills agency: Doyle Dane Bernbach Inc., New York.

Procter & Gamble has assumed full sponsorship of *Petticoat Junction*, a new comedy series which started last Tuesday on CBS-TV. The Whitehall Divi-

TV network billing for July

Network television gross time billings
Source: TvB/LNA-BAR
(in thousands)

	July			January-July		
	1962	1963	% Change	1962	1963	% Change
ABC-TV	\$15,708.7	\$16,039.2	+2.1	\$116,399.0	\$125,214.3	+7.6
CBS-TV	25,793.4	27,401.9	+6.2	175,237.0	185,311.0	+5.7
NBC-TV	22,788.9	23,303.7	+2.3	160,427.6	167,338.2	+4.3
Total	\$64,291.0	\$66,744.8	+3.8	\$452,063.6	\$477,863.5	+5.7

MONTH-BY-MONTH 1963

	ABC-TV	CBS-TV	NBC-TV	Total
January	\$18,264.8	\$25,912.7	\$24,066.1	\$68,243.6
February	17,435.7	24,057.7	22,850.0	64,343.4
March	19,378.0	26,694.3	25,166.8	71,239.1
*April	18,577.0	26,508.4	23,669.9	68,755.3
May	18,338.8	27,986.9	25,305.1	71,630.8
*June	17,180.8	26,749.1	22,976.6	66,906.5
July	16,039.2	27,401.9	23,303.7	66,744.8

* April & June figures changed as of Sept. 16, 1963.

Network television gross time billings by day parts
Source: TvB/LNA-BAR

	July			January-July		
	1962	1963	% Change	1962	1963	% Change
Daytime	\$19,193.4	\$19,565.6	+1.9	\$139,973.7	\$157,253.4	+12.3
Mon.-Fri.	15,689.7	15,956.7	+1.7	115,360.7	125,757.7	+9.0
Sat.-Sun.	3,503.7	3,608.9	+3.0	24,613.0	31,495.7	+28.0
Nighttime	45,097.6	47,179.2	+4.6	312,089.9	320,610.1	+2.7
Total	\$64,291.0	\$66,744.8	+3.8	\$452,063.6	\$477,863.5	+5.7

SUPERMARKET



EVERYDAY SPECIALS: Lettuce, cabbage, bananas and clams!

"Small potatoes? Never!" shout Tom Garten¹ (right) and John Sinclair.²

Because, as these friendly WSAZ-TV entrepreneurs intimate in their little charade above, Supermarket (formerly the Charleston-Huntington market) specializes in big money: four billion payroll dollars of it!

What's more, Supermarket's 2 million people* part with their money to the tune of \$2,044,160,000** in retail sales. Where



do they get their buying ideas? Where they get their news, information and entertainment. Community-minded WSAZ-TV! The *only* station that truly serves and sells 4-state 72-county Supermarket.

Call your Katz Agency man this afternoon and order something green, won't you? (1. Vice President, General Manager, WSAZ-TV. 2. Manager, Charleston Operation, WSAZ-TV.) *SRDS (Population 1/1/63) **SRDS (1/1/62-1/1/63)

sion of American Home Products, formerly signed as an alternate sponsor, has moved over to partial sponsorship of the *Red Skelton Show*, which also appears Tuesday night on CBS-TV. P&G agency: Compton Adv., New York.

Glenbrook Laboratories Division of Sterling Drug Inc. has purchased participation in the *Patty Duke Show* (ABC-TV, Wednesday, 8-8:30 p.m. EDT) for its product, Bayer aspirin. Edward Gottlieb & Associates is the agency.

Frito-Lay Inc., Dallas, has started a campaign on TV in New York and Philadelphia to introduce its Lay's Potato Chips there. The commercial, featuring comic Bert Lahr, was produced by MPO Videotronics, New York. Agency: Young & Rubicam.

REVIVING A MARKET

Spot TV campaign for 'Teflon' does the trick

A million-dollar spot television campaign that not only "revived a dying market" but substantially increased the sponsor's share of it was reported last week in the *Journal of Advertising Research*. The *Journal* is published monthly by the Advertising Research Foundation.

The "dying market" was the market for cookware coated with a finish that won't let foods stick to the cooking surface. The market had flourished and then, according to the *Journal* article, sagged when imported articles proved unsatisfactory. The advertiser who revived the market was du Pont, on behalf of its own no-stick finish, "Teflon."

The campaign was conducted in 13 markets in the fall and winter of 1962-63. During the fall, four of the markets received 10 daytime commercial minutes a week, five received five daytime minutes, and four received no advertis-

ing. For the winter campaign the advertising weight was redistributed among the markets.

The tests showed a strong relationship between a "high" advertising level and sales. They also indicated that "little" advertising produces about the same sales results as no advertising.

The article, by James C. Becknell Jr. and Robert W. McIsaac of du Pont's advertising research section, reported that the campaign expanded the total cookware market by about 21% and more than doubled purchases of cookware coated with "Teflon."

"In markets with no du Pont television advertising for Teflon," the article reported, "cookware coated with 'Teflon' accounted for about 11% of the market. In markets with only one season of advertising [fall or winter], the market share reached about 16%, and where advertising was run for two seasons [fall and winter] 'Teflon' market share reached 27%."

The article also noted that "purchases were significantly higher in markets ex-

posed to a high level of advertising in both fall and winter than they were in markets exposed to a high level of advertising in either the fall or winter tests alone."

The du Pont researchers also said that "the national introduction of the product in the fall will require at least 10 daytime TV spots a week during the fall season and seven or more spots during the winter or the equivalent season, if a profitable level of sales is to be achieved."

In another article in the September *Journal*, Lawrence G. Corey and Richard M. Doub of Needham, Louis & Brorby report on tests of the recognition method of measuring awareness of radio commercials by telephone. They concluded the method wasn't too satisfactory, thought a better one would combine the "recognition" and the "recall" techniques.

Such a system has been developed for print advertising, and the authors said they were working on adapting it for use in studying radio commercials.

How do agencies figure their commissions?

'PACKAGE PRICES' COMPLICATE THE SITUATION

When television time and talent costs are commissionable at different rates, how do you figure agency commission on a package price?

This question was cited last week as an example of why advertisers and their agencies should draw up and occasionally update detailed agreements covering their relationship. Out of 109 agency-client agreements submitted to the Association of National Advertisers as part of a study, however, not one specified the answer.

Frank Harvey, manager of advertising controls for General Foods and chairman of ANA's advertising administrative control committee, reported on the ANA study last Thursday at a two-

day ANA administration and cost-control workshop at Princeton, N. J. Mr. Harvey said: "The circumstances affecting the provisions of an agency agreement do not stand still. Agency services change in response to changing conditions and advertisers' demands, which, in turn, require policy revisions and amendments."

"For example, when buying network TV shows, the practice is becoming more prevalent for the networks and stations to have one price that covers both time and talent. Since many advertisers pay their agencies different amounts of commission on time and talent—17.65% on net time cost and only 15% on net talent cost—the one

Study shows rise in pretested campaigns

A small but increasing number of companies are coming to recognize the importance of pretesting advertising campaigns and are beginning to demand more complex advance analysis from their advertising agencies.

A study released last week by the National Industrial Conference Board titled "Pretesting Advertising," reveals this new emphasis of advertisers and gives detailed analysis of various pretest techniques.

The 214-page book is based on research done over a two-year period in the U. S. and Canada on agencies,

advertisers and research firms and is directed at pretest research methodology.

The NICB report is the second of a four-part examination of methods used in determining advertising effectiveness. The study was co-authored by Dr. Harry Deane Wolfe, University of Wisconsin, and G. Clark Thompson, Stephen H. Greenberg and James K. Brown, division of business practices, NICB.

According to the report, many ads go untested although bigger agencies generally pretest according to standard methods on major accounts. The

majority of advertisers, says the report, consider pretesting to be exclusively the responsibility of the agency, but that in small agencies pretesting is the exception rather than the rule.

Specific applications of pretest methods are analyzed in 105 "case study" briefs, each one explaining information sought, research method, pretesting procedure and appraisal of the procedure.

"Pretesting Advertising" is available at NICB, 845 3d Avenue, New York at \$5 a copy to NICB associates and \$25 to nonassociates.

all-conclusive amount billed by the networks or stations can present a problem.

"Should the agency consider the entire amount as time and thereby receive 7.65% of the total, or should it be broken into two reasonable segments so that some part of it is considered talent, on which the agency would only receive 15%?"

Mr. Harvey also said that because clients' requirements differ, "I do not think it makes any sense for an agency to demand that all its clients follow the same compensation policies."

He said the report on the ANA agency-advertiser contract study is currently being prepared for distribution to ANA members.

In an exploration of key financial problems in the advertiser-agency relationship, Philip H. Schaff Jr., chairman of the executive committee of Leo Burnett Co., noted that "the cost of people is the key cost in the advertising agency business. When you start people working, you start the meter ticking."

Since agency costs are trending up and agency profits are trending down, Mr. Schaff said, "It is to the advertiser's own self-interest for his agency to be profitable on his account." Burnett, for instance, is willing to risk its money along with a major client in the hope of gain in launching a new product, he said, but the agency cannot shoulder the full cost. Thus it may have to charge an extra fee, he said.

Agency VP wants ratings mess solved

Radio station managers everywhere should get together to try to solve the "ratings mess," Hildred Sanders, vice president in charge of radio-TV for Honig-Cooper & Harrington, Los Angeles, stated Thursday (Sept. 26) at a luncheon meeting of the Southern California Broadcasters Association.

In a talk titled "To Research or Not to Research—That's the Question," Miss Sanders told the station executives that as "the most flexible of advertising media, radio, by its very flexibility, makes it the most difficult medium to measure accurately." The chief need, she said, is for standardization, so that the audience and coverage data of one station can be compared with that supplied by other stations.

She criticized Kevin Sweeney, former president of the Radio Advertising Bureau, for running down the \$200,000 RAB research project as an expenditure that cannot produce any direct results for radio. "Advertising agencies are continually spending money for research and other services that will improve advertising, without any expectation of direct returns," she stated.

WAPI-TV OWNS EVERY MAJOR FEATURE FILM PACKAGE!

Examples of WAPI-TV's exciting film packages that will be seen on:

Friday Night Movie (Fridays, 9:00 PM)

Hollywood Hit Parade
(Monday—Friday, 1:00 PM to 2:30 PM)

Best of Hollywood (Monday—Friday,
11:30 PM to conclusion)

Seven Arts—Vol. 1, 3, 4, 5, 7

Screen Gems—Post '48

Screen Gems—Group 6

Columbia—Post '50

Selznick Movie Theatre

MGM Library

RKO Library

Paramount Library

NTA—Santa Monica Features

NTA—Wilshire Features

NTA—61 for 61

NTA—Sunset Features

Warner I

Showcase for 60's

Warner II

Embassy

WAPI-TV

BIRMINGHAM, ALABAMA



WAPI-TV: represented by Harrington, Righter and Parsons, Inc.

Off-network program scarcity ahead?

SYNDICATORS AND BUYERS AGREE NEXT YEAR WILL SEE FEWER ON MARKET

The steady stream of off-network program series pouring into the syndication market over the past four years shows unmistakable signs of receding, and 1964 looms as the year in which syndicators and TV stations must begin to seek out other sources of new programming.

Off-network product has formed the backbone of syndication since 1959, when MCA pioneered this approach. In the intervening years at least 100 program series have been released from

and regional sponsors must be found for such vehicles.

First-run production for syndication was supplanted by off-network, starting in 1959, because producing programs specifically for stations became too costly in view of the prevailing economics of the industry—rising production and distribution costs, diminishing prime time slots and the defection of regional advertisers.

In 1963, approximately 30 series that formerly were scheduled on CBS-TV, NBC-TV and ABC-TV have been made available to local stations. From 1959 through 1962 about 70 series were placed on the market. The future course, accordingly, must rely on the number of series still held in reserve by distributors and on programs still on the networks that are likely to be channeled to the syndication market.

A key word in the lexicon of today's distributor is "marketable." It is not enough that a distributor have a series available. He must be reasonably certain that it is economically feasible to distribute the series.

Price Of Residuals ■ The main concern, initially, is residual payment to talent. This can amount to \$4,000-\$7,000 per episode, and some distributors in the past four years have failed to recoup even their residual costs on some off-network series they placed on the market.

Though about 50 off-network series

of past years are still in the vaults of major distributors, it is unlikely that more than seven or eight of these shows will be offered because of the residual bite. Robert Seidelman, vice president in charge of syndication for Screen Gems, commented last week that he "is not at all surprised at this situation." He said:

"What surprised me is that so many off-network shows have been released in the past. I know that a certain portion of these shows have not brought



Joseph Kotler, vice president, general manager, Warner Brothers Television, expects indications from stations by the first of the year as to whether they want to buy quality programs.

a backlog of film shows dating to 1954.

Simple mathematics is working against the off-network concept for the future. As the backlog and the more recent offerings are used up, the networks cannot continue to direct to syndication a sizeable number of marketable off-network series each year.

A consensus of leading off-network syndicators and program buyers at various station groups agreed last week that the availability of such programs will slacken considerably next year. Some syndicators and station group officials said that 1964 conceivably could be the year that first-run syndication production will be accelerated.

Return To First-Run? ■ Admittedly, those who advanced first-run programming as a possibility were cautious. They underlined these conditions: Stations must make prime slots available; they must be willing to pay reasonable prices,



Robert Seidelman, vice president in charge of syndication for Screen Gems is surprised that so many off-network shows have been released for syndication in the past.



Richard Pack, vice president, programming for Westinghouse Broadcasting (Group W), says the number of off-network shows has placed the distributor in a discouraging position.

back their residual costs, let alone distribution and related expenses. I think too many of the companies did not exercise caution in releasing their series."

In addition to the residual factor, a consideration that must be weighed by the distributor is the number of episodes in a projected off-network series. Stations shy away from purchasing those properties that have less than two years of programming because (1) they prefer a continuity of shows and (2) a program that was on the network for only one season or less was likely to have been "a bomb" that may also fail in syndication.

Long And Short Of It ■ A study of the 50-odd shows that are still in the backlog reveals that only seven had a cycle of more than one year on the network. Yet even these seven may not be the logical contenders for off-network release, according to one distribu-

tor who requested anonymity. He observed that some of these shows have been out of circulation for two years or more and this tends to make them "outdated" in the eyes of some station managers.

But syndicators are quick to point out that some "short-episode" series do have sales possibilities. Harold Klein, vice president and world sales manager for ABC Films, pointed out that certain shows of "reasonably good quality" are "forced off the networks by unfavorable time positions." He added that in certain cases, these series can turn out to possess syndication possibilities.

In addition to those series that have ended their network play, the sources of future supply for 1964 or thereafter are programs currently on the network that may end their cycles next season.



Jack Lynn, vice president, programming for Metropolitan Broadcasting, thinks the current situation has persuaded groups to produce their own shows and look into the world market.

Distributors generally are of the opinion that the outlook in this area is not promising on a long-range basis.

A practice that is being accentuated more and more at the networks, the distributors point out, is the placement of their more successful shows in network rerun during the daytime or early evening, thus siphoning off a portion of the off-network supply. By the time these programs are redeployed to off-network syndication, they have, for the most part, "used up" their value to stations through repeated exposure.

Off-Network Supply ■ Nevertheless, a certain number of series should be rolling off the networks each year. Some of these series will be placed into syndication, but it is difficult for distributors to anticipate which series will become available and the total number that may be marketable.

Len Firestone, vice president and

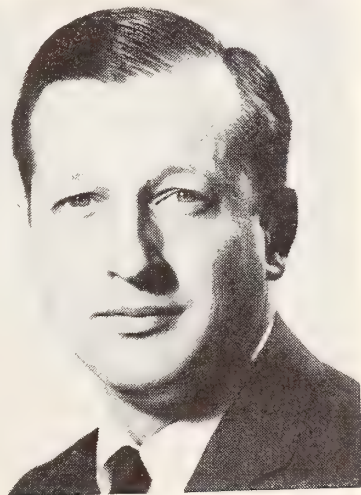


M. J. Rifkin, vice president for sales for United Artists Television, sees an "excellent" market for quality first-runs but a shortage in marketable off-network programs.

general manager of Four Star Distribution, recently went over the network schedules for 1963-64 with a view toward determining which series conceivably could be released for syndication next year. Mr. Firestone's appraisal: A maximum of 10 shows can come off the networks—six from ABC-TV, four from CBS-TV and one from NBC-TV.

This judgment, he stressed, considered that some programs are destined for network rerun; some are going to be renewed on the networks; some are going to flop on the networks and be unsuitable for stations; some will be too expensive to distribute when residual and other costs are stacked against potential sales.

The 11 programs that Mr. Firestone



Hal Golden, vice president, director of sales for MCA TV, admits his company has thought of producing first-run programs but doubts that the market is ready for such a gamble.

chose as "likely candidates" for off-network during 1964, keeping in mind they represent only the educated guess of a leading syndication specialist, were: ABC-TV's *Combat*, *McHale's Navy*, *Flintstones*, *My Three Sons*, and *77 Sunset Strip*; CBS-TV's *Perry Mason*, *Rawhide*, *The Nurses* and *Route 66* and NBC-TV's *Eleventh Hour*. Other syndicators might well make other guesses.

No Dearth Of Products ■ In essence distributors and station group officials seem agreed that the number of off-network shows to be offered in 1964 will decrease materially from previous years and the number of saleable series will decline sharply. There was no uniform agreement, however, that there would be a scarcity of programs for stations next year.

Mr. Seidelman, for example, voiced



Len Firestone, vice president, general manager of Four Star, sees a maximum of 10 shows off the networks next week . . . six from ABC-TV, four from CBS-TV and one from NBC-TV.

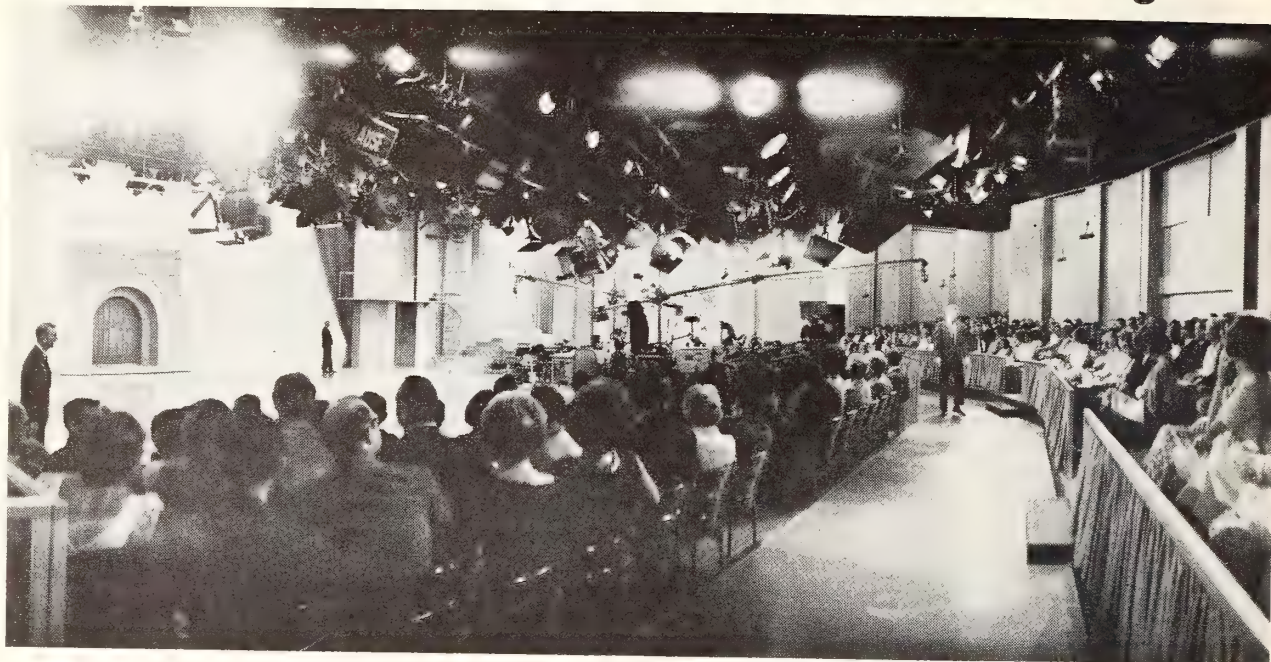
the view that the market is oversupplied. He felt that there would be sufficient programming available from the off-networks offered in the past, from those coming off next year and from the feature film supply.

Joseph Kotler, vice president and general manager of Warner Brothers Television, said he believed that by January there will be strong signs from stations as to whether they want new programs. He noted that by the beginning of the year the fate of the new network shows will be known.

The results, he said, may very well lead to the production of first-run series and "Warner Brothers could very well move in this area."

Mr. Kotler, who acknowledged a general shortage of suitable off-network shows, warned that first-run series cannot be priced economically. He said that before Warner Brothers and other

There is nothing average about Danny Kaye or his stage



Studio 31 at CBS Television City with Danny Kaye on the prowl.

The average stand-up comedian presents few problems to the TV producers and technicians. Give him a microphone, a spotlight and about four square feet of stage space and he's satisfied.

But Danny Kaye is something else. Peripatetic rather than stand-up, Mr. Kaye likes to perform all over the place, down in the orchestra and out in the audience as well as front-and-center on stage. He likes to get

everybody into the act and that's just what the Danny Kaye Theater at CBS Television City, Los Angeles, is designed to do.

As unusual a studio as Mr. Kaye is a performer, the theater is a studio within a studio, enclosing both stage area and audience on all four sides. The 3,100 square feet of Studio 31 encompasses an 80 by 38-foot performing stage which can accommodate scenery and players, four mobile

camera units, Paul Weston and his orchestra, the Johnny Mann Singers and 278 members of the studio audience. Throughout, ramps have been installed to enable the TV cameras to keep close behind the star wherever his fancy and his nimble feet may take him.

In the shows already taped, he has peregrinated into the audience for an impromptu minuet with a surprised housewife, danced his way

companies embarked on first-run production, they must have strong indications from stations that there will be time slots available and a willingness to pay for series of higher quality.

UA And First-Run ■ M. J. (Bud) Rifkin, vice president in charge of sales for United Artists Television, contended that a shortage is emerging in marketable off-network shows. He believed that many off-network programs did not achieve the ratings that stations had hoped for, and noted that it is rare for an off-network show to be sold beyond two runs.

He agreed that the residual cost is a factor in keeping down the number of runs, but added: "If a show were good, it would be rerun more than twice." He believed the market is "excellent" for quality first-runs and stressed that UA-TV has released first-runs this season: *The Lee Marvin Show* and six one-hour specials produced by David Wolper. He added:

"We think so much of producing first-run series that we will release an-

other show early next year, probably between January and March. I can't give any details of our new series now."

The program director of a large station group, while conceding that the outlook for marketable off-network shows is gloomy, expressed the opinion that first-run production on an expansive scale was doubtful because of cost factors. His prognosis: a modest and gradual increase in first-run, stepped-up activity by station groups in the production and syndication of low-budget entertainment and public affairs series, and an increase in the production by some local stations of community-oriented programs, particularly local sports.

Hal Golden, vice president and director of sales of MCA TV, acknowledged that the "bloom is off the off-network rose," and predicted that fewer and fewer such programs will be brought out by fewer and fewer companies. The "really good shows" that can recoup residual and other costs will be brought out, he continued, but much of

the material held in reserve by many distributors "doesn't seem to have potential." He added that MCA TV has "given thought" to producing first-run products but stressed that the company would not undertake such a project unless it was considered "a reasonable gamble," and added: "The cards don't seem to be stacked that way yet."

Station Shows ■ Richard Pack, vice president, programming, for Westinghouse Broadcasting Co., said he thought off-networks will always be a source of programs for local TV stations but agreed that their value is diminishing. The preponderance of such shows on the market, Mr. Pack noted, has not placed the distributor in a very strong position.

He sensed a desire on the part of stations to inject a "flavor of freshness" into their schedules through locally produced entertainment programs and thought this practice would broaden. Stations are interested in first-run syndication series, he said, but distributors claim that current economics preclude

rough the aisles, stopped to seize the baton of the startled Mr. Weston and, for a few frantic moments replaced him as band leader, climbed the platform where the background singers are normally ensconced and hid down the pole of a circular staircase.

In the center of the audience section several rows of seats were left out to give the star a chance to slow down for a change of pace segment that he calls "when I sit down to talk to the people for a breather." The novel construction of the Danny Kaye Theater lets the cameras sweep the entire scene during the broadcast. They can follow the star and the other performers like electronic bloodhounds, or swing behind him during his chat-with-the-audience interludes.

But the theater is more than a suitable stage for the star. It is also a showroom wherein the show's sponsor can display a product in use. The CBS scenic artists wanted a resilient flooring that would appear attractive and yet be durable enough to stand the rigors of scenery shifting and the comings and goings of cast, crew and guests. So they turned to Armstrong Cork Co., alternate sponsor *The Danny Kaye Show* (Wednesday 10-11 p.m. EDT).

Armstrong obliged and the nimble feet of Mr. Kaye, the Tony Charmoli Dancers and all the others will be spotlighted on 715 glistening squares of Vistelle Corlon Tile.

the production of such programs.

Jack Lynn, vice president in charge of programing for Metropolitan Broadcasting Television, said the current status of off-network programing is persuading station groups to produce more of their own shows and to seek product from world-wide sources. He noted that Metropolitan recently bought a two-hour Joan Sutherland concert from TCN in London, and in 1963 produced eight special programs, including one on Joe Louis which is being syndicated.

TV series on 'Sea Power'

A series of 65 half-hour TV programs, *Sea Power*, is being produced for Westinghouse Broadcasting Co. (Group W) by WJZ-TV Baltimore in cooperation with the United States Naval Academy and the Department of the Navy. The series, a study of navies and naval warfare, will be broadcast early next year on the five Group W stations and on other stations through syndication.

NEGRO ON 'HAZEL'

Possible sticky problem solved by Screen Gems shift

By transferring Otis Greene, assistant to Ben Harsh, production manager of Columbia Pictures, to Screen Gems, Columbia's TV subsidiary, as production liaison on the *Hazel* series which Screen Gems produces for broadcast on NBC-TV, the Columbia-Screen Gems management quietly prevented what could have been a sticky situation.

The National Association for the Advancement of Colored People had made demands on the Hollywood producers of filmed programs for television and theatrical exhibition and the craft unions involved that at least one Negro be included in each production crew. The NAACP had set as its target date for putting its demand into effect the start of filming of *Hazel* this fall (today, Sept. 30). If *Hazel* did not have at least one Negro member, the NAACP said, various actions would be taken by the organization, including a "selective buying campaign" against *Hazel's* sponsor, the Ford Motor Co.

Naturally Screen Gems did not want any such campaign put into motion. But the unions, not the production company, control the make-up of the technical crews. However, the company can assign a man to the crew at the executive level and that is what Screen Gems has done. Oh, yes, Mr. Greene is a Negro.

How the NAACP will proceed with the other shows now in production at the various Hollywood studios is not known. James L. Tolbert, president of the Beverly Hills-Hollywood branch of the NAACP, who on several previous occasions had made it clear that the focus on *Hazel* was merely to provide a date by which all crews were to have Negro members, was not available for comment on Thursday, following the Screen Gems announcement of the transfer of Mr. Green to the *Hazel* staff.

Promise Co-operation ■ On Tuesday evening, Mr. Tolbert and Morris T. Johnson, legal counsel of the NAACP branch, met with George Sidney, president of the Directors Guild of America, and a group of DGA officers and members, at a three-hour meeting at which Mr. Sidney assured the Negro group officials that DGA will do everything possible to insure the proper portrayal of the Negro in television and the movies.

Charles Boren, executive vice president of the Association of Motion Picture Producers, who also attended the meeting, reported on recent improvements in job opportunities for Negroes in Hollywood. "In the past two months,"

he said, "the number of Negroes registered at Central Casting has increased from 45 to 106 and we have told them to register 25 more. The studios have ordered their people wherever possible to use more Negroes in motion pictures and on television. We can do a great deal here to alleviate the racial conflict in this country. It is a long and hard job but we must see it through," he concluded.

AP radio-TV board elects officers

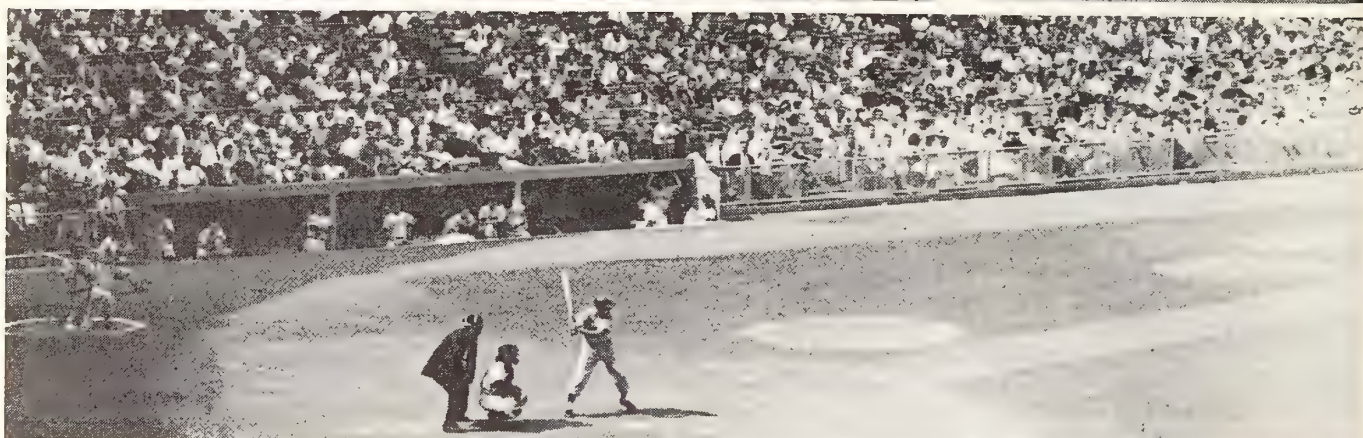
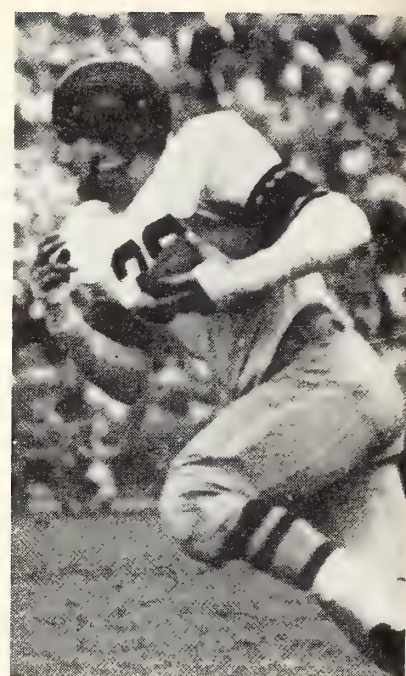
The AP Radio and Television Association board of directors, meeting last week in New York, voted to retain the existing schedule of expanded five-minute news summaries on the AP broadcast news wire. The service reaches approximately 2,400 radio and TV stations. The board's decision followed a report by a fact-finding committee, which said that 35% of 700 stations that answered a survey voted for retention of the expanded summaries.

The fact-finding committee also reported that returns from another survey showed that sports scripts are the most widely used features on the AP broadcast wire. On the basis of the feature survey, the board urged that all existing daily features should be retained, and it recommended that further studies be made in regard to the content of market scripts.

The board also recommended that the AP broadcast desk experiment with a compromise solution concerning the use of datelines on individual items in news summaries.

Directors of the association at the meeting were Ken Nybo, KBYM Billings, Mont.; Paul Adanti, WHEN-TV, Syracuse; retiring association president Dwight Martin, WDSU New Orleans; F. O. Carver, WSJS Winston-Salem, N. C.; Jim Bormann, WCCO Minneapolis; Carl Lee, WKZO-TV Kalamazoo, Mich.; Tom Eaton, WTIC Hartford; AP radio-TV news editor John Aspinwall; Jim Howe, WIRA Fort Pierce, Fla.; Louis J. Kramp, AP assistant general manager; Joe Cleary, WESB Bradford, Pa.; Tom Bostic, KIMA Yakima, Wash.; new president Bob Schmidt, KAYS Hays, Kan.; John Thompson, KRCA(TV) Los Angeles; Dave Kelly, KDKA-TV Pittsburgh; Dan Kops, WAVZ New Haven, Conn.; Gene Shumate, KRXX Rexburg, Idaho, and Frank Gaither, WSB Atlanta.

Messrs. Eaton, Lee, Carver and Thompson, were elected vice presidents for their districts. Mr. Kramp was named secretary and Mr. Aspinwall was re-elected assistant secretary. Robert Booth, AP treasurer, was re-elected treasurer of the radio and television association.



Sports hottest network item

ADVERTISERS STANDING IN LINE FOR MORE AS ANNUAL HOURS TOP 1,000

How many viewers will tune in to watch a duck-calling contest in Stuttgart, Ark?

The contest could turn up on TV screens in prime time as part of a network sports program. The networks think enough people will tune in to make it worthwhile, and they have no concern about the advertisers, waiting in the wings to gobble it up.

What this example points up is what one network official calls the "hottest" item on network TV today—sports programming.

For all the competition in news programs, westerns, detective shows, situation comedies and documentaries, there is no fiercer competition than the "utter demand" for sports.

Hunt Is On ■ Carl Lindemann, newly appointed vice president of NBC Sports, told BROADCASTING last week that what this network competition has come to is

a search for "obscure events in remote areas" (WEEK'S HEADLINERS, page 10).

A few years ago it was live baseball, football, basketball, boxing, horseraces, tennis and hockey. Sprinkled in were filmed golf and bowling matches, and assorted skiing, skating and mumblety peg contests.

Today all boundaries have been crossed. Baseball, football, and boxing are still on live along with major golf events. Except in Canada and Northern U. S. states, hockey has gone by the boards—for the time being—and the filmed or taped events now include the Soap Box Derby, Little League World Series and bridge tournaments.

The trend toward more sports programming during the past six years may turn into an even greater boom in the next few years. The networks, two of them carrying their heaviest sports loads in history, are hanging "sold out" signs

on many of their choice sports offerings, and one official commented that some sponsors are even trying to buy out other sponsors for preferred spots.

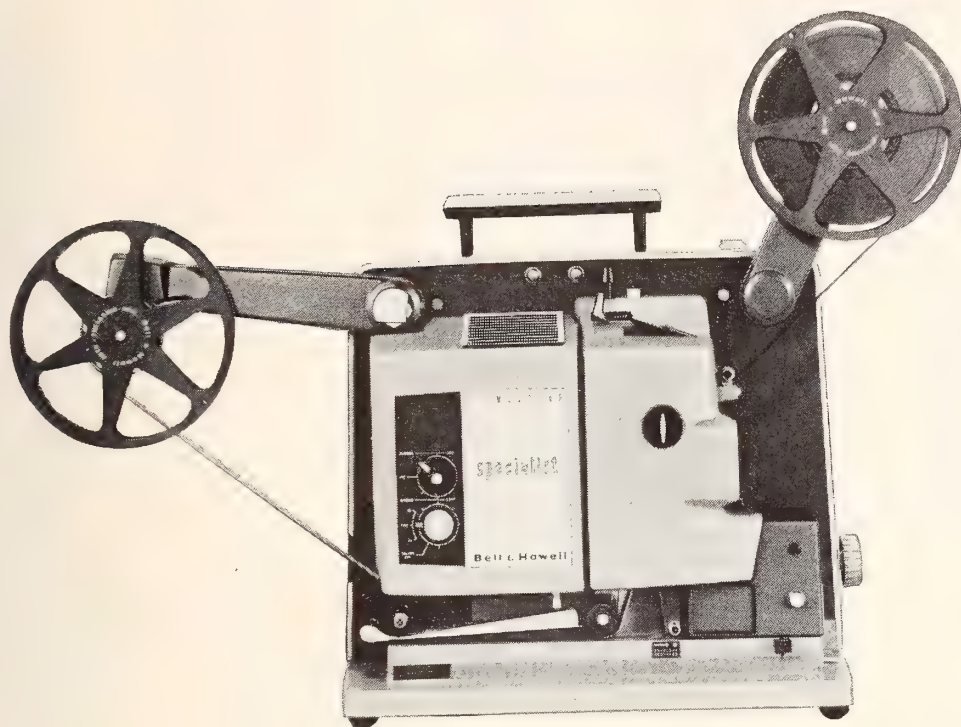
All Are Interested ■ For the current season CBS leads in quantity of sports programs with 338 hours already on the books. NBC, the one-time leader, has 288 hours set and ABC is set for a new high of 275 hours. This means that of the 11,630 hours programmed by the networks this year, 1,051 hours or 9.03% will be devoted to sports.

And the figure could increase before the season ends.

The signs of growth are everywhere. Chet Simmons, vice president and general manager of ABC's sports arm, Sports Programs Inc., said the public is "insatiable" in its demand for sports. The biggest problem, he noted, was finding time to carry it all.

William McPhail, vice president of

(DO YOUR MEN HATE TO SHOW YOUR 16MM SOUND FILMS)



NEW WAY FOR YOU TO GET THE WORLD'S ONLY COMPLETELY
AUTOMATIC-THREADING 16MM SOUND PROJECTOR...

LEASE IT FOR ONLY \$24 A MONTH!

Ever had the feeling your sound films aren't getting seen? Could be your men have been embarrassed by outdated equipment that's hard to work, makes them (and your company) look bad. Here's how to settle that problem, for good.

Ask for a demonstration of the new Bell & Howell 550 Specialist AUTOLOAD Filmosound . . . the one and only

sound projector anywhere to thread itself completely . . . automatically. Even better, the AUTOLOAD watches every inch of film during projection. You'll never lose your audience because of garbled sound or pictures. Sound system is full-range . . . engineered to handle the largest theater, the smallest conference.

LEASE THE AUTOLOAD...BENEFIT STILL MORE WAYS!

- Benefit from FREE maintenance. FREE delivery anywhere in the United States. You just replace projection lamps, tubes. That's absolutely all.
- You take on no capital investment. What's more, you'll find leasing the AUTOLOAD may easily cost you less than you've been spending on rentals.

Fill out the coupon, ask for a demonstration of the world's only completely automatic-threading 16mm sound projector. Your film messages are expertly done . . . the AUTOLOAD will help add to their effectiveness . . . automatically.

Bell & Howell

Bell & Howell products are available in Canada through Canadian dealers/Specialist, AUTOLOAD, Filmosound are trademarks of the Bell & Howell Company

Bell & Howell

Department B-9
7100 McCormick Road
Chicago 45, Illinois

Dear Sirs: Send me details of your special Bell & Howell 550 Specialist AUTOLOAD Filmosound Lease Plan.

___ Send me information about 24-month lease plan.
(12-month plan also available)

___ Arrange for a demonstration as soon as possible.

NAME _____

POSITION _____

COMPANY _____

CITY _____ STATE _____ ZONE _____



'Man Named Mays' is latest sports entry

Sports may never replace sex entirely but NBC-TV will make an attempt of sorts next Sunday when it dangles *A Man Named Mays* before the armchair athlete. In opposition on CBS-TV, 10-11 p.m. EDT, will be *Elizabeth Taylor in London*, the color special by Television Productions of America, New York [BROADCASTING, Sept. 16].

The baseball special, built around the career of the San Francisco Giants center fielder, will also feature figures associated with Willie Mays's career: baseball's Casey Sten-

gel, Leo Durocher, Horace Stoneham, Alvin Dark, Bobby Bragan and Ed Montague.

Responsible for the sports show that will compete with Miss Taylor is Lee Mendelson Film Productions, San Francisco, making its first network offering. Lee Mendelson is a former writer and producer for KPIX(TV) San Francisco. He was associated with the station's 1963 Peabody Award-winning programs "San Simeon" and "The Bridge Builders," cited as "best locally produced television programs."

CBS Sports, called the sports picture "very, very healthy." And Mr. Lindemann said that it won't be too long before major sports make a move into the previously sacred prime-time hours.

Through all the optimism, however, the caution signals were up in two areas:

- The continued upward spiral of costs.

- The possible intrusion of pay TV into the network sports prosperity.

When NBC paid \$926,000 last spring for the rights to telecast the National Football League championship game, what was left of the medium-priced era came to a sudden halt.

The price became an all-time high for not only a single sports program, but also for any single television show.

CBS-TV's \$10.2 million two-year pact with the National Collegiate Athletic Association for college football games ends this year, as does the network's \$9.3 million two-year contract for the NFL's regular season games.

ABC-TV still has the American Foot-

ball League through 1964 under its \$10 million five-year contract.

But where will it go from there?

Mr. McPhail said the current cost per thousand for sports shows "just doesn't make sense." And one advertiser closely related to sports buys in recent years commented that "were it not for our history as a sports advertiser, it would be a difficult decision for us to enter sports now in view of current costs."

The cost spiral can be traced to several factors, one of them crystal clear. One executive said network bidding for sports events has taken the form of dowagers bidding at auctions. "They don't care what it costs, they just want it."

Outdistanced ■ In the open bidding for the NFL championship game, NBC's \$926,000 far outdistanced the CBS offer of \$650,000 and was way beyond CBS's 1961-62 two-year contract of \$615,000. The bidding was so high that ABC and Sports Network didn't even bother to take part.

A more recent example is the bidding

for the U. S. Olympic Trials, won by ABC with a bid of \$411,000 plus a guarantee of \$250,000 to the Olympic Fund. The lone opponent was NBC, which bid \$300,000. CBS stayed out of this one.

Mr. Lindemann commented "this type of bidding just doesn't make sense. All they [ABC] are going to do is build up the audience for our coverage of the Summer Olympics from Tokyo."

NBC was successful bidder for the Tokyo Olympics and ABC won the rights to the Winter Olympics from Innsbruck, Austria.

On another occasion, ABC two years ago found itself without a major post-season college football game and "went shopping." It wound up taking the Orange Bowl game away from CBS-TV with a three-year contract reported at \$205,000-a-year for rights, plus \$50,000 for coverage of the Orange Bowl parade, regatta and other festivities. Now, according to Mr. Simmons, ABC is "going after" the Bluebonnet Bowl game, currently on CBS.

Advertisers Anxious ■ But even though advertisers have been grumbling about costs, none seems to want to be the one who loses his chance to sponsor a major sports event.

Mr. Lindemann noted that "many more advertisers are looking for sports. It's one of the last areas of real, live TV and while there are known audience levels of big events" many want in "regardless of ratings" because sports audiences are the people they say they want to reach.

The prospects of public acceptance and continued advertiser interest are still at enough of a peak for the National Basketball Association, in conjunction with Sports Network, to seek clearances on stations for the NBA's Thursday night games.

Dropped by NBC on Saturday afternoons two years ago, the NBA will first clear stations in the eight league cities (probably nonnetwork stations). An official at one network said he expects the project to grow beyond that nucleus into other cities—the beginning of the move to prime time.

But what of pay TV?

No one has a pat answer to that question. All admit that they are weary of pay television and what it can do to the sports programming on the networks. However, most consider any strong influence from pay TV to be at least three years away.

Western Effort ■ The pay television sports venture on the West Coast is to start next year with Subscription Television Inc. (BROADCASTING, Aug. 26). Its first fare will be baseball games of the Los Angeles Dodgers and San Francisco Giants.

But among baseball men the feeling about pay television is more than a

little mixed.

Gabe Paul, general manager of the Cleveland Indians, said he has talked with "the pay TV people" and wants to talk to them again "to see what they have to offer." Pay television, he thought, could succeed in Cleveland.

Calvin Griffith, owner of the Minnesota Twins, wasn't as optimistic. In his thinking, pay TV could succeed "only in thickly populated areas like New York, Los Angeles or Chicago" and with specials such as the World Series and All-Star Game.

While there are comments from both sides of the pay TV fence, there is a measureable note of dissatisfaction with the weekend baseball games carried by CBS and NBC and the fact that only a handful of the 20 major league clubs share in the money.

As it stands now, with CBS and NBC dealing with individual teams in setting up their weekly game schedules, complaints have arisen among some baseball executives that the New York Yankees have been receiving a disproportionately large share of the TV baseball exposure and cash.

Contracts For A Year ■ This is not a new complaint. But this is the year that someone may attempt a solution. The network pacts with the teams are for one year—with the lone exception of the Yankees who have a three-year contract with CBS which will terminate in 1964.

Network executives expect to be on hand at the interleague winter meeting in Los Angeles in early December, and hope to come up with answers for the baseball men's questions.

The networks have maintained that signing of individual teams or signing of league contract, as is the case in pro football, is a matter for baseball to answer.

Contrary to some reports, it is believed, according to major league baseball counsel Paul Porter, baseball leagues are at liberty to negotiate contracts with the networks, as the NFL and AFL now do in football. Under such a plan, all teams in a league would presumably receive equal shares of the TV revenues, as is now practiced in the two football leagues.

However, ABC's Simmons expressed some misgivings about bidding for baseball on the same basis as football. "There are too many blackouts now in baseball," he said, adding that cities in which baseball is blacked out far outnumber those in football.

Pay TV Is Problem ■ On the football front, the networks are more concerned about pay TV jumping in. Pro football works as a unit and if the money is right, there is a noticeable feeling that the networks could easily lose their biggest major sport.

But as Mr. Lindemann pointed out,

when the NFL opens its bidding at the end of the season "we're going to be in there with both feet."

While they have the interest in baseball, there is no one in network sports programming who downgrades the power of pro football to attract big audiences and a surplus of advertisers (BROADCASTING, Aug. 19).

Increased sports programming has had a favorable effect on weekend daytime network billings, according to Television Bureau of Advertising figures. Since 1957, Saturday-Sunday daytime billing has increased 104.5% compared to a total network increase of 54.7%.

Aside from the major sports items, the drive to find the obscure, the little-publicized, the specialty sports is reaching a fever pitch.

Sports Network, expanding its coverage this year to include for the first time swimming and track and field events, will also carry NCAA tournament, National and American League hockey, PGA winter golf, jai alai, horse-racing, skiing and spring baseball.

The competition on "secondary" sports has been evident among ABC with its *Wide World of Sports* on Saturday and CBS with *Sunday Sports Spec-*

tacular. On Saturday, Jan. 4, NBC will offer *NBC Sports Special*.

The armchair golf addict will continue to get his fill of big men chasing a little white pellet on all three networks. And present plans call for a bigger role in the future for bowling, with competition for ABC's *Professional Bowler's Tour*.

Where will it end? That's anyone's guess.

But on Jan. 1, 1949 the Rose Bowl game was sold on TV for the first time for \$100,000. Today, the only bowl still up for sale is the Junior Rose Bowl on Dec. 14 on NBC-TV.

AFL's success on TV means court loss to NFL

The American Football League has lost a second round in its \$10 million antitrust suit against the National Football League.

The United States Fourth Circuit Court of Appeals, in Baltimore, upheld last week a lower court ruling that the NFL had not attempted to impede the formation of the AFL in 1960.

Through the 1964 season, ABC-TV holds exclusive rights to AFL games.



Stripper admits she can't fight night ball

Sports has replaced sex, at least in the opinion of one of San Francisco's ecdysiasts (stripper to you), who blames the demise of her profession in the Bay City on "night baseball," not TV.

The complaint came from Laura Eden, Miss Hollywood (r), as she spoke with Hillard Rose, reporter for KCBS San Francisco, as the sta-

tion covered the closing of this cultural institution.

Backstage at the President Folies Theater, San Francisco's only burlesque house, the strippers were bemoaning their fate and the fact that the whistles and cheers of the future will go to those working under the arc lights and not the blue spotlights.

BENNY TO GO HOME TO NBC

After 15-year run on CBS radio and TV networks, comedian to return to scene of his broadcast start

Jack Benny, who left NBC in the beginning of 1949 to join CBS in a \$2,260,000 capital gains transaction, is returning to NBC in the fall of 1964 with a program on the television network.

The announcement of Mr. Benny's plans was made last Wednesday (Sept. 25) by NBC Board Chairman Robert W. Sarnoff who said it was a "privilege to announce his return to NBC, and we look forward with pleasure to another long association with Jack and *The Jack Benny Show*." The new NBC contract was negotiated with J. & M. Pro-

services of Mr. Benny.

The Benny program on CBS-TV is seen Tuesday, 9:30-10 p.m. EDT, under sponsorship of the General Foods Corp. and State Farm Insurance Co. Following the NBC announcement, an official of State Farm Insurance reported the company would be a co-sponsor of the Benny show on NBC-TV, although the network has not announced a program day or time. The agency for State Farm Insurance is Needham, Louis & Brorby, Chicago.

It was no secret that Mr. Benny was displeased with the scheduling of his

late 1940's. Starting with *Amos 'n' Andy* in 1948, CBS lured Mr. Benny, Edgar Bergen and Red Skelton away from NBC later that year or in early 1949 (BROADCASTING, Nov. 29, 1948 et seq.).

In the cases of Mr. Benny and *Amos 'n' Andy*, CBS held out the attraction of capital gains benefits to the performers. The \$2 million *Amos 'n' Andy* deal was approved by the Internal Revenue Service on the basis that they were selling "characterizations." Mr. Benny received \$2,260,000 in a transaction approved by the IRS on the basis that he was selling a company that produced other programs and a motion picture.

In a reminiscent mood in 1956, Mr. Benny told a BROADCASTING editor in a special interview that the reason he moved from NBC to CBS was to "make some money like everyone else would like to make." He said he had been "happy" at NBC and the "deal was strictly business" (BROADCASTING, Oct. 15, 1956).

Mr. Benny started on NBC with his own radio show in 1932 and remained there continuously until January 1949 when he shifted to CBS. He began on CBS-TV in 1950 as the star in four shows, and increased his appearances gradually until 1960 when he became a weekly regular.

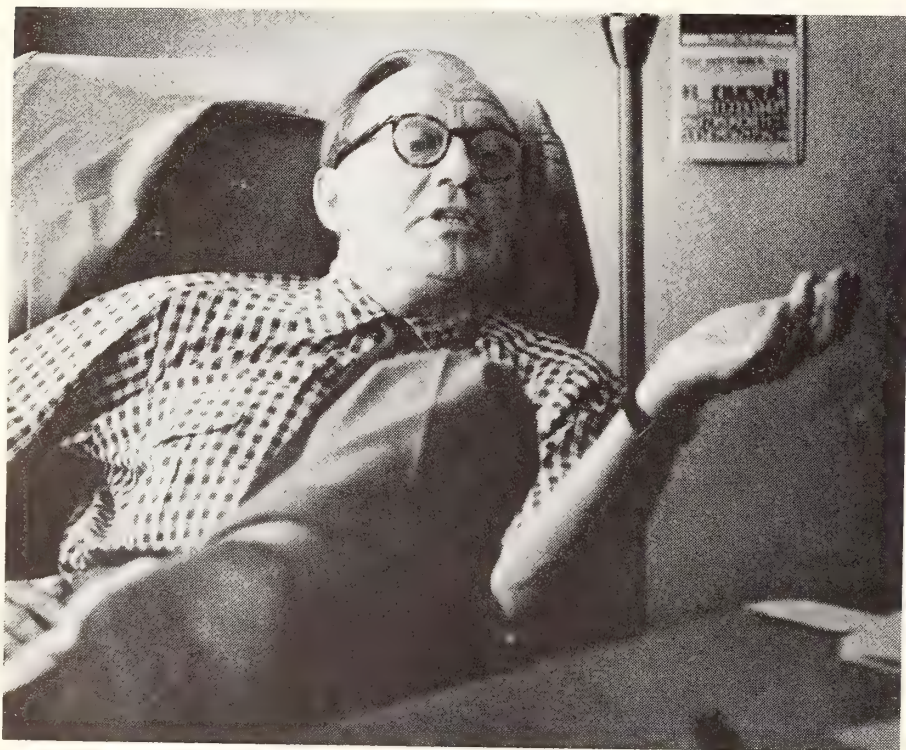
NBC sources said the network had no intention of conducting a "raid" on CBS talent.

Four stations sign for Latin baseball

Four radio stations have been signed to broadcast the first Latin American players' baseball game to be held on Oct. 12 at the Polo Grounds in New York, and negotiations are continuing to add other radio-TV stations to the lineup.

Sports announcer-producer Guy Le Bow, who is handling arrangements for the contest in which Latin American stars from the National and American Leagues will play, reported last week that the following stations have signed for the broadcast: WADO New York; KDET Tucson, and KIFN Phoenix, both Arizona, and KIPN Pueblo, Colo. Philip Morris cigarettes and Schlitz Brewing Co. will sponsor the game over WADO. The game's play-by-play will be broadcast in Spanish.

Mr. Le Bow has appointed National Time Sales to represent his company, Pan-Video Productions Inc., New York, to obtain additional radio and TV stations in this country for coverage of the game and Fremantle International to sign stations outside the U. S. Mr. Le Bow noted that plans call for live broadcasts to some cities and by delayed tape to others.



ductions Inc., owned largely by the comedian and, in part, by Revue Productions, a subsidiary of MCA Inc.

The length of the contract and its financial terms were not divulged.

CBS had no official comment on the development, but one source close to the network said Mr. Benny is completing the final year of a two-year contract. He claimed the network had an option to renew the pact for another year, but CBS elected not to exercise the option on the performer's services.

Past Peak? ■ The reasoning at CBS seemed to be that Mr. Benny, who will be 70 next February, is past his peak. With a strong lineup of name personalities in its fold, including Jackie Gleason, Danny Kaye, Lucille Ball, Danny Thomas, Phil Silvers and Judy Garland, CBS feels it can forego the

program this year in a time slot following a new series, *Petticoat Junction*. Last season his program followed the popular *Red Skelton Show* but this year CBS-TV moved the Skelton presentation ahead a half hour without moving up Mr. Benny's show. Earlier this year, Mr. Benny protested the change, but the network was not swayed.

CBS sources noted that although Mr. Benny's nighttime show is leaving the network, his program may be viewed in daytime hours for several years to come. As part of an earlier contract, the network has a five-year lease on 110 *Jack Benny Show* films that it may use for daytime reruns.

Raids Of 40's ■ Mr. Benny was one of the central characters in the so-called "talent raid" by CBS upon NBC in the

Competition tightens as new shows premiere

CBS-TV WEDNESDAY COMEDY BLOC CONTINUES STRONG

ABC-TV continued its first week splash with strong showings in Trendex 26-city overnight reports on Friday and Saturday (Sept. 20-21). But in the second week which began Sunday (Sept. 22) some of the network's entries dropped beneath their opening figures.

CBS-TV and NBC-TV began their major unveilings on the 22d and the results showed viewers will give the first show of a new season a try.

ABC-TV's *Combat* and *Fugitive* on Tuesday nights were still at the top of their time slots. On Wednesday night, CBS-TV showed the new versions of *Beverly Hillbillies* and *Dick Van Dyke*, and *Ben Casey* which ABC-TV had moved into the time slot finished second in both half hours.

NBC-TV had its strongest showing Sunday night when it took honors from 7:30-10:30 with *Walt Disney*, *Grindl*, *Bonanza* and the first half of *DuPont*.

The parenthetical symbols indicate whether the program is new. "N" indicates a series new to the season; "NP," new programming in an existing series; "NT," new time period; "R," rerun. For earlier reports see BROADCASTING, Sept. 23.

Friday, Sept. 20

	Rating	Share
7:30		
ABC—77 Sunset Strip (NP)	12.0	29.1
CBS—Rawhide (R)	9.2	22.3
NBC—International Showtime (NP)	12.3	29.9
8:00		
ABC—77 Sunset Strip (NP)	14.2	31.2
CBS—Rawhide (R)	10.9	24.2
NBC—International Showtime (NP)	13.5	29.7
8:30		
ABC—Burke's Law (N)	20.0	41.4
CBS—Route 66 (R)	7.5	15.6
NBC—Sing Along With Mitch (R)	14.7	30.4
9:00		
ABC—Burke's Law (N)	24.4	50.8
CBS—Route 66 (R)	6.2	13.0
NBC—Sing Along With Mitch (R)	14.5	30.3
9:30		
ABC—Farmer's Daughter (N)	16.5	34.0
CBS—Hedda Gabler (Special)	13.4	27.6
NBC—Harry's Girls (N)	13.5	27.8
10:00		
ABC—Fight Of The Week (N)	7.4	15.1
CBS—Hedda Gabler (Special)	14.7	30.0
NBC—Jack Paar (NP)	19.6	39.9
10:30		
ABC—Fights/Make That Spare (NP)	8.1	19.7
CBS—Hedda Gabler (Special)	10.3	25.1
NBC—Jack Paar (NP)	18.9	46.2

Saturday, Sept. 21

7:30		
ABC—Hootenanny (NT-NP)	10.3	23.4
CBS—Lucy-Desi (R)	12.5	28.3
NBC—The Lieutenant (N)	13.4	30.4
8:00		
ABC—Hootenanny (NP)	11.5	26.4
CBS—Lucy-Desi (R)	15.4	35.4
NBC—The Lieutenant (N)	13.8	31.7
8:30		
ABC—Lawrence Welk (NT-NP)	16.9	32.1
CBS—The Defenders (R)	14.7	28.0
NBC—Joey Bishop (NP)	15.9	30.3

Rating Share

10:30		
ABC—Jerry Lewis (N)	15.9	33.3
CBS—Gunsmoke (R)	14.6	30.5
NBC—Movie (NP)	15.2	31.8

Rating Share

9:00		
ABC—Lawrence Welk (NT-PT)	16.8	31.7
CBS—The Defenders (R)	12.1	22.9
NBC—Movie (Seven Year Itch) (NP)	21.3	40.1
9:30		
ABC—Jerry Lewis (N)	20.1	37.6
CBS—Have Gun, Will Travel (R)	8.2	15.4
NBC—Movie (NP)	20.4	38.2
10:00		
ABC—Jerry Lewis (N)	21.8	41.0
CBS—Gunsmoke (R)	11.2	21.0
NBC—Movie (NP)	18.6	34.9

Sunday, Sept. 22

7:30		
ABC—Jaimie McPheeters (N)	9.5	21.0
CBS—Dennis the Menace (R)	13.7	30.3
NBC—Walt Disney (R)	17.1	37.9
8:00		
ABC—Jaimie McPheeters (N)	14.6	30.0
CBS—Lincoln Center (Special)	9.9	20.5
NBC—Walt Disney (R)	19.9	41.1
8:30		
ABC—Arrest and Trial (N)	16.7	31.9
CBS—Lincoln Center (Special)	10.6	20.3
NBC—Grindl (N)	19.7	37.7



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WHEC RADIO



ROCHESTER, NEW YORK

	Rating	Share
9:00		
ABC—Arrest and Trial (N)	17.8	33.7
CBS—McCoys (R)	8.2	15.6
NBC—Bonanza (NP)	24.3	46.2
9:30		
ABC—Arrest and Trial (N)	18.2	36.9
CBS—GE True (R)	7.1	14.4
NBC—Bonanza (NP)	21.2	43.1
10:00		
ABC—100 Grand (N)	12.6	25.7
CBS—Candid Camera (R)	17.0	34.1
NBC—DuPont Show (NP)	17.1	34.3
10:30		
ABC—ABC News Reports (NP)	3.2	8.1
CBS—What's My Line (NP)	19.7	50.1
NBC—DuPont Show (NP)	13.8	35.0

Monday, Sept. 23

7:30		
ABC—Outer Limits (N)	12.9	27.0
CBS—To Tell the Truth (NP)	17.3	36.3
NBC—Mon. Night Movie (David & Bathsheba)	13.8	29.0
8:00		
ABC—Outer Limits (N)	16.5	30.8
CBS—I've Got a Secret (NP)	16.1	30.0
NBC—Movie (NP)	15.5	28.9
8:30		
ABC—Wagon Train (NP)	15.7	29.6
CBS—Vacation Playhouse (NP)	17.5	33.0
NBC—Movie (NP)	15.1	28.6
9:00		
ABC—Wagon Train (NP)	16.3	27.2
CBS—Opening Night (Special)	25.1	41.9
NBC—Movie (NP)	16.0	26.6
9:30		
ABC—Wagon Train (NP)	15.1	26.9
CBS—Opening Night (Special)	24.4	43.5
NBC—Art Linkletter (NP)	14.5	25.9
10:00		
ABC—Breaking Point (N)	13.8	26.8
CBS—East Side, West Side (N)	17.5	34.1
NBC—Mitch Miller (NT-NP)	16.2	31.6
10:30		
ABC—Breaking Point (N)	17.0	34.2
CBS—East Side (N)	18.3	36.9
NBC—Mitch Miller (NT-NP)	10.9	22.0

Tuesday, Sept. 24

7:30		
ABC—Combat (NP)	13.8	35.2
CBS—Dillon (R)	9.3	23.7
NBC—Mr. Novak (N)	13.1	33.4
8:00		
ABC—Combat (NP)	16.2	31.5
CBS—Skelton (NP)	17.7	34.4
NBC—Mr. Novak (N)	11.9	23.2
8:30		
ABC—McHale's Navy (NP)	17.4	32.7
CBS—Skelton (NP)	20.4	38.3
NBC—Redigo (N)	11.3	21.2
9:00		
ABC—Greatest Show on Earth (N)	12.9	24.6
CBS—Petticoat Junction (N)	21.9	41.7
NBC—Richard Boone (N)	14.3	27.2
9:30		
ABC—Greatest Show (N)	16.4	30.6
CBS—Jack Benny (NP)	19.1	35.6
NBC—Richard Boone (N)	15.5	28.9
10:00		
ABC—Fugitive (N)	17.1	36.0
CBS—Garry Moore (NP)	15.5	32.6
NBC—Andy Williams (NP)	12.1	25.5
10:30		
ABC—Fugitive (N)	16.4	39.6
CBS—Garry Moore (NP)	10.9	26.3
NBC—Andy Williams (NP)	12.2	29.5

Wednesday, Sept. 25

7:30		
ABC—Ozzie & Harriet (NT-NP)	15.0	41.8
CBS—CBS Reports (NP)	4.1	11.4
NBC—Virginian (NP)	14.2	39.5
8:00		
ABC—Patty Duke (N)	18.1	42.8
CBS—CBS Reports (NP)	4.7	11.1
NBC—Virginian (NP)	14.5	34.3

	Rating	Share
8:30		
ABC—Price Is Right (New on Net)	16.9	33.6
CBS—Glynis (N)	12.9	25.6
NBC—Virginian (NP)	15.7	31.2
9:00		
ABC—Ben Casey (NT-NP)	17.7	34.0
CBS—Hillbillies (NP)	24.9	47.9
NBC—Kraft Theater (N)	6.8	13.1
9:30		
ABC—Ben Casey (NT-NP)	19.0	38.0
CBS—Van Dyke (NP)	22.1	44.2
NBC—Kraft Theater (N)	6.3	12.6
10:00		
ABC—Channing (N)	13.7	27.4
CBS—Danny Kaye (N)	22.8	45.6
NBC—Eleventh Hour (R)	9.1	18.2
10:30		
ABC—Channing (N)	11.0	25.5
CBS—Danny Kaye (N)	17.5	40.6
NBC—Eleventh Hour (R)	11.3	26.2

CULTURE WATCHERS

NBC research shows heavy viewers watch the most

Contrary to what television's critics say, it is the "heavy" rather than the "light" viewer who watches the most information programming on TV. The "light" viewer watches more entertainment programming.

This answer to a widely held contention—that people in the better educated, higher income groups are "light" viewers and that light viewers watch only culture and information—was offered last week by Robert W. Sarnoff, board chairman of NBC, in one of his "letters" to TV-radio editors.

Mr. Sarnoff said Dr. Thomas E. Coffin, NBC director of research, tested the popular concept in studies reported to the American Association for Public Opinion Research. Dr. Coffin divided viewers into five groups ranging from those who watched least to those who watched most.

"In the heaviest viewing quintile," Mr. Sarnoff said, "the number who watched one or more of a selected group of entertainment programs was 31% greater than the number who watched any of a group of information presentations.

"But as you might not expect, among the lightest viewers the gap in preference for entertainment over information was far greater. In this group 73% more watched entertainment than had watched any of the information programs."

Another analysis by Dr. Coffin showed that information shows represented 33% of the heavy viewers' TV diet, but only 25% of the light viewers' fare.

More Research ■ Mr. Sarnoff also cited an American Research Bureau analysis showing that in a specific week, 62% of the heavy viewers watched "talk" programs, whereas only 21% of the light viewers watched this type of show.

Cross-analyses were made, Mr. Sar-

noff said, "but the same answer always came back: the light viewer watches less informational programming—both in absolute and in relative terms—than the dyed-in-the-wool fan. Concomitantly, the light viewer watches proportionately more entertainment than the heavy viewer."

The NBC chairman cited a CBS-financed study, *The People Look at Television*, as showing that while higher-educated viewers profess a yearning for informational programming and a distaste for entertainment shows, in practice they tend to choose entertainment.

Mr. Sarnoff said his own theory was this:

"The light viewers are people who have developed a wide range of resources for filling their leisure hours and pursuing their intellectual interests. Television, not necessarily through any failing of its own, is less important in their general scheme of things. They turn to television, as do most people, chiefly for entertainment, but since they do less viewing they are less aware of the scope and diversity of programming available to them consequently they are less selective than the habitual viewers in the use of their television sets.

Mark Century plans 2d radio seminar

"Radio Today: Survival of the Fittest" will be the theme of Mark Century Corp.'s second programming seminar, which will be held Oct. 23 at Hampshire House, New York. Mark Century, which produces "Radio a la Carte," has opened the meeting to all broadcasters.

Members of the seminar's panel will include John Thayer, vice president and general manager of WHK Cleveland, who will speak on "Public Service and Its Use in Gaining Both Audience and Image"; Joe Somerset, vice president of Capital Cities Broadcasting (WROW-AM-FM and WTEN(TV) Albany, WKBW-AM-TV Buffalo, WDCD(TV) Adams, Mass., WTVD(TV) Durham, N. C., WPRO-AM-FM-TV Providence, R. I., and WPAT-AM-FM Paterson, N. J.), whose topic will be "The Importance of Consistency in Programming for Today's Radio"; Frank Gay, associate media director of D'Arcy Advertising Co., who is scheduled to speak on "What the Media Director Looks for in Purchasing in Today's Radio Market"; Robert Eastman, president of Robert Eastman & Co., who will discuss "How the Stations Can Aid Their Representative in National Sales," and Mitch Leigh, president of Music Makers Inc., who will speak on "The Importance of the Commercial Sound of Your Station."

Reservations for the luncheon session should be made by Oct. 10. A nominal registration fee will be charged.

CBS IS HELPING OUT Philips entering camera field with small, lightweight tube

North American Philips Co. has announced its entry into the television camera field in the U. S. with the Plumbicon tube developed by its associate Philips Holland. (CLOSED CIRCUIT, July 1.)

The tube, described as constituting a major advancement in meeting TV camera problems of size and light sensitivity, was demonstrated last summer before the European Broadcasting Union in London. It is only 3 centimeters in diameter and 20 centimeters in length as compared to the 4½ centimeters diameter and 20 centimeter length of the standard image orthicon tubes currently used in American television cameras.

CBS, which is acting as adviser to Philips in adaptation of the camera, using the Plumbicon tube for operational control specifications which would make it suitable for use in this country, is reportedly especially interested in the camera's use in color television.

CBS anticipates a color camera approximately the size of a normal black-and-white camera (about 100 pounds) and a black and white camera as light as 40 pounds.

A CBS technician said last week that, when developed, a color camera using the Plumbicon tubes, could be easily transported for on-location shooting in crowds and normally lighted rooms where color cameras have not previously been practical.

North American Philips says the Plumbicon's low noise level makes it especially suited for video-tape recordings and that it provides high quality reproduction of the gray scale, having high sensitivity and low dark current.

The company expects to have the camera on the American market "some time" in 1964.

Sylvania produces new phased array technique

An unusual system of electronically directionalizing satellite communications antennas—so that messages are returned along the same path as the interrogating signal—has been developed by Sylvania Electric Products Inc., a subsidiary of General Telephone & Electronics Corp.

Through the use of a retro-directive phased array technique the system causes the satellite to respond to an earth-station signal along the same path used by the earth station without regard to the position of its transmitting antennas.

This "boomerang" effect, it is pointed out, concentrates the satellite's signal along a narrow beam instead of broad-

TV sales, production show 7-month rise

Although the sale of TV and radio receivers slumped in July, after record breaking numbers earlier in the year, the cumulative sale of TV sets by distributors and TV production continued above the same totals for seven months in 1962.

In July, TV set sales were 448,441

compared to June's 541,810 sets sold by distributors. Radio set sales for July were 698,043 compared to June's 811,923.

Cumulative sales and production figures for TV and radio, reported by the Electronic Industries Association last week:

Period	TV	SALES (with UHF)	Radio	(with FM)
January-July 1963	3,405,249	4,633,713*
January-July 1962	3,173,566	5,721,663
		PRODUCTION		
January-July 1963	3,844,212	(508,928)	9,575,843**	(761,732)
January-July 1962	3,631,910	(303,805)	10,398,695	(527,545)

* Excludes auto radios.

** Includes 4,084,442 auto radios in 1963 period compared to 3,675,423 in 1962 period.

casting it over a wide area. This rifle vs. shotgun approach permits reduced power requirements allowing the system to function with only 1/20th the number of solar cells required by conventional systems. The system also uses tunnel diode transceivers, 100 times more resistant to radiation damage than ordinary transistorized units.

Sylvania developed the system for the Air Force, using the S band (1550-5200 mc).

Ampex has world listing

Ampex Corp., Redwood City, Calif., has issued an eight-page pocket size folder listing over 1,150 Videotape television recorders now in service throughout the world at TV stations, production companies, government and educational installations, industrial and other closed circuit operations, itemized by states inside the U. S. and by foreign countries.

Stations DO Have Personality



LES BIEDERMAN, PRESIDENT

STATISTIC -- The Northern Michigan Grade B Area of WPBN-TV and WTOM-TV lists annual drug sales of \$20,825,000.

ENTHUSIASM -- That's the keynote of OUR Les Biederman, up to his neck in an eager, very vocal push for civic improvements and growth of Northern Michigan.

Les starts campaigning and the public (most of it) joyfully joins in.

The enthusiasm boiling out of this man reflects in his stations. It is an enthusiasm that sells YOUR product.

The PAUL BUNYAN STATIONS

WPBN-TV WTOM-TV WTCM WMBN WATT WATC WATZ

Soren H. Munkhof, Gen. Mgr.
Nat. Rep. - Venard, Torbet and McConnell

Paul Bunyan Bldg., Traverse City
Network Rep. - Elisabeth Beckjorden

BMI, SESAC getting federal once-over

JUSTICE INVESTIGATION OF BMI IS MOVING INTO HIGH GEAR

Two federal agencies have begun looking into the activities of two music licensing organizations as they relate to broadcasting.

The Department of Justice has intensified its years-long investigation of the broadcaster-founded and owned Broadcast Music Inc. Reports were rife in Washington last week that the Justice Department is on the verge of some move against BMI.

The Federal Trade Commission acknowledged it is investigating SESAC. In a letter to Clarence Jones, president of WQJZ St. George, S. C., FTC attorney Anthony J. DePhillips of the agency's Division of General Trade Restraints, said that the FTC was investigating SESAC's licensing practices based on complaints. Mr. Jones has claimed that SESAC coerced him into taking out a license after monitoring his broadcasts (BROADCASTING, July 22).

Gun At BMI ■ The object of the BMI study is simple, yet wrapped up in the complexities of music writing, publishing and licensing: to put the same hobbles on BMI that the American Society of Composers, Authors and Publishers must carry.

Back in 1939, radio broadcasters became dissatisfied with the licensing terms imposed by ASCAP, then the only music licensing group. Refusing to sign any new licenses with ASCAP, broadcasters organized their own licensing organization, BMI. This was the period when "Jeannie with the Light Brown Hair" and other public domain

music became staples for radio broadcasting.

In 1941, ASCAP accepted a consent judgment in a government antitrust suit. Ever since then ASCAP has contended and publicly called for the same treatment for BMI.

The gist of ASCAP's complaints, and it has found champions in other quarters including Representative Emanuel Celler (D.-N.Y.), chairman of the House Judiciary Committee, is that:

- ASCAP is a nonprofit organization; BMI is not.

- An ASCAP member can license users directly without the society's intervention; BMI is not required to do this.

- Membership in ASCAP is open to a music writer who has had at least one song regularly published; BMI is not required to accept any song writer.

- The administration of ASCAP is regulated by the consent decree; BMI is free of this organizational requirement.

- The distribution of ASCAP royalties to members is governed by the use of their music based on objective surveys. Also if a member is dissatisfied with his receipts, he may appeal to a special panel. BMI is not required to follow any specific form in distributing royalties. A writer who is not satisfied with his royalties has no right to appeal to a special panel or impartial board.

- If the user of ASCAP music is not satisfied with the terms of the license offered, he may appeal to the court for a determination which is binding on ASCAP. BMI is not under any such

compulsion, however.

- ASCAP is forbidden to publish the works of any composers; BMI may do so.

- ASCAP is prohibited from offering services to users of its music; BMI not only is free to do this, it services broadcasters and disc jockeys regularly.

One of the major charges made before the House Antitrust Subcommittee during hearings six years ago was that because BMI is broadcaster-owned, radio and TV broadcasters are inclined to be partial to BMI music. Although the evidence on this was primarily charges by witnesses, the committee seemed to accept the allegation, tenuous as it was.

BMI Decree ■ Actually BMI does operate under a consent order, but it is of relatively narrow application. BMI agreed to a consent decree in 1941, soon after it was organized, which prohibits it from discriminating among users.

Because of criticism over the years of network ownership of BMI stock, the networks in 1957 sold their holdings back to the organization. None constituted a significant or controlling share of the BMI stock.

About 10 years ago a group of songwriters affiliated with ASCAP brought a private antitrust suit against BMI, CBS and NBC. Under the name of Songwriters Protective Association they asked \$150 million in damages from BMI, charging that it imposed its music on broadcasters to the detriment of ASCAP songs. The suit, at one time being heard by a master, has never been adjudicated.

In its 1957 report the House Antitrust Subcommittee urged the Department of Justice to "undertake complete and extensive investigation into all phases of the music field . . . to determine whether the antitrust laws have been or are being violated."

Jones Campaign ■ Mr. Jones ran up against SESAC in July when he was, he said, suddenly faced with a demand that he sign a five-year \$20-a-month license to cover SESAC music or face a suit for \$4,200. The suit was based, Mr. Jones said, on a claim by SESAC that it had monitored WQJZ for a month and had found it had played 17 SESAC-licensed songs.

Mr. Jones acceded to the demand that he sign a license contract in return for an agreement by SESAC not to file a suit for purported copyright infringement.

At the same time Mr. Jones com-

ASCAP issues 8-month report

The American Society of Composers, Authors & Publishers had gross receipts of \$25,920,394 in the first eight months of 1963, according to a treasurer's report read by George Hoffman, assistant to the president, Thursday (Sept. 26), at a West Coast membership meeting in Los Angeles. For the full year, Mr. Hoffman estimated, total receipts will be \$37 million.

With expenses of \$4,826,313, \$21,094,081 was left for distribution to members. At the present time, ASCAP membership totals 6,080 active writers and 2,276 active publishers, with 954 nonparticipating members. The nonparticipating writer member class will be eliminated,

President Stanley Adams said, and all writers will become active members if the membership approves an amendment already approved by the society's board.

In his semiannual report, Mr. Adams said that amendments to the U. S. Copyright Act constitute major items in the society's present program. One is an amendment to obtain royalties from music performed on juke boxes; one is to enable ASCAP to collect royalties for all public performance of the works of its members and not just those public performances for profit, and one to make the term of the copyright extend until 50 years after the death of the composer.

McLendon may run

Gordon B. McLendon of Dallas, president of the McLendon stations, said in Washington Thursday (Sept. 26) that he "might possibly" oppose Senator Ralph Yarborough (D-Tex.) in next year's Democratic state primary.

Mr. McLendon noted that he had never been a candidate for political office before. But, he added, "I don't want to run—for personal and business reasons—but so many people have approached me on the subject that I have had to think about it more seriously."

The broadcasting executive said he probably would decide within a month whether to run.

McLendon stations include WYNR Chicago, KLIF-AM-FM Dallas, KILT-KOST(FM) Houston, KTSA San Antonio, KABL Oakland-San Francisco and WYSL-AM-FM Buffalo.

plained to the FTC, the FCC, the National Association of Broadcasters, and his congressional delegation against what he charged was the unfair tactic used by SESAC. He alleged further that SESAC told him it did not have an up-to-date catalogue of its music.

Pending in the Senate is a bill (S 405) introduced by Senator Allen J. Ellender (D-La.) which would remove liability from broadcasters for copyright infringement unless the label of the composition carries information on the holder of the copyright.

In the letter from the FTC to Mr. Jones, attorney DePhillips says: "You are advised that the commission has

been and is presently conducting an investigation of SESAC Inc. involving alleged practices substantially similar to those about which you complain."

Support for Mr. Jone's position was quickly forthcoming from the South Carolina Broadcasters Association. More recently the Florida Association of Broadcasters took a similar position. In a Sept. 6 letter to NAB President LeRoy Collins, Lee Ruwitch, TV director of FAB, said that FAB "thinks it is absolutely disgraceful" that the broadcast industry allows SESAC to force radio and TV stations into paying fees on music that broadcasting "rarely uses." He called on the NAB to "attack this vicious problem before it grows into a major one. . ."

SESAC officials said they were unaware of any FTC inquiry. They have asserted that their operations are not only legal but ethical.

WTIF, WDMG face loss of licenses

Two Georgia broadcasters face the loss of their licenses as the result of charges they attempted to prevent or eliminate competition.

The FCC last week ordered WTIF Tifton to show cause why its license should not be revoked, and designated for hearing the license renewal application of WDMG Douglas.

C. M. Todd is 51% owner of WTIF. B. F. J. Timm owns WDMG and WMEN Tallahassee, Fla., and 49% of WTIF.

The orders call for a consolidated hearing to determine whether Messrs. Todd and Timm attempted to prevent or eliminate competition by wsiz Douglas, which went off the air in 1957.

The issues also include questions of misrepresentations to the commission, unauthorized transfer of control of WTIF from Mr. Todd to Mr. Timm, and whether Mr. Timm has the character qualifications to be a licensee.

Congress agrees on \$6.5 million for ETV

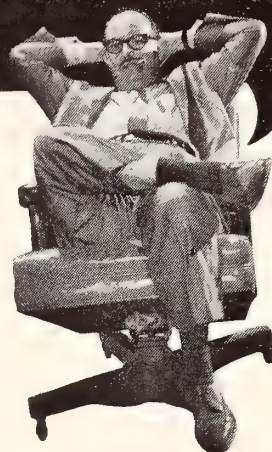
Senate and House conferees agreed last week on a \$6.5 million appropriation to finance federal grants for construction of educational television facilities during fiscal 1964.

The House passed the bill on a voice vote and sent it to the Senate for final action on Thursday (Sept. 26).

The agreement represented a compromise. The U. S. Office of Education had requested \$7 million; the House cut that to \$5 million. The Senate later voted for the original \$7 million request.

A conference group of Senate and House appropriations committee members agreed to restore most of what the House had cut.

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GOT! LET'S
TALK ABOUT
WOMEN!



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*ARB estimate. Feb.-March '63. 9 a.m. to midnight, 7 days a week.

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There is much concern over tall towers

BROADCASTERS UPSET WITH FAA PROPOSAL FOR TV ANTENNA FARMS

Federal Aviation Agency draft proposals for implementing rules affecting tall towers have aroused considerable concern among broadcast industry groups that were given a preliminary look at them. The broadcasters feel the proposals—dealing with antenna farms and with structures affecting aircraft operating under visual flight rules (VFR)—would have serious consequences for television service.

And they raised the question, in comments submitted on the proposals, of whether the FAA requirements are going to override the rules of the FCC or whether an effort will be made to accommodate the conflicting requirements of the two agencies.

The broadcast groups feel the proposals were drawn only with the convenience of aviation interests in mind, without any thought being given to their impact on broadcasting. They said that, if adopted, the proposals would require waiver of FCC rules.

FAA Surprise ■ FAA officials expressed surprise at the broadcaster reaction. They said the proposals were designed merely to stimulate thought and to elicit ideas that might be in-

cluded in a subsequent formal rule-making. The documents originally were intended only for intra-agency use, but were later circulated among representatives of various broadcast and aviation interests for comment.

The proposed criteria for antenna farms indicate that only one farm per community would be allowed, and that the site would be chosen by the FAA. The suggested guidelines for implementing VFR say that, in general, structures above 500 feet in rural areas and over 1,000 feet in congested areas would be presumed to have an "adverse effect" on VFR operations. The only exceptions would be in the case of towers located on antenna farms or in areas where the builder of the structure could prove that planes don't fly on VFR over the proposed site.

Five aviation groups who commented generally endorsed the proposals. The National Pilots Association, however, thought that the rules should provide an additional 100 or 200 feet "leeway" for planes flying VFR.

But the National Association of Broadcasters, the Association of Maximum Service Telecasters, Storer Broad-

casting Co., the National Educational Television and Radio Center and the Association of Federal Communications Consulting Engineers submitted sharp dissents to both sets of proposed criteria.

ABC Favors Farms ■ The only broadcaster comment that didn't express an objection was filed by ABC. The network, however, limited its views to a qualified endorsement of the concept of grouping all antennas in a single farm. It said other factors—such as whether television service would benefit—were matters for FCC determination.

Some broadcast representatives, however, fear that the FCC may never get a chance to assert its jurisdiction in these areas. One Washington attorney said that although the commission has ultimate authority in approving tower proposals, this authority may be more apparent than real.

He noted that a broadcaster must first get approval from an FAA regional office. If he is turned down there, he can take his case to the FAA in Washington and, ultimately, to the FCC. However, as a practical matter, few broadcasters have gone the entire route,

Senate hears folk song recitation

Folk music is a Communist conspiracy "to ensnare and capture youthful minds in the United States as it has so successfully and effectively captivated them abroad," and Congress ought to investigate, according to a resolution passed by the Fire and Police Research Association Inc. of Los Angeles. The resolution, sent to several U. S. lawmakers, provoked Senator Kenneth B. Keating (R-N.Y.) to deliver a tongue-in-cheek speech on the Senate floor Thursday (Sept. 26).

"What I fear," Senator Keating said, "is that such an investigation would stimulate the writing of new folk music making fun of congressional investigations. This shows how devious the Communists really are."

Noting that he was "stunned by the revelation that folk music is part of the Communist arsenal of weapons," the senator said he realized that folk music "is grounded in movements of political, economic and social unrest." But, he continued, "I did not expect to find . . . a pattern of tribute and praise to such symbols of orthodoxy as the

gold standard, the oil depletion allowance and the standing rules of the U. S. Senate. . . .

"Thank goodness . . . that we have a Constitution—that it protects the

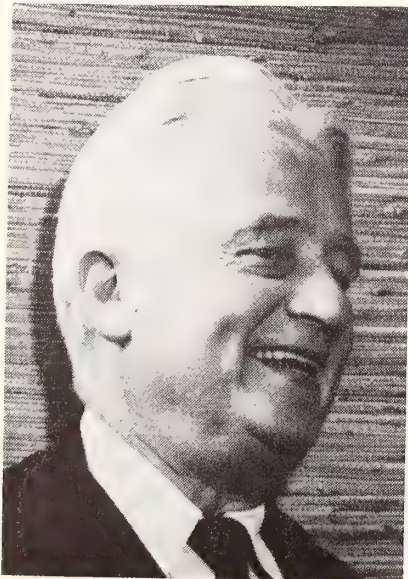
right of everyone to sing out as well as speak out whenever the spirit moves him," Senator Keating continued.

"This resolution is but another demonstration of the absurd lengths to which the amateur ferrets of the radical right will go in their quixotic sallies against the Communist menace. . . . I for one have every faith—in the words of that inspiring song—'We Shall Overcome,'" the senator said.

Sketching the "basic cultural factors operative in the folk music field," Senator Keating added that "no one could possibly imagine the members of the board of directors of General Motors sitting around a conference table composing ditties in honor of defense contracts. . . ."

The Senator recited lyrics from some of the nation's traditional folk music, much of it encouraging activities not necessarily in line with accepted lawful American custom.

An example: "My daddy he made whiskey/My granddaddy did, too/We ain't paid no whiskey tax/Since 1792."



Senator Keating
Folk song reciter

Senate passes FCC bills

The Senate passed two noncontroversial FCC-requested bills last week and sent them to the House. The bills, S-1005 and S-1193, were not opposed during a hearing of the Senate Commerce Committee (BROADCASTING, Sept. 9).

S-1005 would speed up the FCC's procedure in processing applications for short-term authorizations by exempting them from a provision that they must be on file for 30 days before the commission can act.

S-1193 would require parties in interest in matters before the commission to show their intention to intervene not more than 30 days after publication of the hearing issues. Such parties now may show their interest up to 10 days before the start of a hearing.

and the commission has never overruled the FAA on a tower question.

FCC Help Needed ■ As a result, some broadcast industry representatives hope the commission will assert itself early enough to head off implementation of the proposed criteria as written.

FCC staff members were kept informed by the FAA during the drafting of the proposed guidelines. One of them said last week some of the questions raised by the broadcaster comments might be resolved in future meetings between FCC and FAA staff members.

He said he didn't know whether the commission would comment on the proposals at this point. But he indicated he didn't think the VFR proposals were "realistic."

Neither did the broadcasters.

FAA officials said these criteria were not intended as maximums but as "rule-of-thumb" guides—that towers higher than 500 feet in rural areas and 1,000 feet in congested areas might be approved. However, broadcast industry representatives feel that if the criteria are adopted, the FAA staff will consider them as limits, not guides.

AMST noted that FCC rules permitting 2,000-foot towers in TV Zones 2 and 3 and 1,000-foot towers in Zone 1 are intended to permit broadcasters to provide maximum service to rural areas as well as cities.

And along with Storer, NAB and ACCE, AMST suggested that the FAA rule permitting flights under VFR at 500 feet in noncongested areas is outmoded. They noted that this rule was originally drafted in 1927, when there were no broadcast towers over 500 feet.

Changes Cited ■ The broadcast representatives contended that aviation and

the character of structures have changed considerably in the last 36 years. They said that pilots who, as the FAA document says, feel confident that surface structures won't affect their flight at 500 feet invite "disaster."

AMST said that since the draft VFR criteria don't require adjustments in VFR routes to accommodate broadcasting towers, "the thrust of the draft document is to impose restrictions on the placement of broadcasting towers in order to accommodate VFR flying, without imposing any corresponding restrictions on VFR flying in order to accommodate the placement of towers."

The broadcast industry representatives, in addition, objected to use of the term "adverse effect" rather than "hazard," the term long used by the FAA to indicate whether a structure should be disapproved. They said the "adverse effect" standard could be used to deny applications for towers which might not actually create a hazard to air navigation.

Although all the broadcast industry representatives agreed that antenna farms are desirable, they protested the idea expressed in the FAA proposed criteria that the FAA would have sole authority for determining the most suitable site.

Storer View ■ Storer said "the adoption of such a unilateral policy without consideration of the effect of such a determination upon the broadcasting industry is contrary to the public interest. The establishment of antenna farms should be based upon the mutual need of aviation and broadcasting."

AMST, in addition, said the antenna farm criteria "presupposes" the establishment of only one farm site per community. This would have disastrous effects on FCC mileage separation requirements, the association said.

"In a great many cities, perhaps in most, it would be simply impossible to place the towers for all assigned channels at one location without violating mileage separations for some of those

channels," AMST said.

AMST said the proposal would be particularly burdensome to UHF which, the association said, must contend with "serious siting limitations" because of UHF propagation characteristics.

The comments also expressed opposition to the suggestion that FAA regional offices consider technical and allocations problems in deciding on the location of a farm site. They said these were problems for the FCC, and that the FAA doesn't have the expertise to deal with them.

Worried By FAA Decisions ■ The draft proposals were of particular concern to broadcasters already troubled by what they saw as a sharp reversal of FAA policy on approving tall towers.

They said that, on the basis of actions taken by the FAA Washington office and published in the *Federal Register*, the agency appears to be rejecting virtually every request for a tower of over 1,000 feet. In the 13-month period beginning July 28, 1962, the FAA Washington office turned down 20 of 24 applications for such towers. In the 12-month period the agency acted on 13 such applications, and approved them all.

FAA officials, however, say these figures don't reflect the actions of the entire agency. They point out that the Washington office handles only a small fraction of all tall-structure notices filed with the FAA and that the vast majority are decided in the seven regional offices.

They also say that although no figures are readily available, they "feel" the agency has approved more requests for 1,000-foot-plus towers last year "than ever before." One official recalled from memory about 15 "no-hazard" findings last year that involved towers of over 1,000 feet.

He explained that although the Washington office routinely reviews all requests for towers of over 1,000 feet, it decides only those cases which are particularly controversial and which cannot be settled at a lower level.



FAIRNESS GETS MORE COMPLICATED

FCC 'clarification' raises still more questions

The FCC's July 26 statement on the fairness doctrine, issued in hopes of clarifying the agency's position, continued last week to raise more questions than it answered.

The Rev. Dr. Carl McIntire, long a thorn in the commission's side because of his international broadcasts, has seized on the July 26 statement to complain about treatment from the networks in general, and NBC in particular, and Washington area stations.

And Douglas Anello, general counsel of the National Association of Broadcasters, continued his correspondence with the commission in an effort to obtain a "clarification" of the July 26 statement.

Dr. McIntire is president of the International Council of Christian Churches as well as of the American Council of Christian Churches. In a letter to the commission, he said that the opposition of the ACCC to the Negroes' Aug. 28 March on Washington for Jobs and Freedom was virtually ignored by all but two Washington area stations and the networks.

He asked for an investigation of those stations that did not give ACCC an opportunity to express its views. He said the attitude of the stations should concern the commission in view of its July 26 statement which, he noted, spe-

cifically referred to civil rights questions.

NBC Reply ■ William R. McAndrew, executive vice president of NBC News replied to a request for time from Dr. McIntire—which was issued after the Aug. 28 March. He said the network covered the march as a news event and that all points of view were reported.

Dr. McIntire has also written NBC—with a copy to the FCC—complaining about the network's practice of giving free time to the National Council of Churches on the basis of "numerical representation." Dr. McIntire, who has been feuding with the NCC for years, said this policy is inappropriate in view of "the controversial nature" of the subjects presented by the NCC.

He noted the FCC's July 26 statement said that, "Regardless of label or form, if one viewpoint of a controversial issue of public importance is presented, the licensee is obligated to make a reasonable effort to present the other opposing viewpoint or viewpoints."

Consequently, Dr. McIntire said, "the time has come" for a "reshaping" of NBC policy.

Dr. McIntire has long been a problem to the commission as well as the Voice of America, because of his extremely conservative broadcasts, carried overseas by the international short-

wave station WINB Red Lion, Pa. (BROADCASTING, April 22). His broadcasts are also carried domestically by 457 AM stations.

Mr. Anello, in his letter to the commission, continued to press his point that the July 26 statement represents a departure from past commission policy in the field of fairness. This argument, originally expressed in a letter Aug. 29, was denied by the commission two weeks ago (BROADCASTING, Sept. 23).

Drop-in case returns with oral arguments

The FCC announced last week its plans for a four-hour oral argument on petitions opposing its decision in the controversial VHF drop-ins case. The argument will be held on Oct. 4.

The commission last spring denied drop-ins to seven markets having only two VHF stations. ABC, which doesn't have an affiliate in any of these markets, has adamantly opposed the commission's decision, and has in turn met much opposition, particularly from the Association of Maximum Service Telecasters (BROADCASTING, Aug. 12 et seq.).

The markets that would receive the drop-ins are: Johnstown, Pa. (channel 8); Baton Rouge (channel 11); Dayton, Ohio (channel 11); Jacksonville, Fla. (channel 10); Birmingham, Ala. (channel 3); Knoxville, Tenn. (channel 8), and Charlotte, N. C. (channel 6).

Appearing at the oral argument will be ABC; AMST; Association for Competitive Television (representing UHF operators); Storer Broadcasting Co.; Birmingham Television Corp. (Birmingham); Peninsular Life Broadcasting Co. and New Horizons Telecasting Corp. (Jacksonville); Megacity Television Inc., Gem City Television Co. and Greater Dayton Broadcasting Corp. (Dayton); Magic City Television Corp. (Birmingham); WKRC-TV (ch. 12) Cincinnati; South Central Broadcasting Corp.; WARD-TV (ch. 54) and Penn Traffic Co. (Johnstown); Brennan Broadcasting; WSIX-TV (ch. 8) Nashville, Tenn.; WHAS-TV (ch. 11) Louisville, Ky.; WSVB-TV (ch. 3) Harrisonburg, Va.; WGAL-TV (ch. 8) Lancaster, Pa.; Consumer Products Division of Electronic Industries Association, and John E. McCoy.

Relating to procedures in the oral argument the FCC last week turned down an ABC motion to have the commission deny petitions opposing the network's request for a reconsideration of the drop-in denial. The commission also waived its rules to permit William L. Putman, who is not an attorney, to represent ACT and denied a petition by KHMA-TV Houma, La., requesting permission to participate in the oral argument.

Javits tries again for microphones in Senate

Hoping to capitalize on current feeling by some senators that it would be nice if they could hear their colleagues during debate in the Senate chamber, Senator Jacob K. Javits (R-N.Y.) urged them to ap-

prove a measure to install microphones.

Noting that he made a similar effort in 1957, Senator Javits Tuesday (Sept. 24) introduced SRes 202 to provide a mike for each Senator and presiding officials.

Senator Javits, whose resolution was endorsed by six Republican and Democratic co-sponsors, pointed out Tuesday (Sept. 24) that a floor debate was so difficult to hear a week earlier that "a senator claimed to have been misquoted" by newsmen because his remarks could not be heard. The House, has had a public address system for many years.

When the Senate chamber was re-decorated in 1949-50, conduits were installed beneath its elevated floor to simplify future sound system installations.

Senators who co-sponsored the resolution: John J. Williams (R-Del.), George A. Smathers (D-Fla.), Hubert H. Humphrey (D-Minn), Joseph S. Clark (D-Pa.), Jennings Randolph (D-W.Va.) and J. Caleb Boggs (R-Del.).



Senator Javits and friends he'd like introduced on Senate floor.

Broadcast Bureau charges coercion by NBC SAYS PHILADELPHIA LICENSES SHOULDN'T BE RENEWED

The FCC's Broadcast Bureau last week told Chief Hearing Examiner James D. Cunningham that NBC's licenses for WRCV-AM-TV (ch. 3) Philadelphia should not be renewed because the network acquired the stations from Westinghouse Broadcasting Co. by using its network power as a tool of coercion.

The bureau's statement is the latest development in the long embroilment of NBC with Westinghouse that began in September 1954 when NBC took up negotiations with Westinghouse to trade the network's Cleveland and Washington stations for Westinghouse's stations in Philadelphia and Boston. Westinghouse was at that time negotiating with Dumont Television Network for channel 2 in Pittsburgh and was unwilling to consider NBC's proposal, but was seeking an NBC affiliation for the Pittsburgh facility.

NBC now is anxious to secure a renewal of WRCV-AM-TV so it can swap the stations for RKO-General's Boston outlets. The network is being compelled by a Justice Department consent decree to divest itself of the Philadelphia properties. Philco Broadcasting Co. is also seeking channel 3 and has opposed grants to NBC since the network acquired it. The bureau, however, did not suggest last week that channel 3 should go Philco.

By Force Alone ■ The bureau said NBC's use of network affiliation during the negotiations with Westinghouse was aimed at getting a final agreement to the Philadelphia-Cleveland transaction. "NBC's entire pattern of conduct with respect to the Pittsburgh affiliation reveals a deliberate effort to attain the Philadelphia station through the naked use of network power, which can only be properly characterized as bald coercion," the bureau said.

When NBC's first effort to obtain channel 3 in Philadelphia failed, the network suggested that a three-way swap among NBC, Dumont and Westinghouse be arranged, with NBC purchasing the Philadelphia station. The network then suggested that if Westinghouse wished to expand in other markets it would promise network affiliations, the bureau explained.

The appearance of the bureau's statement caused some surprise among observers who noted that the name of Ernest Nash, an FCC attorney who participated in the channel 3 hearing since it began last October, did not appear on the brief. Normally, bureau attorneys assigned to cases write and sign the brief.

Bureau officials said Mr. Nash was "precluded" from working on the statement by the press of his supervisory duties. It's known, however, that he

prepared a proposed statement which was submitted two months ago to his superiors at the bureau. This effort was apparently rejected, since the bureau at that time requested additional time in which to file its statement.

It is speculated, in view of these developments, that Mr. Nash's brief was rejected because it failed to recommend denial of the NBC renewal applications. Robert B. Jacobi, whose name does appear, along with that of Hearing Division Chief Thomas Fitzpatrick, didn't join the commission until after conclusion of the NBC-Philco hearing last May.

Parent Corporation Question ■ The bureau concluded that the evidence relating the patent licensing policy of NBC's parent corporation, RCA, doesn't show that the network "has engaged in anticompetitive practices which reflect adversely on its qualifications to own and operate broadcast stations."

A similar conclusion was drawn with respect to Philco and its parent corporation, Ford Motor Co.

NBC has already termed the bureau brief as "untenable" and plans to file a reply by Oct. 21.

FCC makes minor changes in its fee schedule

The FCC's fee schedule for licensing was subjected to "some minor changes and clarifications" by the agency last week, but the substance of the rule-making (BROADCASTING, May 13), which takes effect Jan. 1, 1964, remains unchanged.

The FCC's clarification of fees for the radio broadcast services noted that applications for station sales involving more than one station must be accompanied by the total amount of the fees prescribed for each license involved.

Translator station fees, the commission continued, are restricted to applications for sales, construction permits, renewals and major changes.

FCC will keep out of tobacco controversy

The FCC, which is moving into more and more areas of broadcast regulation, has no current plans to intercede in the current dispute over cigarette smoking (with large radio-TV advertising expenditures) and its effect on health.

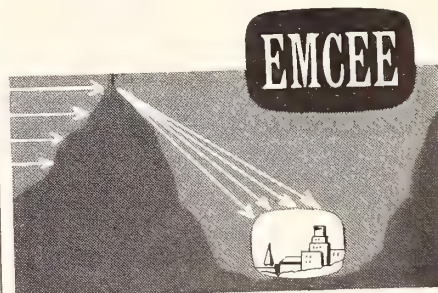
This is the word of Chairman E. William Henry, given last Thursday on WOR-TV's (New York) *Ladies of the Press*. He said the FCC plans no action against cigarette commercials at this time, but considers the matter an industry problem.

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DEMANDS ON TIO CONTINUE TO GROW

Willard Walbridge elected new head of information group

Steady growth has marked the work of the Television Information Office in its first four years, and continued expansion is necessary to meet still growing demands for its services.

This report was offered last week by Willard E. Walbridge of KTRK-TV Houston upon his election as chairman of the Television Information Committee, TIO's governing body (see WEEK'S HEADLINERS, page 10).

He said TIO, set up by the television board of the National Association of Broadcasters and in operation since Oct. 12, 1959, has produced and distributed "a substantial library" of books, films, speeches and other material to assist broadcasters and also to help scholars, clergymen, educators and special-interest groups understand television better.

This output, Mr. Walbridge said, totals 323 items including three basic reference works, five slide presentations, two research projects on public attitudes toward TV, two bibliographies, a course on television and a variety of reference materials.

More Requests ■ Mr. Walbridge said that during the 11 months ended Aug. 31, TIO received almost 50% more requests for information and specific TIO publications than during the previous full year—35,258 requests as against 23,968. About one-fifth of the last period's requests came from broadcasters and about four-fifths from the public, according to TIO authorities.

"It is essential to the industry's long-range health that TIO continue to expand its work as the demand for its services continues to grow," the new chairman said.

Mr. Walbridge was elected at the Television Information Committee's fall meeting, which also considered TIO's plans for the cooperative publication of a teachers' TV manual by TIO and the National Council of Social Studies; a TIO survey of TV editorializing, and a study of broadcasters' community activities.

Roy Danish, TIO director, reported the signing of six stations as new "sponsors" (members) of TIO: KEYT(TV) Santa Barbara, Calif.; KOLD-TV Tucson, Ariz.; WKCT(TV) Miami; WHYN-TV Springfield, Mass.; WOI-TV Ames, Iowa, and WSOC-TV Charlotte, N. C. TIO membership now totals about 150 stations, plus the three TV networks.

The meeting was held Thursday in New York. Committee members are Chairman Walbridge; Henry B. Clay, KTVH(TV) Little Rock, Ark.; John P. Cowden, CBS-TV; Sydney H. Eiges,

NBC; Michael J. Foster, ABC; Gordon Gray, WKTV(TV) Utica, N. Y.; C. Wrede Petersmeyer, Corinthian Broadcasting; Joseph E. Sinclair, WJAR-TV Providence, R. I.; Robert F. Wright, WTOK-TV Meridian, Miss., and, ex-officio, Mr. Danish.

Five midwest outlets joining Mutual lineup

The five radio stations of the Linder Group, all located in mid-Minnesota, will become affiliates of the Mutual Broadcasting System tomorrow (Tuesday, Oct. 1).

Final negotiations on the contract were completed by Robert Hurleigh president of MBS, and Harry W. Linder, president of the stations.

The five Minnesota fulltimers are KTOE Mankato, 5 kw; KWLM Willmar, 1 kw day and 250 w night; KMHL Marshall, 1 kw day and 250 w night; KDMA Montevideo, 1 kw, and KLGR Redwood Falls, 1 kw day and 250 w night.

CBS Radio affiliates agenda announced

CBS Radio has announced the agenda for its Oct. 1 and 2 affiliates convention in New York's Hilton hotel. Luncheon talks by Dr. Frank Stanton, CBS Inc. president, and Arno H. Johnson, vice president and senior economist of the J. Walter Thompson agency, are scheduled.

Arthur Hull Hayes, CBS Radio president, will deliver a major report on the network's progress at the opening ses-

sion the morning of Oct. 1. E. K. Hartenbower, Meredith Broadcasting (KCMO Kansas City, Mo.) will preside, and Michael R. Hanna, WHCU Ithaca, is convention committee chairman.

Network officers, including W. Thomas Dawson, vice president, CBS Radio information services, and Thomas K. Fisher, vice president and general counsel of CBS Inc., are on the first day's agenda along with George J. Arkedis, vice president, network sales. At the Oct. 1 luncheon golden microphones will be awarded to affiliates who have been with the network for 30 years.

At the second session, CBS News will conduct an electronic roundtable with correspondents around the world answering delegates' questions, and Richard S. Salant, president of CBS News, will deliver a report. Bill Leonard, executive producer, election unit, will outline plans for coverage of the 1964 political campaigns and elections.

The annual banquet will be held in the Trianon ballroom of the Hilton.

Broadcasting 'of age' Anello tells Utahans

The limited space in the radio spectrum which make federal control of broadcasting necessary "should not be permitted to distinguish broadcasters from others in maintaining freedom for all mass communicators," Douglas Anello, general counsel of the National Association of Broadcasters, said last week.

Addressing the Utah Broadcasters Association in Provo Saturday (Sept. 28), Mr. Anello said that there are obvious reasons for bracketing freedom of the press with freedom of speech. The industry, he stressed, must convince officials on the federal, state and local level that broadcasting has "come of age" and must be freed of all unnecessary restrictions.

"We are still told by law how we must cover election campaigns," he said. "We must plan our coverage not by news import, but by the clock—not by editorial judgment, but by a formula called balance of opinion."

KGRB begins

KGRB West Covina, Calif. started broadcasting Wednesday (Sept. 25) with 250 w, 6:30 a.m.-7 p.m. It is the first station in the eastern San Gabriel valley Los Angeles suburban district, according to Robert Burdette, president and general manager.

Mr. Burdette, for more than 25 years has owned General Sound Engineering Co., Hollywood. Associated with him in ownership of KGRB is Dr. L. Paul



KTRK-TV's Walbridge
Heads TV Information Committee

Collins deplors the Southern stand on civil rights

LeRoy Collins, president of the National Association of Broadcasters, was quoted in the *Washington Evening Star* last week as saying that Southerners in Congress must share the blame for acts of racial violence in Alabama.

The NAB president was himself enmeshed in integration problems while governor of Florida. As governor, he at first opposed the U. S. Supreme Court's order that set the stage for school integration, but he later modified his position and vetoed an interposition bill the Florida legislature passed.

His comments last week on the racial situation appeared in the "Letters to the Editor" column of the *Star* although he later said they were not originally written for publication. Governor Collins said he wrote a letter to William S. White, a columnist whose writing appears in the *Star* and who had done a piece expressing sympathy for Southern leaders in Congress who had lost prestige because of the civil rights controversy.

Governor Collins emphasized that he wrote the letter as a private citizen and not as president of the NAB. In preparing the letter for publication, the newspaper made minor changes in the form of the letter but not in the substance. Where Governor Collins had said "you," in addressing Mr. White, the *Star* altered it to the third person. Here is the text of the letter as published under the headline "Seed and Fruit."

"I have just read William S. White's column in The *Star* of September 18, entitled, 'Alabama's Tragic Effect in Senate.'

"Along with Mr. White, I am a Southerner, not only by birth and 'raising,' but with deep and everlasting ties of love and loyalty. There is no doubt that what has happened there in recent years has hurt people like us more than it has hurt the less sentimental and less concerned.



"But I write today to disagree in part with what Mr. White has written.

"I believe he overlooked a very important part of the story.

"He sympathized with Southern senators over the fact that their national influence has been lessened substantially by what has happened in Alabama. There is no doubt that our congressional representation from the South has been seriously impaired in its national prestige by

the acts of hoodlumism and anarchy that have been committed by what Mr. White refers to as 'scalawags' back home.

"But, while there are exceptions, of course, many of these same members of Congress, over the years, have actually given strong encouragement to these 'scalawags.' They have failed to lend their own great prestige and leadership to moderation and reason and respect for law. The very stalwarts to whom the South has had every right to look for help in the difficult job of finding the way to better future race relations have over and over again, by active effort and by studied silence, helped to fire the 'kettles of hate' referred to the other day in the moving editorial of Eugene Patterson of Atlanta.

"In the approval of the 'Southern manifesto,' in sponsoring 'massive resistance,' in filibustering on civil rights measures, in countless speeches from the stump back home, they have, in fact, given to the 'scalawags' a false feeling of respect and acceptability.

"Without of course the intent to do so, they have given to the insane bombers, the vengeful snipers, whoever they have been, the feeling that by dastardly acts of this kind they were actually being courageous and were carrying out their part of the fight for 'conservatism' or 'states' rights,' or some other noble titled cause in which they had been exhorted to 'stand up and fight.'

"As these members of the Congress contemplate their loss of prestige, in all candor should they not now accept, rather than Mr. White's sympathy, the lamentation in Byron's 'Childe Harold'?

"... The thorns which I have reaped are of the tree

"I planted—they have torn me—and I bleed:

"I should have known what fruit would spring from such a seed."

"LeRoy Collins"

Resnick, Los Angeles physician, and his brother, Edward Resnick. KGRB began broadcasting from the Los Angeles County Fair in Pomona, and moved to its own studios today following the conclusion of the annual fair.

Museum ground breaking

Ground breaking ceremonies will take place Oct. 20 in Hollywood for the Hollywood Museum, which will represent the TV, radio, motion pic-

ture and recording industries. The \$6.5 million project is scheduled for completion in the spring of 1965.

Sol Lesser, president of the national advisory board of the museum, said last week that designing of the building will be aimed at many types of visitors—especially students and professionals. Mr. Lesser added, "the educational aspects of the museum are of the greatest importance, and attention is being given in all areas to the educational potentialities."

Latest 'tallest' tower

KEND-TV Fargo, N. D., will erect the world's tallest TV tower, 2,063 feet, it was announced last week by John H. Kelly, executive vice president of Polaris Corp., Milwaukee holding company which is licensee of KEND-TV.

Construction of the new tower, which will be 312 feet taller than the current record-holder, WBIR-TV Knoxville, Tenn., was begun June 1, with completion expected by Nov. 15.

False reports made Roslow withhold survey

COLLINS TELLS NEVADANS PUBLIC MUST BE INFORMED

The Pulse Inc. passed publication of reports on its last three audience surveys in Las Vegas-Henderson, Nev., because it discovered that some of its interviewers had turned in false reports, Dr. Sydney Roslow, Pulse director, said last week.

He told the first meeting of the new Nevada Broadcasters Association that this was why the reports were never issued. The area's radio stations had asked Pulse for a "full and detailed explanation" as to why the three surveys were not published (BROADCASTING, Aug. 12).

LeRoy Collins, president of the National Association of Broadcasters, called for government cooperation in broadcast efforts to defeat public apathy on important issues in another speech before the Nevada association.

"We couldn't possibly have printed those three surveys," Dr. Roslow said, "because our verification processes revealed to us each time the bitter pill that the interviewers reported to us work they had not done. Never in our entire experience has something like this taken place."

Explains Techniques ■ Dr. Roslow

addressed the Nevada group's meeting in Las Vegas last Tuesday. He dealt at length with Pulse's techniques, controls and plans because broadcasters "are now in a position where you really need to know, for your own security, the basis for the numbers which you use as an aid in making management decisions and asking advertisers to make decisions."

Governor Collins said that broadcasters "cannot (and) must not be subjected to restrictions on journalistic enterprise—or the threat of control over programing, policies and practices" if they are to fulfill their responsibilities to inform the public.

The industry and the government should be "close allies—not antagonists" in efforts to keep the public informed, he said. Broadcasters are more and more assuming their responsibilities as community leaders, he said, and are providing a "new and dynamic means of stimulating public thought and debate and of defeating democracy's most devastating enemy—public apathy."

Robert H. Alter, vice president and director of national sales for the Radio Advertising Bureau, told the Nevada

broadcasters that radio can hardly make a comeback when it's never been away.

Never Left ■ "The word 'comeback' presupposes a defeat," he said, "and based on the evidence compiled over the last few years during our Radio Test Plan and other RAB research projects, radio has never sustained such a setback." Mr. Alter asked for a moratorium on the "radio comeback" phrase. He also reported that RAB officials have found many "encouraging signs" for radio in their talks with broadcasters around the country.

Among these he cited increased willingness of broadcasters to join forces in making all-radio presentations to advertisers; a lessening of "intramural warfare" and a growing awareness that radio's new customers must come primarily from other media rather than other stations.

The brand new Nevada Association of Broadcasters held its first convention last Monday and Tuesday in Las Vegas. Nevada is the 49th state to have an association of broadcasters with only Alaska now lacking one. Leo Hirshland, KOLO-TV Reno, was elected president of the Nevada Association (for other officers, see page 75).

Changing hands

ANNOUNCED ■ The following sales of station interests were reported last week subject to FCC approval:

■ Wzoo Spartanburg, S. C.: Sold by John K. L. Peterson to Thomas W. Thuman, Phil Buchhiet and Fred D. Moffitt for \$150,000. Each of the buyers will own one-third. Mr. Thuman was manager of WORD Spartanburg. Messrs. Buchhie and Moffitt are publisher and associate publisher respectively of the *Spartanburg Herald-Journal*. The station operates full time on 1400 kc with 1 kw daytime, 250 w nighttime. Broker was Blackburn & Co.

■ WLIQ Mobile, Ala.: Sold by Frank Conwell and associates to Tommy Hartzog and family for \$135,000. WLIQ is a 5 kw daytimer on 1360 kc. Broker was Patt McDonald Co.

APPROVED ■ The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 82).

■ KIXI Seattle, Wash.: Sold by Walter N. Nelskog and associates to J. Elroy McCaw and group for \$535,000. Mr. McCaw owns KTVW(TV) Tacoma, Wash.; KCTO(TV) Denver; 50% of KELA Centralia, Wash., and has interests in FM group of Concert Network stations (T. Mitchell Hastings, president) and CATV systems. KIXI operates with 1 kw fulltime on 910 kc. Commissioner Robert T. Bartley dissented; Commis-

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sioner Lee Loevinger abstained.

■ **WROK-AM-FM** Rockford, Ill.: Sold by E. Kenneth Todd to Bloomington Broadcasting Corp. for \$400,000. Bloomington Broadcasting is licensee of WJBC-AM-FM Bloomington and is headed by Leslie C. Johnson who is part owner of WHBF-AM-FM-TV Rock Island, both Illinois. In granting assignment, the commission denied protests by National Association of Broadcast Employees and Technicians (NABET) and WIOK Normal, Ill. Commissioners Robert T. Bartley and Lee Loevinger dissented. WROK operates fulltime on 1440 kc with 5 kw daytime and 500 w night.

■ **KLO** Ogden, Utah: Sold by E. L. Glasmann and others to Cecil L. and Joyce Heftel for \$166,000. Mrs. Heftel is Mr. Glasmann's daughter. The Heftels have interests in KUTV(TV) Salt Lake City and KLIX-AM-TV Twin Falls, Idaho. KLO is fulltime on 1430 kc with 5 kw.

■ **KGMJ(FM)** Seattle, Wash.: Sold by Rogan Jones and group to J. Elroy McCaw and associates for \$45,000. For Mr. McCaw's interests, see KIXI above. KGMJ operates on 95.7 mc with 71 kw. Commissioner Robert T. Bartley dissented; Commissioner Lee Loevinger abstained.

NAB continuing filming of Dominican lessons

A bloodless revolution by the armed forces which overthrew the government of President Juan D. Bosch in the Dominican Republic last week has been felt in the Washington headquarters of the National Association of Broadcasters.

The NAB was well advanced in the filming of TV lessons as part of a program in cooperation with the Bosch administration designed to teach the Dominicans—80% of whom are illiterate—to read and write. The lessons were scheduled to go on the air within the next few weeks and NAB consultant John Perry, coordinator of the program, was in the Dominican Republic capital of Santo Domingo at the time of the uprising. Mr. Perry cabled last Wednesday for the filming of the lessons to continue (at educational WETA-TV) Washington.

Indiana court recorded by WIBC Indianapolis

A battle in the broadcasters' campaign to use the tools of their trade in covering courts has been won by WIBC Indianapolis.

The station reported what it said was the first use of a tape recorder to cover a session of Indiana state supreme

court. The recorder was used Thursday during an oral argument on a recently enacted state sales tax.

The court had maintained a ban on cameras and tape recordings. But it made no objection to the recorder used by WIBC.

Chief Justice Walter Myers Jr. later told WIBC News that court sessions of "widespread citizen interest should be recorded for broadcast, providing they do not disturb the proceedings." He said WIBC's recording activity was "well done."

He added that the public rarely knows of the court's business and that "these broadcasts could have educational value. I think it's a good thing."

Associate Justice Norman Arterburn said the recording "in no way affected the freedom of expression by the court or attorneys arguing the case."

PRAISE FOR RADIO Collins, Hayes top WTAR celebration of 40-years

Radio's depth, reach and acceptance were praised by LeRoy Collins, president of the National Association of Broadcasters, and Arthur Hull Hayes, president of CBS Radio, in speaking appearances which high-lighted a week-

long celebration by WTAR Norfolk-Newport News.

The accomplishments and growth in tempo of WTAR along with the development of the Tidewater Virginia area were emphasized by both speakers. The station, which was Virginia's first, is observing its 40th anniversary of serving the Norfolk area.

Others who participated in the celebration, which began Sept. 17 and ended Sept. 25, included Phil Rizzuto, CBS sportscaster, and Marvin Kalb, CBS news diplomatic correspondent, the latter addressing a convocation of Old Dominion College.

Joining in the celebration were Campbell Arnoux, retired chairman and president of WTAR Radio-TV Corp., Frank Batten, publisher, and Paul Huber, president of Norfolk-Portsmouth Newspapers Inc., Robert M. Lambe, president-general manager of the stations, and Jack B. Prince, vice president-station manager of WTAR-AM.

Mr. Hayes, in citing the resurgence of network radio's "popularity and prosperity" said that radio had become the most immediate and wide-range source of information extant. A "new products explosion," he said, had resulted in a greater demand for radio advertising.

Fred W. Duckworth, former Norfolk

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mayor, in presenting a Norfolk mace pin to Mr. Hayes, suggested to the CBS Radio president that the network "get a few Southern broadcasters to handle some of the news you've been getting lately so that it won't be so slanted."

Governor Collins said that with the public's tastes improving, astute radio stations "are riding the crest of this wave of interest in greater enlightenment. The individual listener . . . wants a sense of involvement both in the world around him and in his immediate community" and the radio broadcaster finds out and programs toward the interests of his listeners.

In the future radio "more and more must respond to the public needs beyond entertainment, beyond informing and beyond stimulating purchasing power," Governor Collins concluded.



Participating in the WTAR Norfolk-Newport News celebration were these broadcast executives: (l to r) William A. Schudt, vice president, CBS Radio; Martin L. Nierman, executive vice president, Edward Petry & Co.; Robert M. Lambe, president-general manager, WTAR-AM-FM-TV Norfolk; Arthur Hull

Hayes, president, CBS Radio; Campbell Arnoux, retired chairman, WTAR stations; Frank Batten, publisher, Norfolk-Portsmouth Newspapers Inc.; Paul Huber, president, Norfolk-Portsmouth Newspapers Inc.; and Jack B. Prince, vice president-station manager, WTAR.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Hurley



Mr. Gallagher

Edward M. Gallagher and **Richard H. Hurley** appointed management supervisors on their respective accounts at Compton Adv., New York. Both men, who continue as vice presidents were formerly account supervisors.

Don Belding, founder and former chairman of Foote, Cone & Belding, New York, elected to executive committee of Eversharp Inc., a division of Schick Safety Razor Co., Milford, Conn. Mr. Belding, who retired from FC&B in 1957, also serves as a director of Eversharp Inc.



Mr. Wright

Arthur Wright, director of television production department at Cunningham & Walsh, New York, elected VP of agency. Mr. Wright, who joined C&W in 1960 as television producer, was made executive producer in charge of commercial production in January of this year. Previously, he had been executive producer with Wilding Picture Productions, New York.

Joseph P. Lugar, since February 1959 radio sales representative for KCMO Broadcasting Co. in Kansas City,

named regional account executive on Plymouth and Valiant dealer association in Kansas City sales region for N. W. Ayer & Son, Philadelphia.

Albin B. Nelson joins Television Bureau of Advertising, New York, as national sales account executive.

Henry M. Healey, former advertising manager for Owens Corning Fiberglas Corp., New York, joins J. Howard King Inc., Providence, R. I., advertising and PR agency, as account executive.

Edward G. Jesinsky, merchandising manager for chain division of Rubbermaid Inc., joins Shulton Inc. as sales promotion manager for home products division, with headquarters at firm's main offices and plant in Clifton, N. J.

Manning Rubin, director of commercial production at Grey Adv., New York, elected vice president of agency. Also elected VP's of Grey are **Norris Konheim** and **William W. Kennedy**.

Mr. Konheim, copy group supervisor, joined agency in 1955 from Kenyon & Eckhardt. Mr. Kennedy is account executive in Grey's Beverly Hills office. He was previously with Foote, Cone & Belding. Mr. Rubin joined Grey in 1962 from Benton and Bowles, New York.

Arthur Borghi, former broadcast buyer at Maxon Inc. and media field representative at William Esty Co., joins Frank B. Sawdon Inc., New York, as assistant to executive VP.

David Freyss and **Robert Van Buren** named to creative TV production unit

at Fuller & Smith & Ross, New York. Mr. Van Buren has been TV producer at Reach, McClinton on Breck and Prudential accounts. Mr. Freyss was previously with McCann-Marschalk, New York, as TV producer on Upjohn and Coca-Cola accounts.

John J. P. Odell, account supervisor since April 1962 with Leo Burnett Co., Chicago, elected VP. Earlier Mr. Odell was with Roche, Rickerd & Cleary, Keyes, Madden & Jones and Quaker Oats Co.



Mr. Odell

Fred Goldstein, research manager on Ford division account at J. Walter Thompson Co., joins Morse International, New York, as manager of copy research. Prior to association with Thompson agency Mr. Goldstein was assistant director of research for *Fortune* magazine.

Dixon L. Harper, former VP and director of radio-TV at Aubrey, Finlay, Marley & Hodgson, joins Foote, Cone & Belding, Chicago, as executive assigned primarily to International Harvester account.

Thomas H. Knorr Jr., formerly with Chicago office of Compton Adv., joins Dr. Pepper Co., Dallas, as cooperative advertising manager. He replaces **Howard Teitler**, who has been elevated to advertising projects manager.

James E. Booze joins N. W. Ayer & Son, Philadelphia, in service department. Mr. Booze was formerly account executive with Aitkin-Kynett Co. **James A. Wilson** joins agency's Chicago office as copywriter. He was formerly copy-



Mr. Rubin

writer for Arthur Meyerhoff & Associates, New York.

William Franke, copy chief at Tilds & Cantz Adv., Los Angeles, joins copy staff of Young & Rubicam, that city.

Robert Preston, account executive at Campbell-Mithun, Minneapolis, appointed TV creative manager. Mr. Preston, who joined C-M in 1953 as traffic coordinator, will head TV creative and production staff and coordinate and manage all broadcast creative and production work.

William T. Adams, copy chief at J. Walter Thompson Co., New York, joins Los Angeles office of McCann-Erickson as copy group head.

Vic Rowland, for past four years public relations director of Fuller & Smith & Ross, Los Angeles, appointed to new position of director of public relations and advertising for southern division of Capital Co., Los Angeles, land and oil development subsidiary of Transamerica Corp. Before joining F&S&R, Mr. Rowland was Western division publicity manager for ABC Radio and TV and public relations director of Capitol Records.

Tom De Huff, partner in The Zakin Co., New York advertising agency, elected to board of directors of United Fund of Westport-Western, Conn.

Maria Carayas, timebuyer at Kudner Agency, joins Papert, Koenig, Lois, New York, as media buyer.



Mr. Meyer

Robert E. Meyer, marketing research manager for Great Western Financial Corp., appointed manager of marketing research for Grey Adv.'s West Coast operation, with headquarters at agency's Beverly Hills

office. Before joining Great Western, Mr. Meyer was senior research analyst for Union Oil Co. for six years.

John W. Lynch appointed director of advertising at Schick Inc. Mr. Lynch had been corporate sales and marketing executive with U. S. Rubber Co.

Howard Williams, former account executive at W. B. Doner & Co., Baltimore and director of sales and planning for Sports Network Inc., joins Kal, Ehrlick & Merrick, Washington, as account executive.

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NBA elects first president

Lee Hirshland, KOLO-TV Reno, elected president of newly formed Nevada Broadcasters Association (see story, page 72). Other officers elected: **Ted Oberfelder**, KRAM Las Vegas, board chairman; **Bob Stoddard**, KBET Reno, VP for radio; **William D. Stiles**, KLAS-TV Las Vegas, VP for TV; and **Jerry Cobb**, KNEV Reno, secretary-treasurer.

THE MEDIA

Alfred I. Miranda, assistant to president of ABC International Television Inc., appointed director of newly created client relations department of CBS Television Stations National Sales, New York. New department was established to explore and evaluate spot TV in relation to clients' specific marketing problems. Mr. Miranda, former Western division spot TV sales manager for The Katz Agency, will, in his new CBS post, work closely with organization's research and promotion department to analyze new applications of spot TV for actual advertisers.



Mr. Miranda

Fred L. Sands, commercial manager of WABB Mobile, Ala., for past three years, appointed general manager of KJOE Shreveport, La. **Jim Mack**, also of WABB and former program manager of WLOB Portland, Me., named KJOE program director. **Al Evans**, commercial manager of KEEL Shreveport, resigns to join KJOE in same capacity.

George McClure Green, business manager of KOSA-TV Odessa, Tex., and secretary-treasurer of Odessa Television Co., elected to newly created position of VP, assistant treasurer and general business manager of Southwest States Inc., licensee of Trigg-Vaughn Stations (KROD-AM-FM-TV El Paso, KITE San Antonio, KOSA-AM-TV Odessa, KVII-TV Amarillo, all Texas, KHOW Denver, and KRNO San Bernardino, Calif.). Mr. Green joined Trigg-Vaughn organization in 1955 in his former post.

Joel Chaseman appointed to newly created post of project director of Group W (Westinghouse Broadcasting Co.). Mr. Chaseman, who is general manager of WBC Productions Inc. and executive producer of *The Steve Allen Show*, will begin his duties in New York in early December.

Victor E. (Buck) Forker and **William F. Sanford** appointed eastern radio sales

manager and midwest TV sales manager respectively for national sales division of RKO General Broadcasting.

Ron Sherwood, sales manager of WEEZ Chester, Pa., named general manager. **Robert Walton**, WEEZ account executive, replaces Mr. Sherwood as sales manager.

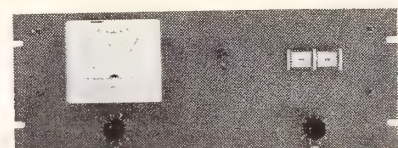
Al King, veteran field representative of National Association of Broadcasters, named director of state broadcasting associations liaison for NAB. This is new position at NAB designed to coordinate NAB activities and those of state groups (CLOSED CIRCUIT, Sept. 9). Mr. King has been with NAB for 10 years, most recently as chief field representative.

Roy D. Shotts, Beaumont, Port Arthur, Orange regional sales manager for KPAC-TV Port Arthur, Tex., promoted to national sales manager. Mr. Shotts joined outlet in September 1960.

G. Woodruff Sloan Jr., member of WTIC-TV Hartford, Conn., sales staff since 1960, promoted to regional sales manager. Before joining WTIC-TV, Mr. Sloan was account executive with Ziv-United Artists, New York.



Mr. King



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Al Capstaff, former NBC VP, dies at 50

Albert L. Capstaff, 50, formerly VP of NBC, died Sept. 20 in his sleep at his home on St. Thomas in the Virgin Islands.

Mr. Capstaff resigned from NBC last year (BROADCASTING, July 2, 1962) to become president and general manager of the Virgin Isle Television Cable Corp. He was also head of an electronics business in the Virgin Islands at the time of



Mr. Capstaff

his death.

Mr. Capstaff was born in England; brought to the U. S. as an infant; and at the age of 10 became the youngest amateur radio operator in the nation. He joined NBC as an engineer in 1935 and resigned in 1943 to produce the Kay Kyser radio program.

Mr. Capstaff later became producer of the Bob Hope radio show—a post he held until 1954. In 1955 he returned to NBC as executive producer of *Monitor* radio program, and he was elected VP of programs for NBC Radio in 1959.

Funeral services were held last Wednesday in New York.

Carl D. Weinstein, account executive at WBNF-TV Binghamton, N. Y., appointed commercial manager of WKOP-AM-FM, that city. In his new position, Mr. Weinstein will be responsible for WKOP's sales and programing.

Donald Bell, account executive, promoted to assistant sales manager at WJRZ Newark, N. J. **Chuck Cirio** named sales office manager. **Hal Gluck** appointed manager of Paramus, N. J., office.

Peter R. Scott, retail sales director of WPAT Paterson, N. J., joins Roger O'Connor Inc., New York-based radio-TV station representative, as account executive.

Fred Bohn, member of sales staff of WJW-TV Cleveland, transfers to WJW-AM-FM as account executive.

Martin J. Connelly, former national sales manager of KTLA(TV) Los Angeles, joins Metro TV Sales division of Metromedia Inc., New York, as account executive.

Jay Butterfield named director of video tape sales for KCOP(TV) Los Angeles, replacing **Ben Ashe**, who has resigned.

William L. Conklin, account executive at William Esty Co., joins Peters, Griffin, Woodward, New York, in same capacity.

Barry Klein, for past four years with Kal, Ehrlick & Merrick, Washington advertising agency, joins sales staff of WQMR Silver Spring, Md.

Robert G. Hinds, formerly of Peters, Griffin, Woodward, and **Ed Williams**, of KHOW Denver, join KALI Los Angeles as sales representatives.

Sydney H. Eiges, VP in charge of public information for NBC, named co-chairman of newly formed broadcasting and advertising division of Ameri-

can Jewish Committee's Appeal for Human Relations. New division will campaign for human rights within broadcasting and advertising industries.

Joe Sands, public affairs producer at CBS-owned KNXT(TV) Los Angeles, and **Bill Alcine**, executive producer, appointed to newly created positions at station following departure of **Hal Uplinger**, production manager, who has been named staff producer for CBS Sports in New York. Mr. Sands will serve as director of productions; Mr. Alcine as director of production operations.

James J. Chitwood, engineer at WLBC-AM-TV Muncie, Mich., joins engineering and announcing staff of WCTW-AM-FM New Castle, Ind.



Mr. Scott

Bennett O. Scott, general sales manager of WFMT(FM) Chicago and before that with WIND there, joins WNMP Evanston, Ill., as general manager. He succeeds **Bill Bishop**, who has joined KKR Pomona, Calif.

James L. Loper, TV coordinator at Los Angeles State College, is on leave of absence from that post to serve as special assistant to president of Community Television of Southern California, nonprofit organization which is attempting to establish educational TV station in Los Angeles area.

Jack Deutscher appointed director of organization development, employment and training for NBC, responsible for all employment for network. Mr. Deutscher joined NBC in 1957 as administrator for organization development and was named manager of that department in 1961.

Paul Sherman, host of *Sunday with*

Sherman show on WINS New York, named host of WINS's all-night show (12 midnight-6 a.m.) replacing **Art Ford**, who has been granted release from his contract to pursue independent activities in motion picture and radio production.

James S. Gates, producer-director for past 10 years at KTTV(TV) Los Angeles, promoted to executive producer.

George Crowell resigns as program director of KFRC San Francisco.

Mark Halleck appointed sports director of WBLG Lexington, Ky., succeeding **Earl Broadman**, who resigns to accept similar post at WKRC Cincinnati.

Dave Diles appointed sports director of WXYZ-AM-TV Detroit, succeeding **Don Wattrick**, who resigned.

Gene Shay, staff announcer at WHAT-FM Philadelphia, assumes added duties as coordinator of merchandising and promotion for WHAT-AM-FM.



Mr. Reynolds

with WOR.

Shelley Azbell, former promotion assistant at KEYT(TV) Santa Barbara, Calif., joins KTVU(TV) San Francisco as advertising coordinator in station's sales promotion department.

John E. La Guardia Jr., account executive at KXOA Sacramento, Calif., appointed manager of merchandising and promotion.

Russ Benedict, sports director of WKAT Miami Beach, Fla., joins WIS-TV Columbia, S. C., in same capacity.

Wynn Hott, former regional sales manager for Community Club Awards Inc., joins WSOC-AM-FM Charlotte, N. C., as sales manager. He succeeds **Steve Brunt**, who resigned to become salesman at WTOB Winston-Salem, N.C.

Jim Hanlon, formerly of WKPA New Kensington-Tarentum, Pa., joins WWGO Erie, Pa., as air personality under name of Bob Ward.

Margaret Sugg named director of promotion and public affairs for WTOB Winston-Salem, N. C.

Ed Justice appointed promotion director of WIRE Broadcasting Co., licensee of WIRE Indianapolis.

Barry Barents, veteran newscaster currently with WHNB-TV New Britain, Conn., elected chairman of Connecticut State Safety Commission.

EQUIPMENT & ENGINEERING



Mr. Franklin

S. Edward Franklin, VP of manufacturing in charge of both commercial and military products at Canadian Aviation Electronics Ltd., joins F. W. Sickles division (manufacturer of UHF TV tuners and other radio-TV components) of General Instrument Corp., Chicopee, Mass., as VP in charge of operations. Mr. Franklin will report directly to Edgar Messing, division's vice president and general manager, and be responsible for all of company's manufacturing and design engineering.

Richard Sirinsky named northeastern district manager for video and audio products of Ampex Corp., Redwood City, Calif. In newly created post, he is responsible for sales and service of Ampex Videotape TV recorders and professional audio tape recorders in Pennsylvania, New Jersey, Connecticut, New York, Massachusetts, Vermont, New Hampshire and Maine. Mr. Sirinsky has been with Ampex since 1958, serving as video sales engineer in Northeast region.



Mr. Sirinsky



Mr. Rosenfeld

Leonard L. Rosenfeld appointed manager of manufacturing for The Jerrold Corp., Philadelphia. Mr. Rosenfeld's corporate staff will coordinate and service manufacturing facilities of firm's five subsidiaries: Analab Instrument Corp.; Harmon-Kardon Inc.; Jerrold Electronics Corp.; Pilot Radio Corp.; and TACO (Technical Appliance Corp.); and will also establish all corporate manufacturing policies and procedures. Mr. Rosenfeld joined Jerrold Electronics in 1953 as production manager and was named plant manager in 1958.

Robert J. Stahl, manager of product planning for western operation of Sylvania Electronic Systems, appointed to newly created position of product planning manager for Sylvania Electric Products, New York. Mr. Stahl will have corporate responsibility for selec-

tion, evaluation and development of new products, and of coordinating such activities within firm's various divisions.

Karl Wessel joins Hawley Products Co., St. Charles, Ill., loudspeaker manufacturer, as director of acoustical sales laboratory.

Frederick T. Henry, senior engineer, appointed manager of commercial product engineering for home and commercial electronics division of Sylvania Electric Products, New York.

Leonard G. West, formerly with ITA Electronics and RCA, appointed chief project engineer of CCA Electronics Corp., Yeadon, Pa. Mr. West will report to Juan C. Chiabrando, director of engineering, and be responsible for design of high power broadcast and communication transmitters.

PROGRAMING

Charles King, eastern sales manager of Official Films Inc., New York, elected vp in charge of national sales. He succeeds **Robert A. Behrens**, who resigned. Mr. King joined Official last March and earlier had held various executive positions with National Telefilm Associates Film Network, Bernard L. Schubert Inc. and Charles Dallas Reach Agency.



Mr. King

Jack Donohue appointed producer-director, and **Elliott Lewis** elevated to executive producer of *The Lucy Show*, new CBS-TV network series which begins new season today (Sept. 30).

Jerry Kurtz, general sales manager of Walter Reade-Sterling Inc., New York, joins Screen Entertainment Co., newly formed TV program distribution company, Los Angeles, in same capacity. **Lee Cannon**, former midwest sales manager of TV Personalities Inc., ap-

pointed midwest sales manager for SEC, and **Sid Cohen**, West Coast division manager for Allied Artists Television, joins SEC to handle sales in western territory.



Mr. Quinn

Stanley J. Quinn, formerly VP of J. Walter Thompson and senior producer-director of *Kraft Hour* on ABC-TV, named to newly created post of director of administration at MGM-TV.

Herbert C. Homes, former international director of Columbia Records and executive producer at WPIX(TV) New York, named associate production manager at MGM-TV. **Sid Tamber** also joins MGM-TV as producer. Mr. Tamber was formerly commercials producer at Erwin Wasey, Ruthrauff & Ryan.

Dave Williams, former general manager of KGLA(FM) Los Angeles, joins Heller-Ferguson Inc., Hollywood producer of radio production aids, promotion spots and musical signatures as well as commercials, as account executive in charge of new sales development department. **Sandy Dornish** appointed production coordinator.

George Lee, most recently with Jacques Kluger in Zodiac Music and Palette Records, joins Warner Brothers Records, New York, as director of Eastern operations. Mr. Lee will function primarily in artists and repertoire matters and be responsible for signing of new talent.

Staff appointments were announced last week for United Artists-Gladysa Productions film series, *The Crisis*, being prepared for CBS-TV for 1964-65 season. **Martin Ritt**, producer-director of motion picture, "Hud," named executive producer, and **Mort Abrahams** becomes producer. Show is second for 1964-65 season being prepared for

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CBS-TV jointly by UA and Gladasya, the Phil Silvers company. Other is Sherwood Schwartz comedy series, *Giligan's Island*. *Crisis* is a one-hour dramatic series.

John Keel and **Gilbert Comte** join Sandy Howard Productions, New York, as story supervisor and editorial supervisor, respectively, on Howard's *Mack & Myer For Hire* TV series being produced for Trans-Lux Television Corp.

Paul Alderman named assistant publicity manager of Paramount Pictures Corp., New York.

John Erman, production assistant at Daystar Productions, signed by Joseph Stefano to direct "Ebon Struck First" segment of *Outer Limits*, new ABC-TV network series. Before joining Daystar last year Mr. Erman was casting director at 20th Century-Fox Television.



Mr. Levey

James Levey appointed manager of daytime TV programming for ABC-TV network. Mr. Levey joined ABC in 1955 as program assistant, working on such shows as *Voice of Firestone*, *Who Do You Trust?* and *The Pat Boone Show*. He was subsequently promoted to supervisor of film programs and assistant to program development director. For past several years, Mr. Levey has been working principally on business matters pertaining to daytime program development and daytime shows on the air.

Paul Freeman named associate producer of Roncom-Revue's *Kraft Suspense Theater* series (NBC-TV).

Robert Schmidt, general manager of KAYS Hays, Kan., elected president of AP Radio and Television Association at annual board meeting last week in New York. District VP's elected at APRTA meeting were: **Tom Eaton**, WTIC Hartford, Conn.; **Carl Lee**, WKZO-TV Kalamazoo, Mich.; **F. O. Carver**, WSJS Winston-Salem, N. C.; and **John Thompson**, KRCA-TV Los Angeles. AP's assistant general manager, **Louis J. Kramp**, elected secretary of association, while AP radio-TV news editor, **John Aspinwall**, was re-elected assistant secretary. AP treasurer, **Robert Booth**, re-elected treasurer of association.

Ronald Pollock, manager of network sales development at NBC-TV, appointed director of research and sales development for Independent Television Corp., New York.

Parke Levy joins MGM-TV to start preparing for filming first episode of *December Groom*, new half-hour series starring John McGiver which MGM-TV will produce in association with

Radio rep expands

Robert Richer Representatives Inc., New York-based radio representative firm, announced last week formation of two new regional offices. In Chicago, new office is located at 333 N. Michigan Ave., with **Pat Gatto** and **Phil Boal** as directors. Telephone is (312) 345-7530. In Detroit, office is at 424 Book Bldg. and headed by **Max Goldfarb**. Telephone: (313) Woodward 1-9704.

Mr. Levy. **Sargeant Major George E. Parker**, USMC, has been temporarily assigned to MGM-TV to assist Lt. Colonel Clement Stadler, technical advisor of *The Lieutenant* TV series which MGM-TV is producing for NBC-TV.

Richard West, associate director of ABC-TV's *The Tennessee Ernie Ford Show*, named unit manager of the program, effective today, succeeding **Jack Tolen**, who moves from San Francisco to Los Angeles to become unit manager of *Day In Court*, also an ABC-TV program.

Wayne Howell returns to WNBC-AM-FM New York with *The Wayne Howell Show* (Monday-Friday, 7:05-10:30 p.m. EDT) Sept. 27. Mr. Howell, who left radio in 1962 to devote more time to his TV programs, will replace **Jerry Marshall** in that time slot.

NEWS



Mr. Lynch

John F. Lynch, program manager of ABC News' special projects division, promoted to new post of manager of ABC News, Washington. He will be second in command in Washington bureau, reporting to Bureau Chief Robert Fleming. Mr. Lynch started in news with stations and papers in North Dakota, joined United Press in Chicago in 1943, was night radio editor of UP in New York from 1947 until 1951, when he moved to NBC News. On NBC-TV's *Today* show he rose to general manager and program manager before moving to ABC in 1961.

Joe Kozokowsky, formerly with CFPA Port Arthur, Ont., to WTHI-TV Terre Haute, Ind., as newscaster.

Russell G. Van Arsdale, formerly with WJAR-TV Providence, named news director of KTTV-TV Los Angeles.

Robert Myers, former chief of Associated Press bureau in Honolulu (BROADCASTING, Sept. 23), named chief

of AP's Salt Lake City bureau, succeeding **Jerry O'Brien**, who resigned to become assistant to publisher of *Salt Lake City Tribune*. In his new post, Mr. Myers will be responsible for AP news and administration in Utah and Idaho.

Fred R. Barber Jr., for past three years assistant news director-photographer at WSOC-TV Charlotte, N. C., named news director of WGHP-TV (Greensboro - Winston - Salem) High Point, N. C.

Robert Vitarelli, for past 10 years at CBS headquarters in New York, joins Washington staff of CBS News as director of *Face the Nation* (Sundays, 12:30-1 p.m.) and Washington segments of Walter Cronkite news show.



Mr. Van

Art Van, for past three years news director at WJHL-TV Johnson City, Tenn., joins WATE-AM-TV Knoxville, Tenn., in same capacity.

Roy Wetzel, news director of WBBF Rochester, N. Y., for past three years, appointed to newly created position of special projects editor, responsible for expansion of station's broadcast activities in field of government, politics and documentary investigation of community problems. Mr. Wetzel will continue also as news director until successor has been chosen.

Lee Starnes, formerly of WPIX-TV New York, named news and public affairs director of WHWH Princeton, N. J.

Ed McCusker, member of New Orleans bureau of Associated Press, moves to AP's Jackson, Miss., bureau.

Peter Stoler, free-lance writer and former newsman, joins WEEI Boston as editorial researcher-writer.

Douglas B. Vernon, formerly of KOGO San Diego, Calif., appointed associate news director of WDEE Hamden, Conn.

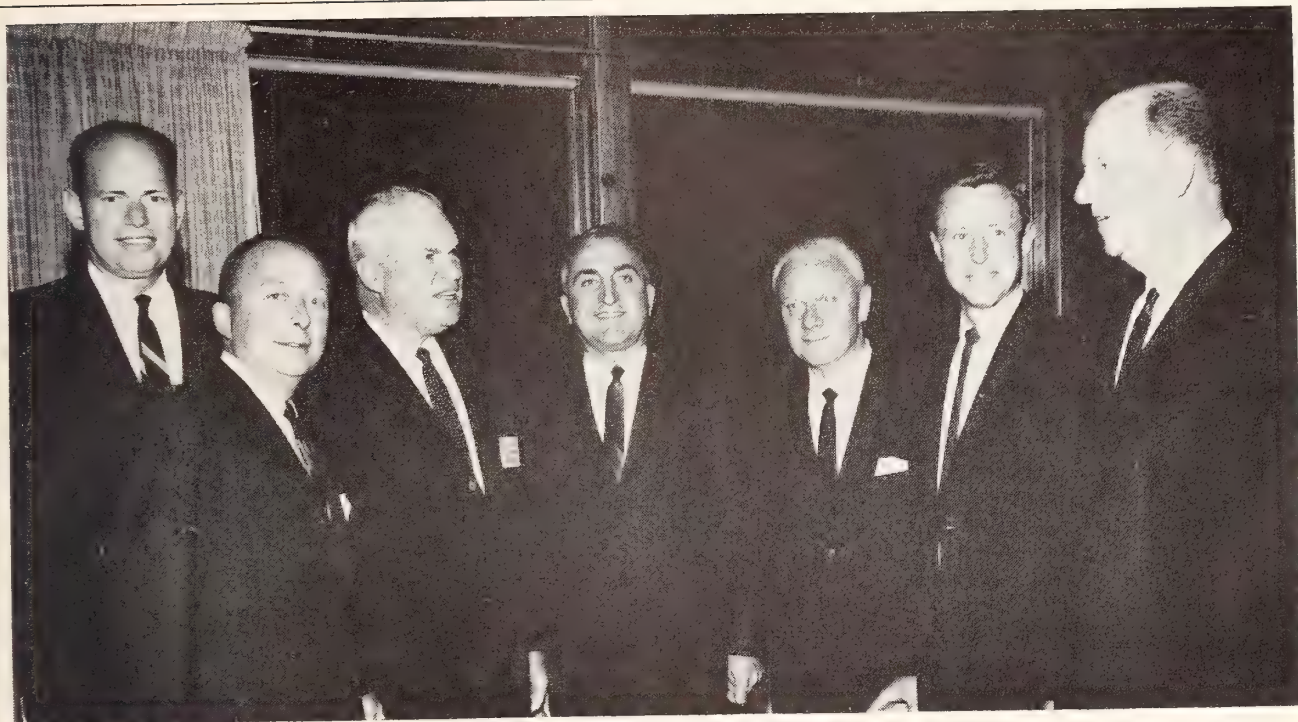
ALLIED FIELDS

Max Ulrich, radio program manager and radio-TV sports director at WSJS-AM-FM-TV Winston-Salem, N. C., joins Episcopal Radio-TV Foundation Inc., Atlanta, as associate director.

Janet Sillen, VP of Dichter Institute for Motivation Research, joins Albert Shepard Associates-Motivation Dynamics, Mohegan Lake, N. Y., as research coordinator for women's products.

GOVERNMENT

Arthur Schatzow appointed chief of FCC Broadcast Bureau's research and education division. **Helen Clark**, FCC librarian, retired Sept. 27 after 45 years of government service. Miss Clark has



A between-sessions discussion at Michigan meet

The buying, selling and evaluation sides of radio-TV were discussed between sessions of the Michigan Association of Broadcasters convention (BROADCASTING, Sept. 16) by (l. to r.) E. L. Byrd, WILS Lansing, new president of the association; William R. Wyatt, A. C. Nielsen Co.;

John Malone, Pontiac Division of General Motors; James H. Quello, WJR Detroit; Dwight S. Reed, H-R Representative; Todd Moore, the Katz Agency, and Gene Ellerman, WWTW(TV) Cadillac, Mich. The Michigan convention was held at Gaylord, Mich.

been with commission since 1935. Mr. Schatzow joined agency in 1960 and served as senior economist in research and development division until being named acting chief of that division several months ago.

INTERNATIONAL

John McMillam, controller of Associated-Rediffusion Ltd., London, since May 1956, promoted to general manager, effective Jan. 1, 1964, succeeding **Captain T. M. Brownrigg**, who retires Dec. 31. Captain Brownrigg will, however, continue his association with the British production company as chairman of A-R Theatrical Productions Ltd., a director of Independent Television News Ltd., Keith Prowse Music Publishers Ltd. and Television Publications Ltd. Captain Brownrigg has served as general manager of Associated-Rediffusion Ltd. since 1954.

Jack Alexander, formerly of CKOY Ottawa, and CHCH-TV Hamilton, both Ontario, joins CJOH-TV Ottawa and CTV Television Network as newscaster.

Luc Ste-Marie and **E. W. Collins** appointed field operations managers for Eastern and Western broadcast division respectively of A. C. Nielsen Co. of Canada Ltd., Don Mills, Ontario. **Wayne Mondville** named account executive and given responsibility for client

relations with respect to Nielsen Coverage Service (NCS 1964). **David J. Mudie** appointed assistant production manager for Nielsen Coverage Service.

Alan Protheroe, news assistant-reporter with BBC since 1957, appointed BBC's news editor for Wales.

Meredith L. Koerner, deputy director of engineering for Radio Free Europe, appointed director of engineering for Radio Liberty, voice of former Soviet citizens, which broadcasts from West Germany, Spain and Formosa.

DEATHS



Mr. Frechette

George T. Frechette, 57, president of Wisconsin Valley Television Corp., licensee of WSAU-AM-FM-TV Wausau, and VP and general manager of William F. Huffman Radio Inc., licensee of WFHR-AM-FM Wisconsin Rapids, died Sept. 24 of heart attack at Riverside Hospital in Wisconsin Rapids. He was admitted to hospital last Monday (Sept. 23) for treatment of pneumonia. Mr. Frechette was serving his second two-year term as member of radio board of directors of National Association of Broadcasters. He also

was head of Wisconsin Network, an organization of stations which broadcast University of Wisconsin football and basketball games. Survivors include his widow, Caroline, and two children.

William L. Morrison, 45, secretary of Advertising Research Foundation, died Sept. 22 in New York following an operation. Mr. Morrison, who joined foundation last year, was former secretary of Radio Advertising Bureau.

Fred J. Green, 66, Pacific division administrative officer of United Press International, with headquarters in San Francisco, died Sept. 20 at Fort Miley Veterans Administration Hospital there after illness of several weeks. Mr. Green joined United Press at San Francisco in 1946, was appointed assistant general business manager in 1955 and administrative officer for UPI's Pacific division in 1958.

William Thomas, 42, engineer at WWSW-AM-FM Pittsburgh, died Sept. 17 after long illness. Mr. Thomas joined WWSW in 1943.

Imogene Powell Frost, 58, copywriter at J. Walter Thompson Co., New York, died Sept. 16 at Memorial Hospital in that city. Mrs. Frost formerly headed agency's Chicago PR department.

ASSOCIATED TELEVISION GETS BREAK

ITA to get more from 6 areas, less from 3, same from 1

Associated Television, programmer in London weekends and the Midlands weekdays, will be the lone major commercial TV company in Great Britain to pay less rental to the Independent Television Authority next year. The breakdown last week followed announcement of increased transmitter rentals to commercial operators after new contracts are awarded later this year (BROADCASTING, Sept 23). In addition, a higher tax rate on advertising goes into effect July 30, 1964.

The reduction to ATV (see accompanying table) is in recognition of its high operating cost and the larger advertising levy it will be paying.

Six of the smaller areas will pay more in ITA rentals, three have had their's cut, and one remains the same. Companies operating in five areas are not expected to pay any advertising revenue levy if their revenue stays at present levels as it would not exceed the \$4.2 million free slice allowed by the new television act. The other five smaller companies will pay the levy.

Hear Ye ■ Notices, paid for by ITA, inviting applications for the new contracts have been published in national and local papers throughout the coun-

try. The days and areas for which contracts are offered are broadly the same as present ones with the exception of the Welsh and West England area. There will be 14 contracts in all:

London weekdays, London weekends and Midlands weekdays, North England weekdays, Midlands and North England weekends, Central Scotland all week, Wales and West of England all week, Southern England all week, North East England all week, East Anglia all week, Northern Ireland all week, South West England all week, The Borders (North England and South Scotland) all week, North East Scotland all week, Channel Islands all week.

Two current areas, South Wales and West of England and West and North Wales have been merged. The two companies presently operating in these areas are discussing a merger following heavy losses by one. In order to provide separate coverage of the Welsh and English parts of the area ITA has asked the postmaster-general for a second VHF channel in South Wales.

Five contract areas will be enlarged by new VHF transmitters.

All contracts will run for three years subject to earlier termination or renew-

al, depending on the timing of the introduction and extension of any second ITA network. If a second ITA commercial network begins before the end of the three-year period the contracts will terminate when the network starts. If the beginning of a second network is definitely scheduled for after July 1967, contracts will continue, subject to possible rental changes, until the second network opens, up to a total period of six years.

Any contract terminated by the arrival of a second ITA network which applies to an area not covered by the new network will be renewed subject to the six-year maximum and reconsideration of rental. If by 1967 it seems that a second ITA network will not be introduced before 1970, there will be no extension of contracts and ITA will examine the whole pattern on a single network basis.

Changes for the big four companies, if their contracts are renewed, are shown in table:

TV public service shows added to festival list

The third annual International Film Festival, which will be held Oct. 8-10 at the Barbizon-Plaza hotel in New York, has added a group of awards in TV public-service programs area. In previous years, festival competition was restricted to industrial film and TV commercial categories.

The festival agenda will include a group of seminars on various phases of TV commercial production, TV public service programming and industrial film production. There will be continuous showings of outstanding industrial films, commercials and TV programs.

In association with the festival there will be an exhibition of audio-visual equipment, techniques and services. Both the festival and exhibition are presented by Industrial Exhibitions Inc., 17 East 45th Street, New York. Herbert Rosen is director.

The new public service TV film category, Mr. Rosen said, will include various groupings for programs and series produced by single station, station group or independent producer. Winners will be receive silver bowls.

Labor board asked to mediate

A jurisdictional dispute between the Association of Radio and Television Employees of Canada and the National Association of Broadcast Engineers and Technicians has resulted in the request by ARTEC for a conciliation officer to be appointed by the Canadian Labor Relations Board. ARTEC and Canadian Broadcasting Corp. negotiations at Ottawa for a new contract have broken down over the inter-union dispute as to

Changes for the big four companies, if their contracts are renewed:

	Current ITA rental	New ITA rental	Estimated advertising revenue levy
Associated-Rediffusion	\$2,660,000	\$4,760,000	\$11,200,000
London weekdays			
Granada	2,385,600	4,480,000	8,960,000
North weekdays			
Associated Television	2,864,400	2,660,000	10,220,000
London weekends and Midlands weekdays			
ABC	1,761,200	2,380,000	5,460,000
North and Midlands weekends			

'Amos 'n' Andy' sold in Africa—NAACP objects

An official of the National Association for the Advancement of Colored People expressed "regret" last week that the *Amos 'n' Andy* series had been bought for showing over two TV stations in Africa. He said that the series does not typify the American Negro, but actually is "a stereotype and distorts the truth." He added: "We would not want our African brothers to think our lawyers are like the lawyers on *Amos 'n' Andy*."

The programs were bought by the Western Nigerian Radiovision Service in Ibadan and the Kenya Broadcasting Corp. in Nairobi, whose chief executives are said to be Africans. A spokesman for CBS Films, which

distributes the series, commented "it was one of 45 series we sold in Africa, and they were selected by the broadcasters after careful screening of the product."

The African services buying CBS Films properties were Nigerian Television Service, Western Nigeria Radiovision, Kenya Broadcasting Corp., Eastern Nigeria Broadcasting Corp., Sierra Leone and Rhodesia TV.

CBS Films international division has also announced first foreign sales of *The Garry Moore Show*, *The Great Adventure*, *The Hector Heathcote Show* and *The Jerry Lester Show*. The sales were made to Austama Television, new licensee for a Melbourne, Australia, station.

which union will represent the CBC maintenance workers. They were covered by ARTEC under the previous contract, while CBC claims they are no longer covered by ARTEC. Paul Rousseau, ARTEC president, says the union refuses to negotiate for only part of the 2,200 CBC employees it claims to represent, including staff announcers, sales representatives, office staff, employees of CBC international service, and truck drivers. ARTEC also wants a 14% across-the-board wage increase.

Vive le CJBC

CJBC Toronto, 50 kw outlet of the Canadian Broadcasting Corp., will likely use more French-language programs in 1964 following a study now being made as a result of representations by the French-language Radio-Television Association of Southern Ontario. CJBC, formerly the key station of the CBC's Dominion network, has been broadcasting French-language programs two hours each evening for the past year. CBL, the other CBC 50 kw station at Toronto, is key station of CBC's Trans-Canada network. There is increasing demand for French-language programs in the southern Ontario area, where there are now over 50,000 French-speaking people.

Abroad in brief...

Intervenes ■ Minister of Labor John Hare has agreed to intervene in the 17-month long pay dispute between BBC-TV and the Variety Artists Federation. The pay claim now goes before a ministry industrial court. The union wants the same terms from BBC-TV as it won from the commercial network after a two-week strike two years ago.

Rep appointed ■ Tyrell and Nadon Ltd., Toronto and Montreal, has been appointed representative for CKCQ Quesnel, B. C.; CFBV Smithers, B. C.; and CHIC Brampton, Ont.

Viewing up ■ The latest Television Audience Measurement figures show that for the second straight month there has been an increase in the commercial network share of television viewing. During the five weeks ending Sept. 1, the commercial network's viewing share in homes able to tune in to both networks in all commercial network areas in the United Kingdom was 62%, 2% higher than in July and 3% higher than the June figure.

Muzak in Germany ■ Muzak, a division of Wrather Corp., has taken an equity position in Musik fur Millionen (music for millions), West Germany's largest supplier of background music. Musik fur Millionen has been supplying programed background music in five

West German cities for the past five years. The firm plans to expand Muzak coverage to every major city in West Germany.

Talent hunt ■ Tim Holland Bennett, head of artists booking for BBC-TV and Humphrey Burton, editor of BBC-TV arts program *Monitor*, are on a two week talent spotting and fact finding visit to the Soviet Union. This is the first visit by BBC staff men to the USSR since the recent agreement between BBC and the Soviet state broadcasting organization.

Publisher sold ■ Sidney Berstein, head of the Granada Group which owns Granada TV Network Ltd., one of Britain's major TV companies, has bought the London publishing firm of Rupert Hart-Davis. The firm was ac-

quired by Harcourt, Brace and World Inc. of New York in January 1962.

Football sponsors ■ Radio network coverage of the Canadian football classic Grey Cup Game on Nov. 20 from Vancouver, B. C.; will be sponsored by the Canadian Army through the Department of National Defence, Ottawa, Ont. (Breithaupt, Milson & Benson Ltd., Toronto, Ont., is agency); Mennen Co. Ltd., Toronto (F. H. Hayhurst Co. Ltd., Toronto); and Carling Breweries Ltd., London, Ont. (F. H. Hayhurst Co. Ltd., Toronto).

Agencies merge ■ Grant Advertising Ltd. and L. B. Singleton Ltd., both London, have merged and have been consolidated under Grant as London headquarters for the European division of Grant Advertising, Chicago.

INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

14-24 OCTOBER 1963

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Information from: MIFED - Largo Domodossola 1 - Milano (Italy)
Telegrams: MIFED - Milano

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Sept. 19 through Sept. 25 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

APPLICATIONS

Bayshore, N. Y.—Long Island Video Inc. UHF channel 75 (836-842 mc); ERP 241 kw vis., 120.5 kw aur. Ant. height above average terrain 267 feet, above ground 318 feet. P. O. address c/o Gerald T. Arthur, 82 Fourth Avenue, Bayshore, Long Island, N. Y. Estimated construction cost \$573,070; first year operating cost \$200,000; revenue \$200,000. Studio location Bay Shore, trans. location Islip. Geographic coordinates 40° 45' 04" north latitude, 73° 12' 52" west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-25G. Legal counsel Fly, Shuebruk, Blume & Gaguine; consulting engineer Jules Cohen & Associates, both Washington. Principals: Gerald T. Arthur, Wilson B. Stringer (each 37.5% beneficially) and Irving Maidman (25% beneficially), tr/as Sunrise Press Inc., publisher of local weekly newspapers; three principals are also owners of WBIC Islip. Ann. Sept. 18.

Cleveland—Superior Broadcasting Corp. UHF channel 65 (776-782 mc); ERP 376 kw vis., 192 kw aur. Ant. height above average terrain 801 feet, above ground 638 feet. P. O. address c/o Frank C. Mavec, 26101 Euclid Avenue, Cleveland 32. Estimated construction cost \$517,006; first year operating cost \$300,000; revenue \$200,000. Studio and trans. locations both Brecksville. Geographic coordinates 41° 16' 51" north latitude, 81° 37' 24" west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-27J. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer Carl E. Smith, Cleveland. Principals: Frank Mavec (74%), Leigh H. Perkins, George Oliva Jr. (each 10%) and others. All principals are local businessmen. Ann. Sept. 19.

New AM stations

ACTIONS BY FCC

Athens, Ala.—Limestone Broadcasting Co. Granted CP for new AM on 1080 kc, 1 kw-D; conditions. P. O. address Route 8, Athens. Estimated construction cost \$12,594; first year operating cost \$36,256; revenue \$41,028. Kenneth A. Casey, formerly chief engineer of WMSL Decatur, Ala., is sole owner. Action Sept. 19.

New Roads, La.—Avoyelles Broadcasting Corp. Granted CP for new AM on 1500 kc, 1 kw-D; condition and presurise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Box 7, Marks, La. Estimated construction cost \$19,750; first year operating cost \$40,000; revenue \$45,000. Principals (2,500 shares issued): Aleta B. Sanders (1,240 shares), Guy C. Billups Jr. (620), Irene Billups (600), W. L. Billups (20), Chester J. Coco and Clarence E. Powell (each 10). Applicant owns KAPB Marks, La. and WLBH Denham Springs, La. April 16 initial decision looked toward grant. Action Sept. 23.

Existing AM stations

ACTION BY FCC

KXIV Phoenix, Ariz.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action Sept. 25.

APPLICATION

WFPA Fort Payne, Ala.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Sept. 25.

New FM stations

APPLICATIONS

***Santa Barbara, Calif.—University of California.** 91.1 mc, channel 216, 10 w. Ant. height above average terrain 97 feet. P. O. address c/o Elmo R. Morgan, 641 University Hall, University of California, Berkeley, Calif. Estimated construction cost \$500; first year operating cost \$1,510. Principals: university regents. Ann. Sept. 25.

Valparaiso, Ind.—Northwestern Indiana Broadcasting Corp. 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 298 feet. P. O. address c/o Joseph N. Thomas, 14 Franklin St., Valparaiso. Estimated construction cost \$74,648; first year operating cost \$40,000; revenue \$20,000. Applicant is subsidiary of Gary Printing & Publishing Co., publisher of Gary (Ind.) Post-Tribune; company is controlled by Snyder family. Ann. Sept. 19.

Clinton, Mo.—Clinton Broadcasting Inc. 95.3 mc, channel 237, 3 kw. Ant. height above average terrain 200 feet. P. O. address Box 386, Clinton. Estimated construction cost \$15,497; first year operating cost \$21,000; revenue \$25,000. Principals: Clarence W. Dickgrafe, Floyd H. Pinkston and Harry F. Finks Jr. (each 33 1/3%). Mr. Finks is banker; other two principals are

part owners of local publishing firms (weekly and semi-weekly newspapers) and 50% owners of application for new AM in Clinton. Ann. Sept. 25.

***Kingston, R. I.—University of Rhode Island.** 91.1 mc, channel 216, 10 w. Ant. height above average terrain 24 feet. P. O. address c/o WRIU, Memorial Union, Kingston. Estimated construction cost \$4,025; first year operating cost \$500. Principals: board of trustees. Ann. Sept. 18.

Lexington, Tenn.—Lexington Broadcasting Service Inc. 99.3 mc, channel 257, 90.2 w. Ant. height above average terrain 152 feet. P. O. address c/o B. L. Enouchs, Box 170, Lexington. Estimated construction cost \$4,350; first year operating cost \$8,000; revenue \$12,000. Applicant is licensee of WDXL Lexington. Ann. Sept. 23.

Memphis—KWAM Inc. 101.1 mc, channel 266, 100 kw. Ant. height above average terrain 387 feet. P. O. address 64 Flicker Street, Memphis. Estimated construction cost \$39,112; first year operating cost \$25,300; revenue \$30,000. Applicant is licensee of KWAM Memphis. Ann. Sept. 25.

Morristown, Tenn.—East Tennessee Broadcasting Corp. 95.9 mc, channel 240A, 3 kw. Ant. height above average terrain 260 feet. P. O. address c/o George R. Guertin, WMTN Morristown. Estimated construction cost \$11,403; first year operating cost \$7,500; revenue \$12,500. Applicant is licensee of WMTN. Ann. Sept. 19.

Eau Claire, Wis.—Post Broadcasting Corp. 100.7 mc, channel 264, 53 kw. Ant. height above average terrain 738 feet. P. O. address c/o David L. Nelson, Box 559, Appleton, Wis. Estimated construction cost \$28,715; first year operating cost \$20,750; revenue \$12,500. Post owns licensee of WAXX Chippewa Falls, Wis., and plans to operate FM in conjunction with WAXX. Ann. Sept. 19.

La Crosse, Wis.—William E. and Louise A. Bruring. 93.3 mc, channel 227, 50.61 kw. Ant. height above average terrain 486 feet. P. O. address 518 State Street, La Crosse. Estimated construction cost \$25,260; first year operating cost \$23,420; revenue \$26,400. Each principal is 50% owner; also own communications equipment firm. Ann. Sept. 25.

Existing FM stations

APPLICATION

WJBO-FM Baton Rouge, La.—CP to change frequency from 98.1 mc, channel 251, to 101.5 mc, channel 268; increase ERP from 2.5 kw to 100 kw; reduce height above average terrain from 730 feet to 437 feet; increase TPO to 17.83 kw; change ant.-trans. location, and install new trans. and ant. Ann. Sept. 19.

Ownership changes

ACTIONS BY FCC

KFMH(FM) Colorado Springs—Granted assignment of license from KFMH Inc. to Garvey Communications Systems Inc., parent corporation. No financial consideration involved. Also see KGHF Pueblo, Colo., and KKTV(TV) Colorado Springs. Action Sept. 25.

KKTV(TV) Colorado Springs—Granted assignment of license from TV Colorado Inc. to Garvey Communications Systems Inc., parent corporation. No financial consideration involved. Also see KFMH(FM) Colorado Springs. Action Sept. 25.

KGHF Pueblo, Colo.—Granted assignment of license from KGHF Inc. to Garvey Communications Systems Inc., parent corporation. No financial consideration involved. Also see KFMH(FM) and KKTV(TV), both Colorado Springs. Action Sept. 25.

WROK-AM-FM Rockford, Ill.—Granted assignment of license and CP from E. Kenneth Todd (95.5%) and Upton E. Bartlett (4.5%), d/b Rockford Broadcasters Inc., to Leslie C. Johnson (46%) and others tr/as WROK Inc., subsidiary of Bloomington Broadcasting Corp. Consideration \$400,000. Bloomington Broadcasting is licensee of WJBC-AM-FM Bloomington, WHBF-AM-FM-TV Rock Island, Ill. Commissioners

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Bartley and Loevinger dissented. Action Sept. 25.

WDLT Indianola, Miss.—Granted assignment of license from Radio Cleveland Inc. to Ruth O. Fritts (100%) d/b as Fritts Broadcasting Inc. Consideration \$40,000. R. O. Fritts is farm operator and area representative for cosmetics firm. Action Sept. 24.

WBYM(FM) Bayamon, P. R.—Granted assignment of CP from Efrain Archilla-Roig (47.7%), Pedro Collazo-Barbosa (40%) and others; d/b as Arecibo Broadcasting Corp. to Martinez Caraballo (100%). Consideration \$10,440. Mr. Caraballo owns WISA-AM-FM Isabela and is applicant for new AM in Arecibo, both Puerto Rico. Action Sept. 25.

KLO Ogden, Utah—Granted assignment of license from A. L. Glasmann and others, d/b as Interstate Corp., to Joyce (50%) and Cecil L. Heftel (40.99%) and Mr. Glasmann (.01%), father of Mrs. Heftel. Consideration \$166,000. Principals all have present interest in KLO and in KUTV(TV) Salt Lake City and KLIJ Twin Falls, Idaho. Action Sept. 25.

KGMJ(FM) Seattle—Granted assignment of license and SCA from Rogan Jones (41.85% individually and control of additional 52.9% through 85.44% ownership of International Good Music Inc.) and others, d/b as KGMJ Inc., to J. Elroy McCaw (45%), A. Stewart Ballinger (35%) and H. Dewayne Kreager and Willard J. Wright (each 10%), tr/as Metropolitan Radio Corp. Consideration \$45,000. Also see KIXI Seattle grant. Action Sept. 25.

KIXI Seattle—Granted transfer of control of licensee corporation, K-91 Inc., from Hale Bondurant (50%), d/b as KWG Broadcasting, and Walter N. Nelskog (50%) to J. Elroy McCaw (45%), A. Stewart Ballinger (35%) and H. Dewayne Kreager and Willard J. Wright (each 10%), tr/as Metropolitan Radio Corp. Consideration \$535,000. Mr. McCaw has interest in KCTO (TV) Denver and KTVW(TV) Tacoma and KELA Centralia, both Washington and outdoor advertising business; Mr. Kreager has widespread business holdings; Mr. Wright is lawyer; Mr. Ballinger is real estate salesman. Also see KGMJ(FM) Seattle grant. Commissioner Bartley dissented; Commissioner Loevinger abstained from voting. Action Sept. 25.

KJR Seattle, KXL Portland, Ore., and KNEW Spokane, Wash.—Granted assignment of licenses from Essex Production Inc. and Dena Pictures Inc. (each 50%), d/b as Seattle Portland & Spokane Radio, to Sinatra Radio and Dena Pictures Inc. (each 50%), tr/as company of same name; substantially no ownership change. No financial consideration involved. Action Sept. 24.

APPLICATIONS

KFOY-TV Hot Springs, Ark.—Seeks assignment of CP from Donald W. Reynolds (100%), d/b as American Television Inc., to Arkansas Educational Television Commission. Consideration \$150,000. If sale is approved by FCC, station will become educational outlet. Ann. Sept. 23.

KPOC Pochontas, Ark.—Seeks acquisition of positive control of licensee corporation, Pochontas Radio Inc., from A. J. Blatz (40%) and Rufus D. Haynes (30%) by Adrian L. White (100%). Consideration \$42,500 and interest in theater firm. Mr. White also owns KTMN Trumann. Ann. Sept. 18.

KERO-TV Bakersfield, Calif.—Seeks assignment of license from Transcontinent Television Corp. to Time-Life Broadcasting Co. Consideration \$4,565,000. Time-Life owns KLZ-AM-FM-TV Denver, WOOD-AM-FM-TV Grand Rapids, Mich., KOGO-AM-FM-TV San Diego, WTCN-AM-TV Minneapolis and WFBM-AM-FM-TV Indianapolis. For other information see WGR-AM-FM-TV Buffalo application below. Ann. Sept. 23.

KFMB-AM-FM-TV San Diego—Seeks assignment of licenses from Transcontinent Television Corp. to Midwest Television Inc. Consideration \$10,085,000. Midwest owns WCIA-TV Champaign and WMBD-AM-FM-TV Peoria, both Illinois; Lindsey-Schaub Newspapers, which owns 20% of Midwest, is licensee of WSOY-AM-FM Decatur, WVLN-AM-FM Olney and WSEI(FM) Effingham, all Illinois. For other information see WGR-AM-FM-TV Buffalo application below. Ann. Sept. 23.

KWIZ-AM-FM Santa Ana, Calif.—Seeks transfer of control of licensee corporation, Voice of Orange Empire Inc., from Ernest

L. and Franc E. Spencer (51%) and Benton Paschall (49%) to Raymond T. McKenzie (100%). Consideration \$821,000. Mr. McKenzie is presently manager of stations. Ann. Sept. 18.

KTHO Tahoe Valley, Calif.—Seeks transfer of control of licensee corporation, Emerald Broadcasting Co., from Kenneth E. Gallagher (16.4%) to Donald C. McBain (41.82% after transfer, 39.6% before), Albert W. Nelson (31.64% after, 30.25% before), Robert W. Pendergrass (15% after, 11% before) and Edward S. Adams (11.54% after, 2.75% before). Consideration \$15,000. Ann. Sept. 25.

WMES Ashburn, Ga.—Seeks transfer of control of licensee corporation, WMES Inc., from W. M. Forshee, Emory L. Pope and Maxine Robinson (each 33 1/3%) to Mr. Forshee, M. Robinson and Esther W. Forshee (each 33 1/3%). Consideration \$14,023. Ann. Sept. 19.

KHAI Honolulu—Seeks assignment of license from Robert Sherman (100%), d/b as Royal Broadcasting Inc., to Sacramento Broadcasters Inc. tr/as Radio KHAI Inc.; Sacramento Broadcasters, is licensee of KROY Sacramento, Calif., is owned by Lincoln and Sylvia Dellar (each 50%). Consideration \$150,000. Mr. and Mrs. Dellar also have interests in KACY Port Hueneme and KLYD-AM-TV Bakersfield, both Calif. Ann. Sept. 25.

KEEP Twin Falls, Idaho—Seeks transfer of control of licensee corporation, Radio Sales Corp., from D. Spencer and Arta L. Grow (50%) and Janice M. and Ralph W.

d/b as Mount Holly-Burlington Broadcasting Co., to Mr. Farina (98%), Sarah M. and Frederick R. Farina (each 1%), tr/as Mount Holly-Burlington Broadcasting Inc. No financial consideration involved. Ann. Sept. 23.

WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes Barre, Pa.—Seek assignment of licenses from Transcontinent Television Corp. to Taft Broadcasting Co.; WNEP-TV must first be assigned from Northern Pennsylvania Broadcasting Inc. to TTC, its parent corporation. Consideration \$26,889,310. Taft is licensee of WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, Ohio, WERC-AM-FM-TV Birmingham, Ala., and WKYT-TV Lexington, Ky. Also see KFMB-AM-FM-TV San Diego, WDOK-AM-FM Cleveland and KERO-TV Bakersfield, Calif. For other information see BROADCASTING, Sept. 23. Ann. Sept. 23.

WIZR Johnstown, N. Y.—Seeks assignment of CP from Martin Karig (100%) to August J. Louis F. and Emil F. Galasso (each 33 1/3%), tr/as Schoharie County Broadcasting Corp. Consideration \$65,000. Applicants, brothers, are local businessmen. Ann. Sept. 18.

WEEE Rensselaer, N. Y.—Seeks transfer of control of licensee corporation, Fairview Broadcasters Inc., from W. Frank Short (17.5%) to Stanley R. Bookstein (8%) and Max J. Zuckerman (9.5%). Consideration \$35,000. Mr. Bookstein is lawyer, Mr. Zuckerman is certified public accountant. Ann. Sept. 23.

WDOK-AM-FM Cleveland—Seeks transfer of control of licensee corporation, Northeastern Pennsylvania Broadcasting Inc., from Transcontinent Television Corp. to stockholders of same. No financial consideration involved. For other information see WGR-AM-FM-TV Buffalo application above. Ann. Sept. 23.

WCIT Lima, Ohio—Seeks assignment of license from Sam Kamin and James A. Howenstine (each 50%), d/b as Citizens Broadcasting Co., to same persons in same percentages tr/as Citizen Broadcasting Corp. No financial consideration involved. Ann. Sept. 25.

WOHO Toledo, Ohio—Seeks transfer of control of licensee corporation, Midwestern Broadcasting Co., from Samuel W. Sloan, individually and as executor of estate of Sebastian N. Sloan, to S. W. Sloan and Ohio Citizens Trust Co., trustee. No financial consideration involved. Ann. Sept. 20.

KBMC Eugene, Ore.—Seeks assignment of license from John R. Riedinger (55%), Sidney G. Smith (44%) and David N. Andrews (1%), d/b as Milan Corp., to Alan C. and Ruth M. Graves (each 50%), tr/as F-Empire Broadcasters. Consideration \$22,571. Mr. and Mrs. Graves own recording service. Ann. Sept. 18.

WACB Kittanning, Pa.—Seeks assignment of license from Joel W. Rosenblum (100%) to Mr. Rosenblum (100%), tr/as WACB Inc. No financial consideration involved. Ann. Sept. 20.

WYNS Leighton, Pa.—Seeks transfer of control of licensee corporation, Valley Broadcasting Co., from Martin H. Philip (100%) to Mr. Philip and Frances J. Philip (each 50%). No financial consideration involved. Ann. Sept. 18.

KSOO-AM-TV Sioux Falls, S. D.—Seeks transfer of control of licensee corporation, KSOO-TV Inc., from Morton H. Henkin (51% before transfer, 33 1/3% after) to Thomas Barnstable (27 3/4% after, 19% before), Harold W. Bangert, Julius Hetland and Earl Reineke (each 13% after, 10% before). Consideration \$50,000. Ann. Sept. 25.

WCLC Jamestown, Tenn.—Seeks acquisition of positive control of licensee corporation, Jamestown Broadcasting Inc., from R. Gene Cravens and H. F. Lawson (each 33 1/3%) by Stanley Cravens (100% after transfer, 33 1/3% before). Consideration \$50,000. Ann. Sept. 25.

KFMP(FM) Port Arthur, Tex.—Seeks assignment of license from Henry Diehl (100%), d/b as Triangle Broadcasting Co., to Larry H. Farmer and Willis Comeaux (each 50%), tr/as company of same name. Consideration \$10,000. Mr. Farmer is part owner of electronics firm; Mr. Comeaux is half owner of construction company. Ann. Sept. 25.

KSLL Tyler, Tex.—Seeks transfer of control of licensee corporation, Oil Center Broadcasting Co., from W. A. Pounds Jr.

ETV fund applications

Following applications for matching federal funds for educational television have been filed at Department of Health, Education & Welfare in Washington, subject to approval by Secretary of HEW:

■ San Jose, Calif.—Office of Education; for \$75,575 for channel 54 at San Jose; total project cost \$151,150.

■ Orono, Me.—University of Maine; for \$110,017 for channel 13 at Calais; total project cost \$146,890.

■ New Orleans—Greater New Orleans Television Foundation; for \$188,156 for channel 8 at New Orleans; total project cost \$250,875.

■ Moscow, Idaho—Regents of University of Idaho; for \$111,211 for channel 12 at Moscow; total project cost \$177,350.

■ University Park, N. M.—Regents of New Mexico State University; for \$204,537 for channel 12 at Hatch; total project cost \$409,074.

■ Urbana, Ill.—University of Illinois Board of Trustees; for \$414,532 for channel 12 at Urbana; total project cost \$500,938.

Burden Jr. (50%) to Fred M. Frazier (61.5%) and others, d/b as Idaho Land Corp. Consideration \$20,000. Applicant is real estate firm. Ann. Sept. 18.

WAMV-AM-FM East St. Louis, Ill.—Seeks assignment of license from Lawrence R. Picus, Simpson R. Walker (each 25.14%) and others, d/b as Stanlin Inc., to Hess-Hawkins Co., owned by H. M. Storms Co., in turn owned by Ivy Office Specialties Inc., Ivy Office is owned by Louis Strick (56.25%), Rosalind H. Strick (25%) and others. No financial consideration involved; assignee is former licensee and holds mortgage on equipment. Ann. Sept. 25.

WBSM-AM-FM New Bedford, Mass.—Seeks transfer of control of licensee corporation, Southern Massachusetts Broadcasters Inc., from George Gray and Murray Carpenter (each 50%) to Mr. Gray (45%), Mr. Carpenter (35%) and Chauncey L. Landon (20%). No financial consideration involved. Mr. Landon is part owner of WTCX(FM) St. Petersburg, Fla. Ann. Sept. 18.

KUXL Golden Valley, Minn.—Seeks assignment of license and CP from Edward D. Skotch (100%) to Mr. Skotch (100%), tr/as Greater Happiness Inc. No financial consideration involved. Ann. Sept. 19.

WJZZ Mount Holly, N. J.—Seeks assignment of CP from John C. Farina (100%),

and Betty Reynolds (each 50%) to Aubrey Irby and John Dorris (each 50%). Consideration \$21,849. Applicants own background music service. Ann. Sept. 19.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Van Wert Broadcasting Co. for new daytime AM on 1050 kc, 250 w, DA, in Plymouth, Ind.; condition. Action Sept. 20.

■ Hearing Examiner Isadore A. Honig issued supplemental initial decision looking toward granting application of Dixie Radio Inc. for new daytime AM on 790 kc, 500 w, DA, in Brunswick, Ga.; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, and program tests not to be authorized until permittee has shown Denver T. Brannen has divested all interest in, and severed all connections with, WPAP Fernandina Beach, Fla. Action Sept. 19.

■ Hearing Examiner Thomas H. Donahue issued initial decision in which he found application of Smackover Radio Inc. for new AM on 610 kc, 500 w-D, in Smackover, Ark., and Magnolia Broadcasting Co. to increase power of KVMA Magnolia, Ark., from 1 kw to 5 kw, DA, continued operation on 630 kc, D, were filed in good faith and neither application was filed solely nor in part for purpose of preventing grant of application of Ouachita Valley Radio Corp. for new station in Camden. Because of "freeze," Smackover and KVMA applications were placed in pending file, and, upon request of parties, "good faith" issue was heard separately. Action Sept. 23.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing application of Ottawa Broadcasting Corp. for change of operation of WJBL Holland, Mich., on 1260 kc, from 5 kw, DA, D, to 1 kw-N, 5 kw-LS, DA-2; on own motion, made WFBM Indianapolis party to proceeding; and dismissed as moot opposing petition by KROX Crookston, Minn. Action Sept. 25.

WSIR Winter Haven, Fla.; WJBS DeLand, Fla.—Designated for consolidated hearing applications for increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; made WTRL Bradenton party to proceeding. Chairman Henry not participating. Action Sept. 25.

OTHER ACTIONS

KEYC-TV Mankato, Minn.—Granted renewal of license. Action Sept. 25.

KDAL Inc. Duluth, Minn.—Granted CP's for new UHF TV translator stations on channel 70 at Baudette and Lancaster and on channel 79 at Roseau, all Minnesota, to rebroadcast programs of KDAL-TV (ch. 3) Duluth. Action Sept. 25.

Northwest Publications Inc., Superior, Wis.—Granted CP's for new UHF TV translator stations on channel 74 at Baudette and Lancaster, both Minnesota, and on channel 82 at Roseau, Minn., to rebroadcast programs of WDSM-TV (ch. 6) Superior. Action Sept. 25.

■ Granted extension of temporary authority to Ocean City Broadcasting Corp. (proposed assignee) to operate WETT Ocean City, Md., for period not exceeding 90 days. Authority was granted on finding that continuation of broadcast service by WETT is in public interest but is without prejudice to commission action on pending application for assignment of license from WETT Corp. to Ocean City Broadcasting Co. Action Sept. 25.

■ By memorandum opinion and order, commission denied as procedurally defective petition by Midcontinent Broadcasting Co. (proposed assignee of WCWT-TV, ch. 9, Wausau, Wis.), for reconsideration of May 15 action which granted, with condition, application of Forward Television Inc. for transfer of control of WMTV-TV [ch. 15] Madison, Wis., from Lee Radio Inc. to Wisconsin Valley Television Corp. Commission pointed out, however, that merits of Midcontinent's allegations which relate to possible abuse of processes by Wisconsin Valley are being explored in pending hearing in Docs. 14933-4. Commissioners Bartley and Ford not participating. Action Sept. 25.

■ By letter, commission waived Sect. 1.351

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 25

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,826	56	143	325
FM	1,101	30	75	226
TV	522 ¹	55	82	126

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 25

	VHF	UHF	TOTAL TV
Commercial	486	91	577 ¹
Noncommercial	51	29	80 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Aug. 31

	AM	FM	TV
Licensed (all on air)	3,826	1,101	522 ¹
CP's on air (new stations)	56	30	55
CP's not on air (new stations)	135	76	80
Total authorized stations	4,017	1,207	657 ¹
Applications for new stations (not in hearing)	188	192	73
Applications for new stations (in hearing)	136	12	51
Total applications for new stations	324	204	124
Applications for major changes (not in hearing)	241	89	41
Applications for major changes (in hearing)	54	3	10
Total applications for major changes	295	92	51
Licenses deleted	0	0	0
CP's deleted	2	3	3

¹ Does not include seven licensed stations off air

² Includes three stations operating on unreserved channels

of rules and placed in line for processing in normal course application of Paul A. Brandt for increased daytime power of WCEN Mt. Pleasant, Mich., on 1150 kc, from 1 kw to 5 kw, and change from DA-N to DA-2, continued nighttime operation with 500 w. Commissioner Lee concurred in result. Action Sept. 25.

■ By order, commission waived Sect. 1.354 of AM "freeze" rule and accepted for filing application of Carl Richard Buckner for new AM on 1490 kc, 250 w, unl., in Immo-lakee, Fla., with assignment of file number as of March 21. Action Sept. 25.

■ By memorandum opinion and order, commission took following actions on procedural matters in connection with Oct. 4 oral argument on petitions for reconsideration of May 29 report and order in VHF drop-in proceedings in Docs. 14232-14238: (1) denied motion by American Broadcasting Co. to strike oppositions of Association for Competitive Television, Electronic Industries Association, Symphony Association for Inc. and Intertel Inc. to ABC's petition for reconsideration of the May 29 report and order; (2) granted request by Association of Competitive Television for waiver of rules to permit William L. Putnam, non-attorney, to present case at oral argument; and (3) denied petition by St. Anthony Television Corp. (KHMA-TV), Houma, La., insofar as it seeks participation in oral argument. Commissioner Cox not participating. Action Sept. 25.

■ By memorandum opinion and order, commission (1) waived Sect. 3.636 of rules and granted applications of Springfield Television Broadcasting Corp. to increase vis. ERP of WWLP (TV [ch. 22]) Springfield, Mass., from 214 kw to 376 kw, and of satellite station WWOR (TV [ch. 14]) Worcester, Mass., from 16.2 kw to 460 kw, and (2) denied opposing petitions of Triangle Publications Inc. (WNHC-TV [ch. 8]) New Haven, Conn. Action Sept. 25.

■ By memorandum opinion and order, commission (1) granted application of Reese Broadcasting Corp. for change of operation of WCBG Chambersburg, Pa., on 1590 kc

from 5 kw-D, to 1 kw-N, 5 kw-LS, DA-N; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419; and (2) denied opposing petition by Chambersburg Broadcasting Co. (WCHA-AM-FM), Chambersburg, and WCBG's motion to dismiss latter's petition. Chairman Henry not participating. Action Sept. 25.

■ By memorandum opinion and order, commission (1) granted petition by Continental Broadcasting of California Inc. insofar as it requested waiver of AM "freeze" rule and accepted for filing as of June 20 amendment to application for change of operation of KDAY Santa Monica, Calif., on 1580 kc from 50 kw, DA, D, to 10 kw-N, 50 kw-LS, DA-2, and (2) denied retention of file No. BP-14650 and assigned new file No. BP-15963. Action Sept. 25.

■ By memorandum opinion and order, commission directed hearing examiner to hold in abeyance further hearing procedures on remaining issues concerning applications for new FM stations of Blue Island Community Broadcasting Inc., Blue Island, Ill., Elmwood Park Broadcasting Corp., Elmwood Park, Ill., and Mrs. Evelyn R. Chauvin Schoonfield for renewal of license of WXFM (FM) Elmwood Park pending commission action on August 16 initial decision which looked toward denying Mrs. Schoonfield's renewal application on basic qualifications. Commission feels this procedure, requested by Broadcast Bureau and joined by applicants, offers possibility of saving time and money to all concerned and would result in no prejudice to any party. Action Sept. 25.

■ Commission gives notice that Aug. 1 initial decision which looked toward granting application of Southwestern Broadcasting Co. of Mississippi to increase power of WAPF McComb, Miss., from 1 kw to 5 kw, continued operation on 980 kc, D; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419, became effective Sept. 20

Continued on page 91

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGEN.

CIES advertising require display space.

- All other classifications, 30¢ per word—\$4.00 minimum.

- No charge for blind box number. Send replies to **Broadcasting**, 1735 DeSales St., N.W., Washington, D. C., 20036.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programing departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, BROADCASTING.

A man who loves to sell with strong small market, local sales and management experience for manager of No. 1 pulse rated outlet in pleasant Middle Atlantic market of 50,000. Excellent future with substantial expanding group. Ideal for young aggressive small market manager ready to move ahead. Excellent incentive plan with \$10,000 up potential. Full details, earnings, photo to Box L-356, BROADCASTING.

Sales

Columbus Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five markets. Box H-128, BROADCASTING.

16 year old 5 kw midwest station needs salesman or sales announcer. Excellent opportunity to earn 8 to 10 thousands dollars annually. Box L-212, BROADCASTING.

Seeking General Manager for radio station in midwest. Possibly you are a sales manager looking for the next step up. Group operation with room for advancement. Send complete resume to Box L-321, BROADCASTING.

Sales job open for qualified radio salesman in Carolina's largest market . . . good opportunity for advancement into management for qualified man . . . station part of chain (radio and television). Good salary plus commission arrangement. Box L-331, BROADCASTING.

Want salesman who has proven himself in small market and wants to move up to larger market and greater opportunity. Write Mgr. KAOH, 406 Providence Bldg., Duluth, Minnesota.

Single market station, 17 employees, 2 full-time newsmen, 4 station owned news wagons, growing rapidly, needs young salesman. Will consider present part-time salesman wanting fulltime sales work. Dale Low, KNCM, Moberly, Mo. AM 3-1230.

Wanted: Salesman or combination announcer/salesman, small market, situated in Roanoke Valley, state experience and salary desired first letter. WLRJ, P.O.B. 329, Roanoke, Va.

Wanted . . . Combination salesman-engineer . . . must be good at both. Call Jim Kirk collect . . . WMOP, Ocala, Fla.

Needed—Experienced pro who can sell rate card radio, in tough, challenging competitive market for top rated indie. Interested? write: General Sales Mgr. WQXT, 3165 Mathieson Drive, Atlanta 5, Georgia.

Would you like to sell for one of the nation's truly fine radio stations? See WPTR display ad.

Sales—(Cont'd)

Opening for experienced salesman with ability and ambition. If your visiting Florida, come and see us, or write WQXI, 3000 S. Ocean Blvd., Palm Beach, Fla.

Announcers

Classical music man for San Francisco station with solid combo operate-announce commercial experience. Smooth delivery and voice, must be sophisticated in classical music programing. References and resume only. Box K-274, BROADCASTING.

Experienced announcer for western Pennsylvania station. Join family of stations in Pittsburgh, Youngstown, and Erie. Forward tape, resume and photo. Box L-182, BROADCASTING.

Are you a young radio announcer with a mature voice, some commercial experience, and a desire to join a good medium market station? Then let's get together. We're loaded with employee benefits, the markets a good one, and the staff is broadcasting minded. Send tape, resume and salary range to Box L-234, BROADCASTING.

Announcer-copy writer wanted for Florida East Coast good music station. Would prefer male, but will consider female. Please send tape and complete details in first letter. Position available immediately. Box L-272, BROADCASTING.

Experienced play-by-play and morning man salesman wanted immediately by stable adult programed station. Box L-300, BROADCASTING.

Combination engineer-announcer for 5 kw automated-directional . . . 610 kc station. Starting salary 40 hours—\$100.00. Hospital insurance benefits . . . sick leave. Send audition tape and related information to: Box L-318, BROADCASTING.

Personality with bright, interesting style. Tight production a must. Should appeal to the younger audience without losing the adult audience . . . we'll supply the music to do it. Can you produce the show? Midwest. Box L-324, BROADCASTING.

Lively one? We have one opening for either late afternoon or seven to midnight, where does your style fit best? If you run a tight board and sound like a pro we'd like to hear your tape and see your picture. Great Lakes area. Box L-325, BROADCASTING.

Is there still one around? Mature, sober, dedicated combo man to maintain equipment, do board shift and sell. Permanent job with salary and commission at small Louisiana daytime adult music station in religious community. Write and tell all. Box L-327, BROADCASTING.

Announcer-newsman with 1st phone for adult pop music station in beautiful So. California city. \$600/month to a sharp pro. Reply Box L-345, BROADCASTING.

Announcer-sales. We'll pay \$600/month plus commission to a man who's really good at both. Beautiful So. California city to work and live. Repeat . . . you've got to be good at both. Reply Box L-350, BROADCASTING.

Wanted—Announcer-salesman or announcer that would like to start in sales for eastern N.C. 1000 watt daytimer. Box L-351, BROADCASTING.

Michigan 5 kw has opening for announcer with good voice, experience, ability, and production know-how. Adult programing on well established station. First phone helpful, but not necessary. Send tape, salary requirements, picture and resume to Box L-354, BROADCASTING.

Announcers—(Cont'd)

Mature, versatile voice. A history of top rated modern format shows with accent on personality. Men who are capable of handling prime traffic time—no screamers—smooth professional delivery and never a second without a sound board work. Do you smile? If all of this describes you, there is room here for you to prove it. Salary? This is a major midwestern market. All replies are confidential. Send tape to box number listed. Box L-358, BROADCASTING.

Immediate opening with mid-west regional for announcer with sales experience or desire to learn sales. Box L-368, BROADCASTING.

C and W dj-air salesmen needed immediately. PD position possible to creative stable production man. KAOH, Radio, Duluth, Minn.

Outstanding opportunity for alert, experienced announcer-program director capable of handling air shift, station sound, and production. Good benefits and salary in progressive section of Texas. First phone helpful. KLUE, Longview, Texas.

Unusual opportunity for the right announcer-combo man, with one of America's great FM stations in number one FM stereo market. Must have two to four years of college, friendly and intelligent sound, stable record of employment. Send tape, resume, recent photo, references, and salary requirement to: Wayne Jordan, KPEN, 1001 California St., San Francisco, Calif.

Announcer wanted: Send tape and resume. WAMD Aberdeen, Md.

Morning personality for new Lima, Ohio swing sound. Humor, talk, ad-lib a must. Idea guy will advance. Tape and resume to Jim Luck, WCIT, now!

Announcers, engineer-announcers, announcer-salesman for Florida, Louisiana and Georgia stations. Send air check, resume, recent photo to Les Roberson, WDLF, Panama City, Florida.

Suburban Chicago. Combo. First class. Permanent. Tape. Complete information now. WEAW, Evanston, Ill.

FM station needs morning announcer. Excellent opportunity. Send tape and resume to WFMY 1115 N. Main St., Racine, Wisconsin.

Announcer with first class ticket for evening shift. No maintenance. Excellent benefits and advancement opportunities in expanding multiple station operation. Send resume tape and photo to WLAM, Albion, Mich.

Two combo first phone announcers wanted for new station to go on the air Nov. 1st in Sidney, Ohio. Send information and tape to Ken Kunze, Gen. Mgr., WMVR, P.O.B. 353, Sidney, Ohio.

Experienced announcer, first phone advancement, good salary, 5 station group, 773-3513, WPTW, Riqua, Ohio. Contact Oscar Baker.

FM Philadelphia. Popular stereo. Must be experienced and good. \$100. Send tape and resume. Returnable. WQAL, Phila. 18.

5000 watt No. 1 pulse rated modern format station looking for experienced air personality to fill mid-day slot. Opportunity to join fast growing chain. Send tape, resume, snapshot, recent earnings to: Skip Knight, WTRU, Muskegon, Michigan.

Announcers—(Cont'd)

Announcer board experience strong on news. WVOS, Liberty, N. Y.

Full time man to gather write and deliver news. Send tape details of experience, salary expected. WVSC, Box 231, Somerset, Penna.

Immediate opening for experienced announcer. 5000 watt, network station, in city of 100,000. Must be warm, friendly and able to do good mid-road music show. Tape with music, news, commercials to P.O.B. 767, Springfield, Mo.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 516-TN-4912.

Technical

Chief engineer, 1 kw, 100 miles from New York. \$125. Box K-77, BROADCASTING.

Chief engineer or technical management position desired. First phone. Seventeen years experience all phases broadcast engineering. Presently in management position overseas. Married and seek permanent location. Box L-295, BROADCASTING.

Quality Rocky Mountain kilowatt needs chief, some announcing. Box L-320, BROADCASTING.

First class engineer directional AM and FM. One of New England's best stations and locations. No dial twisters. Want dedicated engineer who is potential chief material and can prove it to us after working a while. Or highly-qualified man currently working as chief who wants to upgrade. Ideal if currently located in New England-Middle Atlantic area. No desk chief. Must be capable taking full charge and personally working all phases maintenance and operations. Send complete details fast. Box L-371, BROADCASTING.

Chief engineer, 1000 watts, directional night, call manager WAPX Radio Station, Montgomery, Alabama.

Wanted . . . 1st class engineer . . . must have working knowledge of AM FM operation. . . . Contact Jim Kirk collect . . . WMOP, Ocala, Fla.

Immediate opening for chief engineer 1 kw fulltime AM Williamson, West Virginia. Some announcing. Present chief retiring from radio. Replies to Box 261, Williamson.

Young, 1st phone with four months experience as radio engineer desires permanent position as radio or TV engineer. Ralph Munday 1210 S. Cheyenne, Tulsa, Okla.

Production—Programing, Others

News editor wanted for Ill. kilowatt metropolitan, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

Top tune DJ with production skill and sparkle to create commercial rousers, maybe with pd experience too. Midwest. Full information and photo. Box L-254, BROADCASTING.

Wanted: Workhorse Negro newsmen, dig, write, and air local news, short dj shift. Mid-Atlantic area. Send tape, resume, min. starting salary, and when available. Box L-286, BROADCASTING.

Newscaster who looks and sounds good, possesses news background and collegiate education. Network affiliate in major southeastern market. News leader in expanding organization offering great opportunity. State salary requirement. Send snapshot, resume, video or audio tape or sof to Box L-319, BROADCASTING.

Newsman to take charge of local news bureau. Must be digger. We have the equipment, you have the desire. Established Eastern station. Salary \$5200 with insurance plan, health plan, retirement benefits and good advancement opportunities. Box L-322, BROADCASTING.

Production—Programing, Others

Authoritative, experienced newsmen looking for larger market opportunity. Top delivery and copy, skilled handling of panel or interview programing. Chance at TV experience appreciated. Box L-307, BROADCASTING.

Young chain in midwest is looking for aggressive production minded program man. Send tape complete with production samples, resume and sample copy to Box L-349, BROADCASTING. Also need first phone announcers.

Do you enjoy life? Do you like to make people smile? Does the unique and unusual flow from your pen? Do you feel that you can hold the attention of a major mid-western radio market with your unusual commercial copy? If so, send your sample work to the box number listed below. Previous radio writing experience desired but not demanded. Salary? Naturally! Box L-357 BROADCASTING.

Immediate opening newsmen for 10 kw station. Gather, write, air local news. Rush tape, photo, resume. Include experience in other phases of radio. Excellent opportunity for right man. WPAQ, Mt. Airy, N. C.

Full time man to gather write and deliver news. Send tape details of experience, salary expected. WVSC, Box 231, Somerset, Penna.

Situations Wanted—Management

Temporary management available to those who need it. Ticket. Box L-119, BROADCASTING.

Manager—experienced all phases small market operation—strong on sales, desire more potential—prefer midwest, will consider others. Box L-271, BROADCASTING.

General Sales manager: Top flight production record. Successful. Seek realistic challenge. Excellent executive. Can properly delegate authority. Recruit and direct staff, powerful presentations, excellent follow-through, skillful closer, creative, effective knowledge of production, costs, union, FCC. 17 years in management major market, radio-TV, 3 years small market radio. Agency-rep-network expert. College, family man, clean record, top references. Employed, no hurry. Reply only if major market station or station group with potential. Can be TV. Box L-348, BROADCASTING.

Small station management. Prefer Texas. Confidence and sixteen years sales, announcing, engineering. 35, family man. First phone license. Joe Morgan. 407 Blummet Dr., Kerrville, Tex. Phone CLearwater 7-7960.

Announcers

First phone experienced board seeking start as combo man on West Coast. Married, veteran, college. Box L-148, BROADCASTING.

Announcer, director, all phases classical music, entire repertory. Also drama, arts. Thorough exp. radio, TV, stage. MA music, fine arts, 6 languages, gov't qualified in 3, all types continuity, copy, staff work. Box L-277, BROADCASTING.

Bright, cheerful ambitious, sincere. Four years experience. Excellent references. Minimum \$140.00 weekly. Box L-287, BROADCASTING.

Moving to San Francisco area. Former owner, 39, with 15 years commercial radio-TV experience (last 7 as manager). B.S. in speech. Also, graduate of NAB Harvard management seminar. Married, children. Seeks position offering great challenge and reward. Available immediately. Box L-299, BROADCASTING.

Major network newsmen seeking metropolitan station. Solid newscasting, coverage and scripting background. This radio personality has TV experience also in nation's top market. He's growing in industry. You need be only sincere and aiming for top, steady audience too. Present employer will reference. Details and resume ready for your prompt, sincere inquiry. Box L-309, BROADCASTING.

Announcers—(Cont'd)

Mature married newscaster announcer dj. Authoritative newscaster, announcer, adaptable for dj. No prima donna or floater. Experienced selling sound, tight board. Box L-310, BROADCASTING.

Swinging dj, personality plus. Big selling sound with tight board. Experienced, adaptable, authoritative newscast. Family man, looking to settle, not a floater, East coast preferred. Box L-311, BROADCASTING.

Selling air personality, experienced dj, tight board, crisp authoritative news. Very personable. Will settle. Box L-312, BROADCASTING.

Young dj-announcer, top-40 or adult format. Strong on news. Box L-323, BROADCASTING.

Morning funny man. Happy show with good tasteful humor. Consistent number one. Box L-328, BROADCASTING.

Announcer graduate looking for position as disc jockey. Box L-329, BROADCASTING.

Attention California: A giant is in our washer but no food on the table. Hungry family man seeks opportunity. Versatile, experienced dj, news. No phone. For photo, tape, resume Box L-330, BROADCASTING.

Top 40 announcer wants job with swinging station in California or Florida. Box L-339, BROADCASTING.

Announcer-dj. Personality and news seeking opening in Md., Pa., N.Y., N.J. or Delaware. Married, will settle. Box L-340, BROADCASTING.

Rescue your PM now with RQ and DJ! We work back to back in late afternoon and early evening. Modern format only. One 1st phone. Box L-352, BROADCASTING.

Sports announcer, seven years experience. Excellent voice, finest of references. Box L-353, BROADCASTING.

Five years announcing experience. Prefer East Coast. Dependable. Married man. Box L-365, BROADCASTING.

Announcer, 1st phone, college graduate, desires to join progressive top 40 operation. Box L-366, BROADCASTING.

50,000 watt all night dj—newsmen anxious return morning or evening time personality show. 9 years good music. Excellent references, health. Family—veteran. Northeastern states. Box L-369, BROADCASTING.

DJ combo, available for weekend, Holidays, 100 miles from N.Y. city. Will travel. Box L-372, BROADCASTING.

Announcer-dj-newscaster, Negro. College journalist. Thorough knowledge of good music. Deep voice, smooth sell delivery. Adapt at multiple spotting. Available 3 weeks. Try me—you'll be glad you did. Box L-373, BROADCASTING.

Top-notch morning personality with smooth, easy, spontaneous delivery. Happy to be up and alive sound. Top 40 or middle of the road. Adapt to your concept readily. 11 years experience all phases. Wish to relocate to bigger market. Married, vet, 29. 135 to 150 caliber. If you have the weapon I have got the ammunition to hit the rating chart bulls eye. Anyone for target practice? Box L-374, BROADCASTING.

Success isn't everything. I am the world's 2nd worst top country to classic, 10 years inexperience and mistakes. Bad habits include: marriage, 1 offspring, no smoking, social drinker, a joiner, good habits have I none—somewhere there is a place for everyone—even me. Box L-375, BROADCASTING.

Bright sounding dj. Experienced, authoritative news. Tight board, good production. No prima donna, no floater. Looking to settle. Prefer West coast. Box L-379, BROADCASTING.

Situations Wanted

Announcers—(Cont'd)

Announcer with 4 years experience in all phases except sales. College degree, taught school 1 year, native of South Dakota, presently employed, reason for leaving is present owner looking combo man. Tape upon request. Available immediately. Call Richard Hanson, WHRT Hartsell, Alabama.

Announcer, experienced, available immediately, young and ambitious. Willing to relocate. Full-time, married. Call 401-HO-7-4888.

Mature announcer (34), presently in major market newscasting/writing, will exchange craftsmanship, stability for air or administrative position with adult company. No music tapes available. . . . sincere parties call evenings 313-272-3541 for news-tape, or arrange for interview. Or write/wire: Lawrence, 16831 Greenfield, Apt. 34, Detroit.

Still awaiting right offer. Bright 10 years morning man/pd. Any format. Brad Harris, 277 Van Siclen Ave., Brooklyn 7, N.Y., HY-8-5479.

Young man with 1st class ticket. No experience. Willing and eager to learn. Will go anywhere, wants job as announcer with 1st phone. Combo man or engineer with 1st phone. Trained. Announcer Training Studios, N.Y., write, Richard Crammond, 150 Montrose Ave., S. Orange, N. J.

Technical

First class engineer-announcer. Four years experience. Twenty-two years old, draft exempt. Ambitious, willing to learn. Box L-332, BROADCASTING.

First phone, desire transmitter operation and maintenance. Will learn announcing. Permanent position in California or Colorado. Box L-336, BROADCASTING.

First phone, limited experience, 19. Box L-346, BROADCASTING.

First phone 11 years experience AM FM TV. George Davenport, 1002 North Dakota Ave., Sioux Falls, South Dakota. Phone 605-332-6203.

Chief engineer-trouble shooter, some announcing, reliable. Jack Thoman, 642 N. 4th Ave., Phoenix, Ariz. ALpine 2-6455.

Production—Programing, Others

Pittsburgh program director desires programming job in any metro market. Strong on production, promotion, ratings. College grad., married, references. Box L-342, BROADCASTING.

Seasoned newscaster, 100% rewrite. Authoritative voice. Experienced major eastern stations. Box L-280, BROADCASTING.

Announcing, programing, sales, TV. Family man. 7½ years experience. Available immediately. Call 305-677-6624.

Available: Program-promotion-production-director/personality. Excellent 17 years radio-TV-pr-writing background. 35, married. Ted Strader, 2 Troy Place, Schenectady, N. Y. Phone 518-372-7516.

TELEVISION

Help Wanted—Management

Midwest TV station seeking general manager. Perhaps sales manager now looking for general manager position. Production background helpful but not necessary. Excellent opportunity. Box L-362, BROADCASTING.

Help Wanted—Sales

Wanted—TV sales: Sales service man between 22-28 with sales and/or traffic radio or TV experience. This large southern market offers opportunity for growth within TV sales dept. Write or wire: WAIT-TV, Atlanta, Ga.

Announcers

Announcer wanted. Salary \$100 plus. Send picture audio and/or video tape immediately to John Hoover, P.O.B. 1448, Huntington, W. Va.

Technical

Experienced TV studio engineer needed. Must be familiar with maintenance of RCA studio, microwave and vtr. Primarily maintenance work. Box L-152, BROADCASTING.

Television engineers—We have several positions for experienced and inexperienced engineers who can learn quickly, for expanding North Carolina educational television. Possibility of continuing education. Box L-210, BROADCASTING.

Experienced transmitter operator—Central Texas max. power educational VHF, new installation, RCA TT50 transmitter. Contact Bob L'Roy, KLRN-TV, Star Route 2, New Braunfels, Texas.

Young capable studio engineer wanted immediately. Permanent position with progressive VHF station, supervisory position available if qualified. Chief engineer, WJBF-TV, Augusta, Ga.

Production—Programing, Others

Cameramen-editor-director with strong production background desires position with organization producing documentary films. Resume, samples upon request. Box L-267, BROADCASTING.

Thirteen years television experience in top southern market. One year as radio writer prior to TV. Film, video tape and live operation. Presently employed. Have worked on many accounts for national advertising agencies. Married, 2 children. I'm tops and have credits to prove it. If you want experience, creativity and results write Box L-308, BROADCASTING.

Projectionist to operate film room. No maintenance or engineering required. School or ETV training without commercial experience acceptable. Prefer single man. Send photo and resume. Box L-367, BROADCASTING.

Experienced production manager—etc. Contact WENH-TV, Durham, New Hampshire.

Director. Leading southern station with most modern production facilities has opening for top flight director. Versatility such as announcing ability desirable. WSAV-TV, Savannah, Ga.

TELEVISION

Situations Wanted—Management

Mr. Owner-general manager: Do you need a TV station manager who is thoroughly experienced in personnel management, engineering, sales, programing and administration, who believes that leadership depends primarily on objectivity and directness? With over a decade of hard work invested in radio-television, I would like to implement your general policies as a continuing vital force in your community and coverage area. All correspondence in strictest confidence. Box L-341, BROADCASTING.

Announcers

Mature announcer-newsman/14 years radio-TV experience, all phases. College, married. Best references. Available mid-October. Box L-360, BROADCASTING.

Technical

Have you opportunity for engineer with 12 years TV experience including color, planning, and construction? Last 4 years asst. chief. Box L-232, BROADCASTING.

Married man 33, first phone, 4 years experience in television. Desire position as studio or xmitter engineer, preference Eastern states. Box L-334, BROADCASTING.

Technical—(Cont'd)

Transmitter maintenance and operation, 1st phone. Some experience. Prefer small progressive station in Western area. Consider other if good opportunity. Buy L-337, BROADCASTING.

Chief engineer, presently employed, desires position with Eastern UHF station. Five years experience in television. Box L-343, BROADCASTING.

Production—Programing, Others

Producer-director—presently in production department in top 10, desires to make move to devote full time producing and directing. Background all phases of TV production. B.S. degree in communications and speech. Married. Draft exempt. Interested in East and Midwestern markets. Resume available. Box L-326, BROADCASTING.

TV newscaster—midwest desires position in southern New England. Married. 10 years broadcast veteran. Box L-333, BROADCASTING.

Announcer-newscaster-writer, buried alive in major market VHF and 40 kw AM, seeks return to smaller market TV. College graduate, 15 years experience. Box L-338, BROADCASTING.

Photographer, award winning, 16mm, sound, silent, slides, stills, news gathering, commercials, documentaries, complete lab. experience. Box L-344, BROADCASTING.

Copywriter-extensive copywriting experience. Production, promotion-TV and radio. Employed. TV or radio-TV position. Box L-347, BROADCASTING.

Producer-director, 9 years commercial TV, 2 years closed circuit educational TV, seeking small to medium-size market as production manager. Consider any location. Box L-370, BROADCASTING.

WANTED TO BUY

Equipment

Needed urgently—tower at least 150', audio console, microphones & allied equipment for new AM station in eastern U. S. Let us know what you have to sell. Box K-249, BROADCASTING.

For Sale

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

One 30 kw 230 volt 3-phase power plant in excellent condition, used very little. Contact radio station WKEU, Griffin, Ga.

Remote control—best offer, all or part: One Schaefer system, one RF amplifier—feeds, monitors, audio out, carrier alarm (adjustable set 690). One Gates MO-2890 monitor extender. KEVT, Tucson, Arizona.

Complete RCA TTU1B transmitter, 1 kw, presently operating on channel 17. Box L-269, BROADCASTING.

Almost new tape-a-thon. Model 702-10 with AG. P.O. Box 860 Pittsburgh 30, Penna.

GPL 16mm Kinescope recording unit complete. Good condition. Contact Al Fowley, WMAL-TV, Washington, D. C. KELlogg 7-1100.

For Sale

Equipment

Two 891-R transmitting tubes. Unused good condition. \$200 each f.o.b. Salt Lake City. Contact Ross Andrus, 6376 South 400 East St., Bountiful, Utah.

For sale best reasonable offer. Radio remote wagon, Ford Econoline, equipped with Motorola 60 watt base station (modified for mobil) regular and hi-gain antenna—plus Motorola base station, 350 ft. transmission line and base antenna. All or part. Truck and equipment in working order. Chief engineer, Radio station WAVA, P.O.B. 7065, Arlington, Virginia.

Complete Presto disc recorder, model 64-A 3-motored console, A-93 rack amplifier, over-head lathe, two cutting heads, standard and microgroove gears. Excellent condition. \$600.00 William Fogg, Radio Station KXJK, Forrest City, Ark.

RCA 7 KMC microwave equipment for TV relay, 100 milliwatt. Also late model facsimile equipment. Box L-359, BROADCASTING.

Two 814 Magnecords, need repair, \$75.00 each. One model 450 Alto Fonix reproducer \$190 good condition. One model 450, needs repair, \$100.00. WLRJ, P.O.B. 329, Roanoke, Va.

Business Opportunities

Are you building a new TV station? Have complete TV studio equipment. Will take interest or stock in new TV station suitable area in exchange. Contact J. E. Peaden, 215 N. Broadway, Blythe, Calif.

Miscellaneous

Original comedy material. New! Sensational! List, dime. Don Frankel, BC., P.O. Box 983, Chicago, Ill. 60690.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue \$2.50. Show-Biz Comedy Service (Dept. BJ) 65 Parkway Court, Brooklyn 35, New York.

News directors and program directors—Terse, authoritative voice reports with exclusive information from our Washington and New York news bureaus—tape via air mail special delivery. Your station's exclusive in your area. Low cost—top audience response to your added depth and prestige. Box L-378, BROADCASTING.

Instructions

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Instructions—(Cont'd)

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

1st ticket class . . . 6 week course, resident or correspondence, Denver, Colorado, a fun place to live and study. Write for bulletin from Signal Broadcasting, 431 W. Colfax, Denver. Also offering 6½ month announcing-station operations course. Free placement service. Signal Broadcasting, Denver.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and TV Arts & Sciences, 1563 North Cherokee, Hollywood, Calif. "No cram school."

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure. 259 Geary St. Starting date for next class November 4, 1963.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting October 9 and January 8. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. For the man who must get his 1st phone in a hurry, the Los Angeles Division of Grantham schools now offers the proven Grantham course in an accelerated schedule. Next classes begin November 11 and January 13. For free brochure write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Pittsburgh. FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

RADIO

Help Wanted—Sales

SALESMEN

There is a list of accounts on my desk worth \$10,000 in commissions in the next year. . . That is, if no one bothers to work very hard on this list.

You will never have more to sell. WPTR leads its competition in coverage (NCS #3), ratings (Hooper and Pulse, all day, all time classifications, adults (all ages), teens, and children.) WPTR leads in programing, community service, and editorializing, therefore, more listener respect, client respect, accounts and billings. WPTR is the dominant station in the Empire States' 3rd Market and the Nation's 39th Market.

If you are ambitious to become a sales manager or manager in our expanding organization, keep the wish under wraps. When the right time comes we will tell you. Right now WPTR needs a salesman . . . a good one!

Don't write. Don't phone—unless you are prepared to meet with us immediately. Don't bring your problems. Bring a solution to ours with sales ability, willingness to work and a real desire to join a group of happy, successful, ambitious people.

The list is on my desk. I am Art Simmers, General Sales Manager WPTR, Albany, New York, Phone UN. 9-9271.

VP SALES—NEGRO CHAIN

Nation's top-rated Negro Radio Group seeking VP to coordinate National-Regional-Local sales of 6 stations located Tampa—Richmond—Shreveport—Little Rock—Jackson—Birmingham.

Must be a "salesman's salesman" endowed with unusual administrative abilities—common sense—imagination—unlimited drive.

Preference to applicants experienced all phases Negro radio—married—35-45—college.

Guarantee—override commission—insurance plan—paid vacation—moving expenses.

If you thrive on 70 hours a week—under pressure and seek unlimited opportunity with a progressive organization—this is it.

Send complete resume—late photograph—references—in complete confidence or call McLendon Broadcasting Co.—960-980 Milner Building—P. O. Box 197—Area 601 948-1617—Jackson, Mississippi.

Sales—(Cont'd)

SOUTHEASTERN CHAIN

of 5 Top-rated Negro stations—expanding to 6—Tampa—Richmond—Shreveport—Little Rock—Jackson—Birmingham, seeking 3 pro type executive salesmen with proven record. Excellent guarantee—insurance plan—moving expenses—management opportunity. Send complete resume—late photograph—references in complete confidence. McLendon Broadcasting Co.—960-980 Milner Building—P. O. Box 197—Jackson, Mississippi.

Announcers

IF: You are a personality deejay
IF: You can consistently deliver an entertaining, diversified well-paced show
IF: You have proven performance in a large, tough market
IF: You have creative and production ability

THEN: Let us hear from you! No. 1 station in a large southern market wants the man who can cut all competition decisively in morning drive. SEND: TAPE, RESUME, HOOPER. Experience and proven success a MUST. Replies confidential.

BOX L-361, BROADCASTING

Radio Personalities

Experienced disc jockeys good situations available with national broadcast group operating both radio and TV Stations in top markets. Salary open. Send resume, including selective tapes. Replies held confidential.

Box L-382, BROADCASTING

TOP RATED RADIO-TV STATION

major market, needs (hot), brightly professional, happy, swinging, djs. Rush tape, resume, photo, references and salary requirements. All replies confidential.

Box L-383, BROADCASTING

Production—Programing, Others

ARE YOU A NEWSMAN?

We are looking for a man with a real solid background in not just newscasting, but in finding and developing news. Must be hard-hitting and flexible. Send tape, resume and salary desired to: C. BRIEN, WNOE, NEW ORLEANS.

Situations Wanted—Announcers

FOR RENT

(With option to buy)

1 extremely creative, completely furnished AIR PERSONALITY. Comes with eight years experience in all types of radio. Since 1961 has been top rated in market of three million. Has ability to get and hold audiences; to talk intelligently about current affairs, and to use humor with good judgment. Currently employed at one of America's top 10 independent "Personality" stations. Economy cut and low seniority make necessary my departure. My best reference is my present employer. Added accessories include numerous character voices, accomplished writing ability, college degree, complete knowledge of programming . . . both "Top 40" and good music. 30 year old model . . . married . . . excellent condition. Seeking personality slot on top format operation or will take charge and completely program station. All replies to this ad will be answered.

Box L-381, BROADCASTING

TELEVISION

Help Wanted

Production—Programing, Others

Publicity-Public Relations Director Wanted

Dominant Major eastern market group is seeking an experienced man who not only can write news but create events about which to write. Man we want has had newspaper plus publicity—PR background and, particularly, Broadcast experience. Outstanding opportunity. Please send complete resume, in confidence.

Box L-380, BROADCASTING

Employment Service

JOBS! JOBS! JOBS!

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION

Write for application NOW

BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. So.
Minneapolis 17, Minn.

To reach everyone in BROADCASTING and its allied fields.

You Can't Top A
CLASSIFIED AD



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

For Sale

Stations

\$20,000.00

Down will buy a fine New England Small Market station. Good terms on balance. Good earnings record. No brokers, please.

Box L-384, BROADCASTING.

NEW YORK CITY FM STATION

Part interest to be for sale.

For info write:

Box L-335, BROADCASTING

FOR SALE

Texas Daytime Kilowatt operation in metropolitan area. Facilities second to none. Operation profitable under original ownership past 16 years. Offer of sale no distress or emergency matter. Price is realistic with cost, billing and projected growth. Only parties capable of paying full price or securing loan need apply. No brokers will be considered. Owners health and foreign interests dictate sale. Address Box L-168, BROADCASTING.

IN THE SOUTH

Fulltime station. Present Annual Billings approximately \$170,000.00. Price \$200,000.00 cash or \$225,000.00 on terms.

Box L-184, BROADCASTING

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

Ga.	small	profitable	\$ 90M	cash
N. H.	single	daytime	100M	terms
Fla.	single	daytime	70M	20M
N. E.	small	fulltime	125M	29%
Mass.	metro	daytime	185M	29%
Pa.	suburb	daytime	120M	50%
M. W.	major	daytime	940M	29%
And others.				

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

STATIONS FOR SALE

MIDWEST. Fulltime. Exclusive. Volume exceeds \$70,000. Priced at \$90,000. Terms.

NEW ENGLAND. Exclusive. Fulltime. Priced at \$125,000. Terms.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

Continued from page 85

pursuant to Sect. 1.153 of rules. Action Sept. 24.

■ Commission gives notice that Aug. 1 initial decision which looked toward granting application of KDIA Inc. to increase power of KDIA Oakland, Calif., on 1310 kc. unl., from 1 kw to 5 kw, DA-1; condition became effective Sept. 20 pursuant to Sect. 1.153 of rules. Action Sept. 24.

■ Commission gives notice that Aug. 1 initial decision which looked toward granting application of Wells, Waller & Ballard Inc. to increase daytime power of KEEB Jacksonville, Tex., from 250 w to 1 kw, continued operation on 1400 kc with 250 w-N; conditions became effective Sept. 20 pursuant to Sect. 1.153 of rules. Action Sept. 24.

■ Commission gives notice that Aug. 1 initial decision which looked toward denying for failure to prosecute application of Hugh Jordan Stock for new AM on 740 kc, 1 kw-D, in Riverton, Wyo., became effective Sept. 20 pursuant to Sect. 1.153 of rules. Action Sept. 24.

■ By memorandum opinion and order, commission denied petition by Herbert S. Laufman, tr/as Des Plaines-Arlington Broadcasting Co., Des Plaines, Ill., for reconsideration of commission's decision of May 24 in Radio Crawfordville Inc. et al proceeding in which Des Plaines-Arlington lost to Grundy Broadcasting Co., Morris, Ill., in competition for new AM daytime to use 1550 kc. Chairman Henry concurred and issued statement; Commissioner Lee dissented; Commissioner Cox not participating. Action Sept. 18.

■ By memorandum opinion and order, commission denied petition by TriCities Broadcasting Co. for rehearing or reconsideration of Oct. 15, 1962, decision which granted application of Southern Broadcasters Inc. for new TV on channel 8 in High Point, N. C., conditioned that operating authority will not be issued until permittee and stockholders have shown they have divested all interest in, and severed all connection with, WTOB-TV Winston-Salem and WNAO-TV Raleigh and which denied applications for same facility by Jefferson Standard Broadcasting Co. and TriCities Broadcasting Co., both Greensboro, and High Point Television Co., High Point; also, granted Southern's motion to strike response by Jefferson Standard and dismissed latter response. Commissioner Bartley concurred and issued statement; Commissioner Ford concurred in part and dissented in part and issued statement; Chairman Henry and Commissioner Cox not participating. Action Sept. 18.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in consolidated proceeding on applications of WIDU Broadcasting Inc. and Al-Or Broadcasting Co. for new AM stations in Asheboro and Mebane, respectively, both North Carolina, in Docs. 14851-2, (1) granted joint petition and supplement for approval of agreement whereby WIDU would be reimbursed for expenses incurred in connection with application in return for withdrawal; (2) dismissed WIDU application with prejudice; and (3) retained in hearing status Al-Or application. Board Member Berkemeyer dissented. Action Sept. 24.

■ Granted petition by Broadcast Bureau to extend time to Oct. 11 to file exceptions to initial decision in proceeding on application of Blue Ridge Mountain Broadcasting Inc. for new AM in Ellijay, Ga., in Doc. 14674. Action Sept. 23.

■ Granted petition by Broadcast Bureau to extend time to Sept. 25 to file exceptions to initial decision in proceeding on AM application of Hudson Valley Broadcasting Corp. (WEOK), Poughkeepsie, N. Y. Action Sept. 20.

■ In proceeding on applications of Holston Broadcasting Corp. and C. M. Taylor for new AM stations in Elizabethton and Blountville, respectively, both Tennessee, in Docs. 15111-2, granted petition by Taylor to extent of extending to Oct. 30 time to file opposition to Holston's petition to enlarge issues. Action Sept. 20.

■ By memorandum opinion and order, denied appeal by Broadcast Bureau from examiner's July 8 ruling denying bureau's

motion to quash James S. Rivers Inc. (WJAZ), Albany Ga., notice to take depositions in proceeding on WJAZ's AM application.

■ By members Berkemeyer and Slone (with member Nelson concurring and issuing statement), adopted decision granting application of Birch Bay Broadcasting Inc. to change facilities of KARI Blaine, Wash., on 550 kc from 500 w-D to 1 kw-N, 5 kw-LS, DA-2. Dec. 21, 1962, initial decision looked toward action. Action Sept. 18.

ACTIONS ON MOTIONS

By Hearing Examiner Millard F. French

■ Granted motions by Radio Haddonfield Inc. and Salem County Radio requesting certain specified corrections be made to transcript of hearing in proceeding on applications for new AM stations in Haddonfield and Salem, respectively, both New Jersey. Action Sept. 18.

By Hearing Examiner Jay A. Kyle

■ Reopened record and scheduled further hearing for Oct. 21 in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif., respecting issues added by review board on July 22. Action Sept. 19.

By Hearing Examiner Sol Schildhouse

■ On own motion and with agreement of all parties, continued Sept. 20 hearing to date to be specified by subsequent order in proceeding on AM application of Dutchess County Broadcasting Corp. (WKIP), Poughkeepsie, N. Y. Action Sept. 17.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Sept. 24

WLTC Gastonia, N. C.—Granted license covering increase in power, installation new trans., and specify type trans.

KFMB San Diego—Granted licenses covering change of ant.-trans. location (main trans.), and installation aux. trans. at new trans. site.

KSOM(FM) Tucson, Ariz.—Granted SCA on sub-carrier frequency of 67 kc.

KOSG Pawhuska, Okla.—Granted mod. of CP to change main studio location, with remote control from main studio, and change type trans.

KNDC Hettinger, N. D.—Granted authority to sign-off at 8:00 p.m., daily, except for special events, for period ending Dec. 19.

KBEK Elk City, Okla.—Granted authority to operate sign-off at 7:00 p.m., except for special events, for period ending Dec. 15.

WSPA-TV Spartanburg, S. C.—Granted mod. of CP to change ERP to vis. 294.4 kw, aur. to 146.2 kw; ant height 2,000 feet; change type trans.; type ant.; redescribe trans. location as Hogback Mountain; make changes in ant. system and other equipment, and make minor change in geographic coordinates.

■ Granted renewal of licenses for following: **WLSL-AM-FM Roanoke, Va.**; **WARK-AM-FM Hagerstown, Md.**; **WASA-AM-FM Havre de Grace, Md.**; **WBAL-AM-FM and SCA, Baltimore**; **WDDY Gloucester, Va.**; **WJEJ Hagerstown, Md.**; **WJLS Beckley, W. Va.**; **WMHI Braddock Heights, Md.**; **WMTD Hinton, W. Va.**; **WOAY Oak Hill, W. Va.**; **WOL Washington**; **WQVA Quantico, Va.**; **WTAP Parkersburg, W. Va.**; **WWIN Baltimore**; **WWOD-AM-FM and SCA, Lynchburg, Va.**; **WVVA-FM Wheeling, W. Va.**; **WXVA Charles Town, W. Va.**; **WCAO-FM Baltimore**; **WFMM-FM and SCA, Baltimore**; **WGMS-FM Washington**; **WESR Tasley, Va.**; **WETZ New Martinsville, W. Va.**; **WHJC Matewan, W. Va.**; **WKBA Vinton, Va.**; **WKEY Covington, Va.**; **WKIK Leonardtown, Md.**; **WKLV Blackstone, Va.**; **WLEE Richmond, Va.**; **WLOG Logan, W. Va.**; **WLVA Lynchburg, Va.**; **WMEK Chase City, Va.**; **WMON Montgomery, W. Va.**; **WOVE Welch, W. Va.**; **WPUV Pulaski, Va.**; **WSAZ Huntington, W. Va.**; **WVWV Grafton, W. Va.**; **WWVA Wheeling, W. Va.**; **WKAZ-FM Charleston, W. Va.**; **WBOB-FM Galax, Va.**; **WDBJ-FM Roanoke, Va.**; **WMEV-AM-FM and SCA, Marion, Va.**; **WMNA-AM-FM Gretna, Va.**; **WPRW-FM Manassas, Va.**; **WRNL-AM-FM and SCA, Richmond, Va.**; **WRVA-AM-FM Richmond, Va.**; **WTOP-AM-FM Washington**; **WRC-AM-FM Washington**; **WKBR Manchester, N. H.**

■ Granted CP's to replace expired permits for following VHF TV translator stations: **K11AY, K13BB, Carlin TV District, Carlin, Nev.**; **K07DC, K09DD, K11DJ, Green River TV Co-op, Green River, Wyo.**; **K09BR,**

Snake Creek Community T.V. Association Inc., Fairview community, Chinook, Mont.; **K09AU, Sula TV Booster Club, Sula, Mont.**; **K10EN, Willow Creek Chamber of Commerce, Willow Creek, Calif.**

■ Granted extensions of completion dates for following stations: **WBUY Lexington, N. C.**, to Dec. 1, and **KVAL-TV Eugene, Ore.**, to March 24, 1964.

WPIK Alexandria, Va.—Granted renewal of license.

Actions of Sept. 20

WSEE(TV) Erie, Pa.—Granted CP to change ERP to 287 kw vis. and 28.7 kw (DA); and modify type trans.

WKTS Sheboygan, Wis.—Granted CP to make changes in DA pattern.

WFID(FM) Rio Piedras, P. R.—Granted CP to install new ant., make changes in ant. system, increase ERP to 30 kw and increase ant. height to 3 feet.

WPRB(FM) Princeton, N. J.—Granted CP to install new trans.; conditions.

WPFB-FM Middletown, Ohio—Granted CP to install new alternate main trans.

Actions of Sept. 19

***WMTI(FM) Norfolk, Va.**—Granted mod. of license to change name to Old Dominion College.

KGRB West Covina, Calif.—Granted mod. of CP to make changes in daytime DA pattern and change type trans.; redescribe ant.-trans. and studio location. Granted extension of completion date to Oct. 25.

Actions of Sept. 18

WFOL-FM Fairfield, Ohio—Waived Sec. 3.208(a)(2) of rules to change main studio location to Fairfield, Ohio; remote control permitted.

K83AP Centralia-Chehalis, Wash.—Granted CP to change trans. location to Crego Hill, Centralia/Chehalis (approximately 8 miles southwest of Chehalis) and make changes in ant. system of UHF TV translator station.

K09FP Mammoth Lakes, Calif.—Granted mod. of CP to change primary TV station to **KMJ-TV (ch. 24) Fresno, Calif.**, for VHF TV translator station.

Action of Sept. 16

KOPR Butte, Mont.—Granted request to continue existing presunrise operation with non-DA and power of 1 kw between 4:00 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Revocation

■ Commission ordered Radio Station WTIE Inc. (of which C. N. Todd is majority stockholder) to show cause why license for WTIE Tifton, Ga., should not be revoked, and designated for hearing application of WDMG Inc. (owned by B. F. J. Timm) for renewal of license of WDMG Douglas, Ga. Two orders call for consolidated proceeding to determine whether Todd and Timm engaged in conduct to prevent or eliminate competition by WSIZ Douglas, Ga.; misrepresentations to commission; unauthorized transfer of control of WTIF from Todd to Timm, and whether Timm possesses requisite character qualifications to be licensee. Action Sept. 25.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ **Kokomo, Ind.**—Booth Broadcasting Co. Requests institution of rulemaking proceeding to provide new class A FM channel for use at Kokomo from 232A, 263 to 228A, 232A 263A. Received Sept. 9.

■ **Baltimore**—Maryland State Board of Education. Requests institution of rulemaking proceeding to allocate TV channels listed for noncommercial educational TV: Add 53 to Annapolis, 72 to Baltimore, 17 to Cumberland, 62 to Frederick and 52 to Hagerstown. Received Sept. 12.

■ **San Diego**—Assembly of God of Pacific Beach Inc. Requests amendment of rules to add channel 299 (107.7 mc) to San Diego. Received Sept. 12.

■ **WSFC Somerset, Ky.**—Southeastern Broadcasting Inc. Requests amendment of rules to allocate TV channel 7 to Somerset. Received Sept. 13.

REMEMBER HOW MUCH FUN A "GRAB BAG" WAS?

Exciting! • You didn't know if you would draw a really grand present—or some small, silly joke. • It's still great fun for a children's party—but it would be a mighty poor way to pick tonight's dinner—or next year's TV set. • In many parts of the world, people still have to shop by grab-bag methods. You don't. Whether you're buying shoes or ships or sealing wax—you guide yourself by manufacturers' brand names, widely advertised, comfortably familiar, trustworthy. • Brand names let you know ahead of time the quality you are going to buy—and how much you will get for your money. You're lucky. • You'll find many of America's finest brands advertised right in this magazine. Buy them with confidence and save the grab bag for your next children's party.

LEADERSHIP BRANDS ARE YOUR BEST BUY

Brand Names Foundation, Inc., 292 Madison Avenue, New York 17, N.Y.



OUR RESPECTS to Arthur Edward Tatham

Advertising must be good business to be good for business

"I am encouraged by the rapidly growing willingness of both advertisers and agencies to join together to work to advance the art."

As chairman of the board of the American Association of Advertising Agencies this year, Arthur E. Tatham is in a good position to judge such a trend. He is aware of it too from the industry side of the fence in his post as board chairman of Tatham-Laird Inc., Chicago.

"We have many more cooperative projects in the 4A's today, with the Association of National Advertisers for example, than we have ever had before," he notes. "I think we are making good progress."

His chief goal: to advance the effectiveness and efficiency of advertising.

Mr. Tatham's contemporaries feel he has done a good job of this for the varied clients of his relatively young agency. Tatham-Laird this year will bill about \$30 million with over half of this in broadcast media. Accounts include Butter-Nut coffee, Mr. Clean, Head and Shoulders shampoo, Dristan nasal mist, General Mills pet foods and Bauer & Black, among others.

To The Point ■ An outdoor man, Mr. Tatham brings "fresh air" qualities of directness and frankness to his desk—he answers his own phone, for instance. He feels keenly the importance of telling widely the partnership role which advertising plays in free enterprise.

"You say that advertising produces jobs, reduces cost of distribution, etc.—all of this is true," he notes. "But the real force of advertising is as a part of the American business system and not as a thing by itself."

He also enjoys pricking the balloons of cliché thinking in advertising. Armed with his agency house ads, Mr. Tatham often beards the lions of lethargy in their own mountain lairs of hypocrisy. He sees Washington "fixocrats" as advertising's nemesis today.

Arthur Edward Tatham's early boyhood was spent on the family farm near Webster City, Iowa. His birthday: Sept. 17, 1907. Cattle, hogs and corn were the world of his brother and his folks, but not that of young Arthur. His was filled with poetry and writing.

Voracious Reader ■ Being rather small, he was spared most farm chores, Mr. Tatham recalls, so he spent a lot of time reading everything he could obtain, plus fishing and hunting. Schooling was in a typical one-room schoolhouse.

While Arthur was in the seventh grade, his father retired from the farm for reasons of health and the family

moved into Webster City. Arthur finished his grade and high school years there, working summers on nearby farms and as a steam fitter's helper, a factory punch press operator and door-to-door salesman.

But young Mr. Tatham was no bookworm in the usual sense. During high school he also played football and was captain of the debating team. He sharpened his ability to think clearly spontaneously by taking part in the state's extemporaneous speaking contests of that time. Contestants were assigned surprise subjects by lot and given one hour to prepare.

Mr. Tatham's first "big" advertising plunge came during his senior year in high school. His class wanted a fancy program for graduation but the school budget was only \$15. At length, wearied of the exhortations, the school authorities told young Mr. Tatham to take the \$15 and assume all responsibility for the printing of the program. He did.

New Dream World ■ After only a week of selling advertising to local merchants, "I had made a couple hundred bucks, the school got a fine program," Mr. Tatham recalls, "and this looked like the greatest business in the world to me. So forthwith I wanted to be in advertising."

Enrolled at Northwestern University, Mr. Tatham soon was selling advertising for the daily school paper and promoting his own little ventures on the side. These included writing clothing ads for Chicago stores in exchange for clothes and syndicating nationally by mail an advertising mat service. He received his bachelor's degree in 1929.

A few weeks before graduation Mr. Tatham was hired by the Bauer & Black

Division of the Kendall Co. as "general handyman" in the firm's Chicago advertising office. The job somehow survived the stock market crash that year, he says, and eventually he became coordinator for the creative work on redesign of the packages of the company's some 500 different products. Later, when asked to go on the road, he quit.

But he changed his mind after friends assured him the sales work would help his career. Mr. Tatham's first day out to sell to drug stores and hospitals in the hard coal territory of Eastern Pennsylvania was anything but successful. He made two sales totaling \$7 after 11 hours of work and 14 calls. Soon, though, he was well over quota.

Challenge ■ In less than two years Bauer & Black sent Mr. Tatham back to Chicago as assistant advertising manager. Shortly afterward his boss resigned to join an agency and Mr. Tatham, then only 26, was named acting advertising manager until someone could be found. He vowed, however, to work still harder and prove that he was old enough for the job. Within six months he got it.

Chet LaRoche of Young & Rubicam called Mr. Tatham one day in 1938 and asked him to join the agency's Chicago staff as account executive. Mr. Tatham accepted and soon became vice president in charge. He brought in Kenneth Laird, a Chicago business friend of many years, and together they worked to build Y&R's Chicago business. They quadrupled the under-\$1 million billings in 2½ years.

Y&R then sent Mr. Tatham to New York as contact supervisor there. With the advent of World War II, Mr. Tatham joined the Navy on the promise of sea duty but he ended up instead in Washington. Eventually he became a special assistant to Navy Secretary James V. Forrestal.

On His Own ■ Mr. Tatham was released from the Navy in 1946 as a commander. That same year he and Mr. Laird formed Tatham-Laird Inc. with Bendix Corp. as client. Others soon followed.

While at Northwestern, Mr. Tatham met Angela Bolas. They were married Feb. 29, 1932, and presently live in the Chicago North Shore suburb of Winnetka. The Tathams have two daughters, both now married, and a son, Jonathan, who is at the University of Denver.

Whenever possible the Tathams like to work on their 1,200 acre cattle farm in Southwestern Illinois. Mr. Tatham also enjoys going out West to hunt—particularly mountain lions.



Mr. Tatham

Henry's unhidden persuader

FCC Chairman E. William Henry last week performed the miraculous feat of reviving a very dead horse which he then set to kicking the bejeepers out of radio and television broadcasters. Mr. Henry breathed new life and form into the attempt to impose federal limitations on the amount of advertising that stations can carry.

Until Mr. Henry addressed the International Radio and Television Society in New York last Tuesday, the FCC's proposed rulemaking on commercials had all but expired. Important members of the Congress, including Oren Harris, chairman of the House Commerce Committee which oversees legislation in the broadcast field, had as much as ordered the FCC to stay out of commercial regulation. It looked as though the FCC, which had voted for the rulemaking in the first place only by a bare majority, would receive the comments that are due today (Sept. 30), would perfunctorily examine them and then let the matter drop.

Mr. Henry changed all that, and drastically. Although he may never succeed in his announced aim of getting a rule or a policy statement, he has succeeded in creating a condition that is bound to elevate the question of commercial practices to the status of a public issue. He has called for a public hearing on the subject. It is doubtful that his colleagues will deny him that. Such a forum is tailor-made for all those who have grievances against radio and television advertising. It is a forum that rival advertising media will delight in reporting in detail.

The new turn of events that Mr. Henry has arranged presents broadcasters with the need to devise a new defensive position. Up to last week, the National Association of Broadcasters—presumably representing general sentiment in radio and TV—had elected to oppose the FCC's rulemaking on the legal grounds that the agency lacks authority to set arbitrary limits on broadcast advertising. That defense may still be good enough to head off the writing of a rule. It is not good enough to answer the criticisms of contemporary broadcast advertising practices that will inevitably be exposed in a public hearing.

What was a legal problem is now a legal and a public relations problem. In the public hearing broadcasters must be prepared with convincing arguments to defend things as they stand, or they must be in a position to talk of specific improvements they have in mind. The natural inclination at this point will be to strengthen the radio and television codes, in their content and enforcement, as an antidote to the threat of government action and an answer to critics of commercial excess. No doubt talk of that kind will come up this week at the scheduled meetings of the radio and television code boards.

What the code boards ought to do is face up to the fact that the commercial time standards in both codes are meaningless. The majority of stations to which FCC members and other influential persons tune are now adhering to the codes. When an E. William Henry objects to advertising that "begins to interfere unduly with the programs, to restrict the content put into them or to frustrate by interruption the enjoyment and understanding the public gets out of them," he is talking about what he has seen on network television affiliates that scrupulously abide by the time limitations in the television code.

Right now broadcasters ought to scrap their own advertising time standards in the frank acknowledgement that they are meaningless as guides to self-discipline and would be equally meaningless as government rules. The new approach ought to be that time is perhaps the poorest meas-

urement of commercial tolerance. In determining public acceptance (and advertising effectiveness), the content and placement of the commercial are more important than the time it occupies. If the NAB and its influential members want to make progress, they would be well advised to start looking into those problems while they also keep up the pressure for legislative restraints on the FCC.

Who wins?

IT'S no wonder that the three television networks are concerned about pay television's future.

A BROADCASTING survey reported in this issue shows that network sports this season will soak up over 1,000 of the 12,000 hours of network programming with an even larger total indicated next year. It was only a half-dozen years ago that sports programs totaled about one-tenth that figure.

Every experiment in pay TV has looked to coverage of sports events as one of its most important ingredients. The avid sports fan will go to almost any length to see his idols in action. This enthusiasm is regarded as money in the bank by pay TV entrepreneurs.

The most important pay TV project announced to date, Subscription Television Inc., formed by Reuben H. Donnelley Corp. and Lear Siegler, has as its ace in the hole a contract to show games of the heretofore little televised West Coast big leaguers, the Dodgers and Giants. Ball club executives and other sports promoters will watch developments with interest.

Will sports fans pay from \$1 to \$2 for a pay TV baseball game? What if the team offered is in tenth place? American League teams are crying the blues this year because the runaway Yankees made the race no contest for half the season. Games have been played with fewer than 500 fans in the ball park.

If pay TV prospers, who will get the important sports events? The World Series, the football playoffs, the big golf matches? The highest bidder, of course. And if the public in large numbers embraces pay TV, the networks won't be able to match the pay TV bids.

The question is: Shall sports be free or fee? If pay TV gets off the ground, the question will be answered by the public.



Drawn for BROADCASTING by Sid Hix

"He's a TV announcer . . . and that's what they call the soft sell!"

Hungry for flavor?

**Kprc-tv's
got it!**



Flavor you never thought you'd get from any Houston TV set!

You'll never know how satisfying Houston television can be until you try KPRC-TV. Fine, flavor—rich showmanship goes into KPRC-TV. Then, the famous channel two

brings out the best taste of the commercials. Sound too good to be true? Buy a pack of KPRC-TV commercials today and see for yourself.

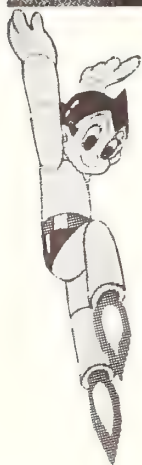
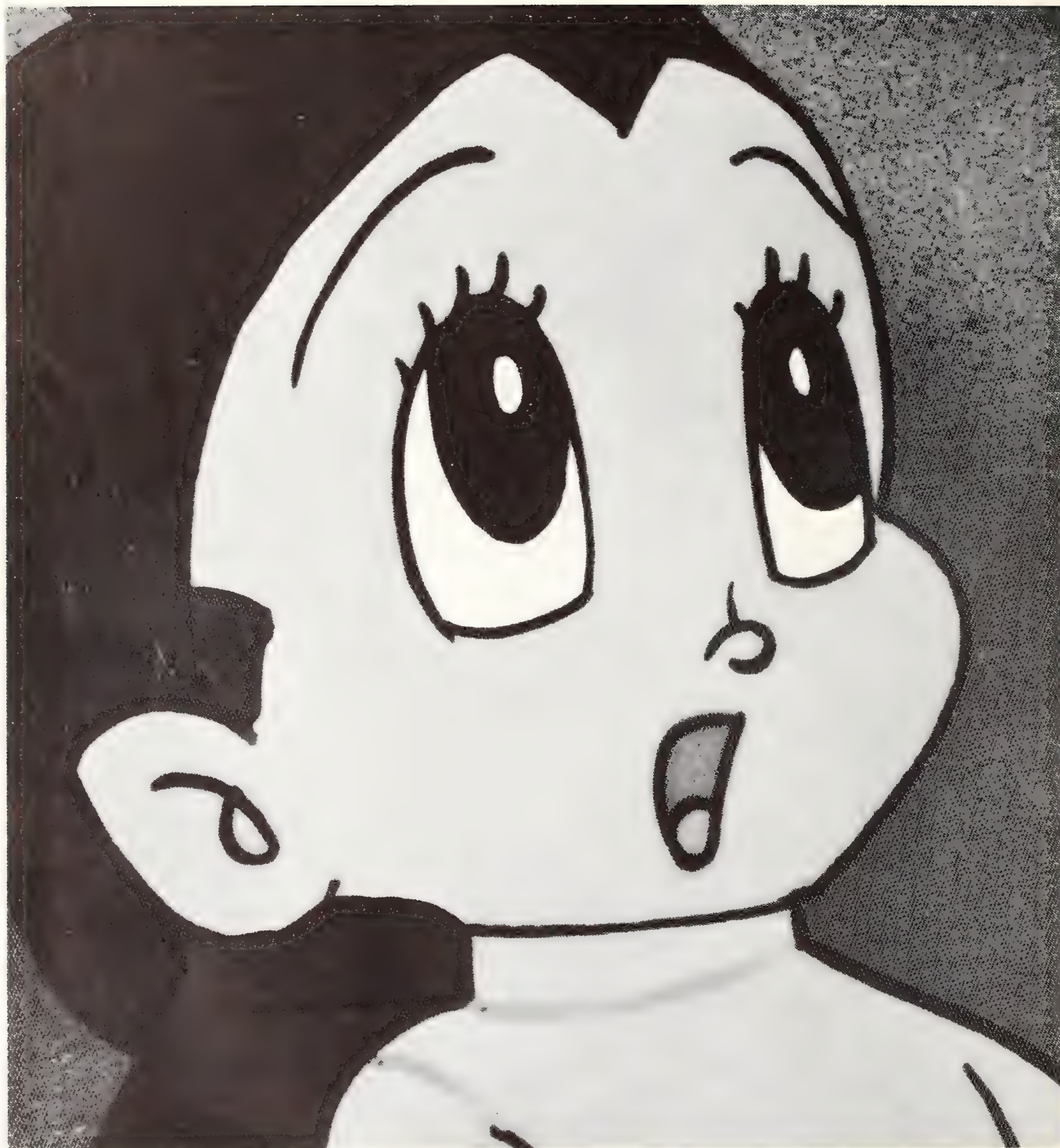
COURTESY OF *The American Tobacco Company*



Channel Two makes the difference

HOUSTON'S *Kprc-tv*

Edward Petry and Company, National Representative



GETTING BIGGER ALL THE TIME!

Astro Boy is now No. 1 in its time period in the nation's No. 1 market! In just three Saturdays on WNEW-TV in New York—6:30-7 PM—this animated, 21st century robot boy climbed to an 11.5 rating. That's according to ARB's estimate of Sept. 21. **Astro Boy** is the leader of its time period in the Sept. 21 NSI estimate, too—with a 13.9. **Astro Boy** can win top rank in any area—yours included. Each of the 52 half-hours is a complete, crowd-pleasing adventure. Find out how well **Astro Boy** fits your lineup. Call **NBC FILMS**

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